

LUXURY PLATFORM

A NEW WAY OF SELLING

Crossmedia & Newmedia Strategy
Rudy Deighton
2019

Why the Luxury Platform Will Quickly & Easily Start & Grow



The Luxury Platform: Table Of Contents

Before We Begin	5
Why the Luxury Platform Is The Easiest And Fastest Way To Get Started Selling On The Internet.	6
Advantages Of Luxury Platform Business.	7
How To Get Started the Luxury Platform concept:	7
Luxury Platform Build Before You Sell	8
Don't Become A Negative Feedback Magnet!	9
How To Quickly Build Your Feedback Score	10
Goal Time. Some Questions To Think About:	11
How Much Money Do You Need Or Want To Make?	12
Will You Have Employees In Your Business?	12
Wanting To Make Money Is Not A Goal	14
The Three Types Of Goals	15
Figuring Out What An Hour of Your Time is Worth	15
Use This Number To:	15
Some Luxury Platform Selling Methods:	17
Luxury Platform Selling Method #1: Dropshipping	17
A Personal Dropship Story	19
Excess Competition Is Your Number One Enemy On Luxury Platform!	21

Luxury Platform Realization Project

Before We Begin

We're going to cover a lot of ground, starting from zero. We've to start from the beginning, but rapidly will progress up to be sure that we cover a lot of ground. We'll get the beginners, the intermediate, and even touching into the advanced.

For two years we all wanted to do the same concept. We want to build a platform to created a new and exclusive sellingmarket on the Internet. At the same time we wanted to give a lot of point -by-point, precise ways that you can get started with this concept and do very well with it. That's the approach we're wanted to take.

The reason for the worksheet is try to get everybody to focus and to inform the basic goals and to make Luxury Platform Worldwide to a big success.

So, Let's Get Started!

Rudy Deighton

The Luxury Platform

① Why The Luxury Platform Will become The Best and Most Exclusive Way To Get Started Selling, Hire and Branding On The Internet.

How many businesses do you know that you can start without having to lease a building, buy a lot of equipment, buy a lot of products, bring on a lot of employees, and all the overhead that normally comes with a brick and mortar type store?

With the The Luxury Platform Concept, it's very limited.

In fact, *very little equipment is needed*. That's the second point.

The third point: *very little learning, or studying*.

The fourth point: *There's a short learning & information curve*.

The fifth point: *There are no worries about getting traffic*. The Luxury Platform handles that.

That is a big problem that people have. A lot of people will come to me and say:

"Rudy, I went and made my own Web site or I paid somebody a lot of money to make this beautiful Web site. I got it set up. I found partners, firms and product to sell, but Inobody is selling anything. We're not making any money."

What's the reason?

They're not getting any traffic. See, that's what The Luxury Platform does for you. One of the most difficult things anybody on the Internet has for a problem is how to get traffic to the Web site. That's what The Luxury Platform does for you.

Actually, The Luxury Platform does it for a quite reasonable cost. If anybody has tried to do a **Google AdWords** campaign or pay per click or regular advertising or any type of newspaper advertising, you know it's very expensive to get attention.

That's what The Luxury Platform does. They bring the traffic to you. That is why it's one of the best ways to get started.

It's not only traffic as in raw traffic, but it's very targeted traffic, in a niche environment.

When somebody goes to The Luxury Platform.com, they are not randomly looking at products only

No.. they are looking for something in particular. They know what they're looking for, and if you're the person on The Luxury Platform selling it, then you have a very good chance that you're going to have a new customer and that you're going to sell or hire your product.

TARGETED TRAFFIC LIKE THAT IS EXTREMELY VALUABLE!

Another The Luxury Platform advantage is that people, firms or organizations use Google for researching, while they use The Luxury Platform when they want to buy! Traffic of buyers is much better than traffic of researchers!

② Advantages Of An The Luxury Platform Business.

An advantage of an Luxury Platform business is that *you can search, sell, hire, buy and brand*, to an exclusive niche environment.

Imagine that you owned a business like a exclusive car or watch or jewellery, yacht or a very nice collection of coins. How many businesses are you able to do that: to search, sell, hire, buy and brand?

There are many reasons that you might want to do that. You might simply want to go on vacation. You might be sick that day or your family might be sick. You might have a family emergency that requires your attention.

An Luxury Platform business can be turned on and off like a light switch and really not be affected. When you're ready to go back on line, just start selling, hire or buy once again. That's a tremendous flexibility that you can have.

Another benefit (and the second point on the workpage) is that you can grow it at your *own pace*.

③ How To Get Started The Luxury Platform Concept :

Now myself, I started to design a "Luxury Platform" concept while I was in the development fase. As I made this big, long seven-and-a-half hour designing each day, I kept thinking.

"Man, Rudy, it really can make the different worldwide in selling, hire, branding with this concept."

That's a wonderful thing. Not many businesses allow you to start slow and build it gradually just by the right met. Normally when you start a business you have to hit the ground running because you have a large investment that you need to recoup very quickly.

That's another advantage of having an Luxury Platform business.

The first thing that our clients, partners have to do in getting started the Luxury Platform concept ***is to go sign up for Luxury Platform***. There are some good courses right on Luxury Platform's Web site on the basics. Marque It will present info that will show the basics of buying, hire and selling.

The first thing Luxury Platform want to do is go through and look at those informations so everybody will be informed by the Luxury Platform basics.



The next thing you might say is, *“Okay, I’m ready to start. I want to start selling, hire, buy or brand.”*

Buy Before You Sell!

No. Actually, you don’t want to start selling. What you want to do is to *start branding your product.*

Most people just want to jump in and start selling. I’m going to explain to why visitors do not want to do that immediately.

The way that you rate whether or not to trust a seller (or buyer) is by the Luxury Platform feedback system.

Think of this yourself. Although you are reading this because you want to be an seller, you’re probably still an Luxury Platform visitor.

So, when you’re looking for an item to buy and you see that somebody has a zero feedback, does that give you a comfortable feeling?

Do you want to go and buy that item from this person or firm? Probably not.

Actually, you’re probably more likely to NOT buy the item from them. Chances are you will search for someone else having better feedback who is selling the item you want. That’s called branding.

In fact, you’ll probably even pay more for somebody who has a good feedback rating. Why? Because you feel secure. It’s the same for you in the role of seller. If you’re going to be selling at a zero, you’re not going to be getting as much money for the item that you could if you had a better feedback score.

Some people will think, *“What I’ll do to get my feedback up and to get practice is to start selling all the junk that I have around the house.”*

Is Paypal Evil?

Some readers might have a negative attitude about Paypal. This might be based on some individual’s experiences that you have heard or read online.

It’s true that if you go to Google. com and search on Paypal you will find a bunch of Paypal Hate sites. It’s also true that Paypal has goofed things up on occasion and still does.

If one of these goof-ups involved you then being upset is understandable.

But think about this. Paypal has over 123,000,000 members. Let’s say they process 1,000,000 transactions each day.

Even if they are 99.999% perfect, they’ll still mess up ONE THOUSAND times a day.

Remember... No one is perfect!

So don’t sweat it. Even if you think that Paypal is evil, they are a necessary evil if you want to make money on Luxury web!

Quite simply, if you don’t accept Paypal payments in Luxury business, you are shooting yourself in the foot and will be making it MUCH harder to succeed as an Luxury Platform seller.

Luxury Platform Information

Luxury Platform Feedback System

Luxury Platform was designed with a feedback system that visitors can use to get a sense of how secure they can feel buying, hire or selling.

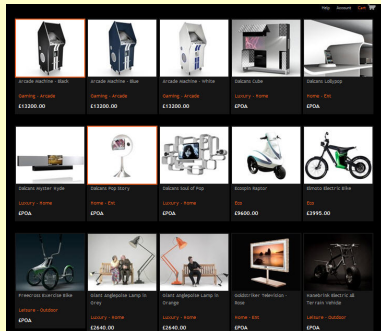
Everyone who joins the site has a feedback score. In each transaction, the buyer and seller can give the other person either:

- POSITIVE which gains you one point
- NEUTRAL which doesn't change your score
- NEGATIVE which lowers your score by one point

Every new visitors starts with a zero feedback score.

(Note: You do not join Luxury as a buyer or a seller only. when you join you can do both and your feedback score reflects your rating as both a buyer and seller)

Below is a random snapshot of an actual Luxury sell.



Above you can see that the Luxury members name is "etechtronix_direct". Their feedback is 3166 and they are a powerseller.

Luxury Platform

Although not perfect, the Luxury Platform feedback system does keep bad sell, hire or buy experiences to a minimum.

Now, I have nothing against selling your junk around your house, but not at this stage of the game. What you want to do at this stage of the game is you want to start getting your branding up first.

Here's the problem: some people think that they have stuff around the house that they could just sell like an old VCR, old DVDs, old CDs, old comic books, things like this. They say, "I don't care if I get a dollar or two for it because it's going to give me my experience."

What you need to consider - and we're going to focus a lot on this later on - is the value of an hour of your life, the value of your time. So you might sell a VCR for a dollar and then what you do is - it took you maybe an hour to take a picture, to write an ad, maybe a half an hour to find the old box and your packing peanuts, do the label and get it to UPS or the post office. You probably lost money and had to spend valuable time!

This is a fairly poor way of building up your feedback. So Luxury is not design sell junky items. You're probably better off just throwing them away.

Don't Become A Negative Feedback Magnet!

In fact, most people that I know of had their first negative feedback come from selling an item for a buck, at Ebay or other selling platforms.

What happens is that they attract the attention of some lunatic who hunts for low priced items. The type of person who wants everything (and more) for as close to free as possible. Unless they 'stick it to you', they're not happy!

Believe me, this type of customer is not very pleasant to deal with. They'll waste your time, rob your sanity, and quite often hit you with a negative feedback. I know several family members and friends almost gave up on the Internet because they had to deal with a negative left by a wacko who bought a \$1.00 item!

Do yourself a favor. Putt only exclusive products at The Luxury Platform.com.

How Much Money Do You Need Or Want To Make?

That can vary all over the place. If you're a retired person, maybe you just want to make \$100 extra a month to help pay for the rising fuel costs or pay for prescriptions.

You might be someone who is looking to work short term because you're looking to make enough money to go on vacation. Maybe your firm wants to make more profit.

Somebody else might want to dump their full-time job because it's driving them nuts and make a full-time business out of it. Maybe you have too much exclusive goods private.

Only you know which of the above defines you. But, that's something you need to know ahead of time.

You need to answer questions like:

- ***How much money do you need to make or want to make with your product?***
- ***What kind of buyer, client or visitors do you want?***
- ***Do you want to work 40 hours a week or do you only want to work two or three hours a day at Marque It.com?***

That's something you need to know: what kind of lifestyle do you want? Do you like working? Some people really, really enjoy working. I'm one of them. I love my work. I look forward to waking up in the morning and going to work. I love the challenges that come with it. I love the e-mails that I get, the people I get to help. I get to hear back on how they've benefited.

I love working. I'd be bored to death if I wasn't working. But maybe you're not like that. Maybe you'd rather set things up so you don't have to work so much.

Will You Have Employees In Your Luxury Platform Business?

Some Common Luxury Platform Seller Responsibilities

- Only sell exclusive items on The Luxury
- Source it, purchase it, and manage inventory of product.
- Research more products to sell.
- Write the products ads for the Luxury
- Answer emails with questions from potential buyers, and other customer service tasks.
- You need to box and ship the items.
- Selling or hire terms

The last question: How do you feel about having one or more employees is very, very important.

What I've seen too often in the Web world of people that are doing very well on the Internet, actually - if you're on this line and you're selling good on the web, then you're probably going to be nodding your head in a minute with this - is it's a lot of work.

It's a lot of work to have an Internet business. You have to wear a lot of hats.

As you can see in the box above, there is a lot involved in selling on the Luxury Platform. Having an employee(s) can greatly help in handling these tasks.

A lot of people have an aversion to employees. I don't understand why. A lot of people who sell on the Internet or have internet based businesses will say, "No, no. I can do it all *myself*. *I don't want the hassle of workers!* If you feel that way, you need to give some thought about it.

The Luxury Platform Selling Is A Busy Business

There are a lot of time consuming repetitive manual tasks that are a necessity. It is quite easy to have your day (and night) consumed by all these tasks, especially when you are responsible for all of them.

If you want to grow your business and make a lot of money from Luxury selling while having an enjoyable lifestyle you can't do it alone!

Think of getting one employee to delegate the work that you shouldn't be doing.

Your main focus as an Luxury Platform seller should be:

- 1) Having the right product to sell, hire or buy;**
- 2) Plan the forward growth of the company. This includes branching out your own Luxury website and getting involved with other internet marketing besides The Luxury Platform.**

That's really **ALL** you should be doing.

- You shouldn't be boxing/shipping product.
- You shouldn't be taking pictures.
- You shouldn't be writing auction ads.

That should be the focus if you want to build your business.

You should be getting other people to do the other stuff. Give some thought about that. Even right now.

When you meet people, when you hear situations of people that are maybe sick of their job or they got laid off or they got downsized, think about that.

Just Starting Out?

When starting out, you can spend a lot of time (and money) assembling the tools that you need to start your computer based business.

We're constantly evaluating and testing free and paid tools and services. Be sure to check out the resources section at the bottom of this ebook.

Each day and week we publish [new items](#) on The Luxury, where we brand the items. Be sure to [subscribe to the newsletter](#) so that you don't miss out on these updates.

Ask yourself: *"Will this person be a good candidate for an employee for me?"*

I've had and continue to have a number of employees. My office manager Werner has been with me for over many years now. He handles my entire sales operation and much of the Luxury Platform.com business tasks too.

I would have gone insane a long time ago if I did not have my employees/management team. I also outsource a lot of things by The Luxury Platform, but that's a topic for another day.

⑤ Wanting To Make Money Is Not A Goal

This is probably something you're not going to hear anyone else speak about.

It seems to me that the overall main focus for Internet marketing / web marketing or any at-home business is solely **making a lot of money**. That's the goal. People think: *"I want to make money. I don't care how. I just want to make a LOT of money with the least amount of effort possible!"*

Listen, *wanting to make a lot of money is not a goal.*

Money Is A Tool To Help You Control Your Destiny So You Can Live The Life You Want And Reach Your Goals.

The world around us will get us to think money is the key to happiness. Stop and think about it...

How many rich, happy celebrities or rich lottery winners do you know?

Quite often, more money just helps them to get into more expensive problems. Money in itself is not happiness. A lot of people do some very painful and hurtful things because of the love of money.

As the Good Book says, *'...they hurt themselves and give themselves many wounds.'*

Can you please take a few seconds and really think about that...

Think of money instead as a tool, a tool that you can use to reach the lifestyle you want.

Now, what's a lifestyle?

Your lifestyle might be:

- That you want to work three days a week or
- That you want to vacation eight weeks out of the year or
- You want to work part-time so you can coach your child's soccer team.
- Maybe you want to do volunteer work that you feel is important or
- You want to help your child out in the school library and volunteer there.

These are all lifestyle choices.

Money is what can help you to *reach the lifestyle that you choose!*

Don't focus on making a certain amount of money, but focus on how to get your life or business in a certain position, and money will help enable you to do that.

I know this is not something you'll usually hear and that it goes against "majority thinking", but it's a core principle for me and many other successful, respectable, and happy business owners.

So remember: Money is not the key to happiness, but it helps you control your destiny.

The Luxury Platform Selling Methods example:

⑨ The Luxury Platform Selling Method #1: Dropshipping

What do we sell? First thing everybody wants to do is *dropship*.

Every day I get lots and lots of people asking me, “Rudy, can you tell me what I can *dropship*? *Where do you get watches or houses or yachts or how can I brand my product in the best possible way on the Internet. I want to dropship different exclusive items.*”

You can understand why people get so excited about dropshipping. For those who don't know what dropshipping is, it's a form of selling where you never actually touch the product. You have a supplier who warehouses, sells and ships product directly to your customer/client.

I'll give an example. Suppose I'm going to sell an exclusive watch on The Luxury. I find a company that dropships exclusive watches...

They say, “*Rudy, you can buy these exclusive watch for \$10.000 .*” I go and advertise them on The Luxury with a Buy-It price of \$11.000. Somebody buys it from my advertise. They send the supplier \$11.000 to the supplier. I put \$1.000 in my pocket.

Sweet!

I email the customer's name and address to my supplier (they pay the supplier), and he sends the exclusive watch out to them via UPS. My supplier is happy, my customer is happy, I'm happy. It's a happy world!

Dropshipping Is The ‘Utopia’ Of Selling On The Luxury Platform. Why?

- It requires no investment in inventory.
- It requires no warehouse space.
- It requires almost no labor.
- All you're doing is e-mailing an address to the supplier.
- You don't touch the product.
- The customer pays the supplier.
- The supplier pays you.
- It is a wonderful way to make money on Marque It.

Chances are, every single person here has spent a lot of hours looking into it. A lot of people say, “*No, it's impossible to make money dropshipping.*”

Yet thousands of people are making money on the Internet/web every day using Dropshipping.

So who's right? Well, let's find out the truth about it.

Excess Competition Is Your Number One Enemy On the Internet!

Remember that. You don't want to compete. You don't want to be the tenth man in a nine-man show.

A lot of people think the opposite. They want to do what everybody else is doing. That is what's going to kill you on the Internet. You have to do things differently, okay?

I set up this unique dropshipper. Because I had a pallet worth, I would keep track. I knew I wasn't going to have the backorders and that was a wonderful thing.

These Are The Golden Rules Of Dropshipping:

Question: True or False:

You should choose from the most popular dropship companies.

Answer: False!

Question: True or False:

You should sell the products that are very popular and are found everywhere.

Answer: False!

Question: True or False:

You want to copy others and sell what everyone else is selling.

Answer: False!

Question: True or False:

You should sell exclusive products that are hard to find in a retail store.

Answer: True!

Here's the scoop about sourcing product for resale whether it's dropshipped or not.

You want to do something that's very hard to find in a retail store or that people have no idea is available in a retail store. That's a little tricky, but sometimes there are items that you might come across that people have no idea that Wal-Mart or Target or Circuit City or Best Buy have.

If it's something that you can sell for cheaper, then it works out really well. That's what happened with the de humidifiers. They're hard to find. I think Sears is the only place. You could probably get them from Home Depot or maybe at a Lowe's in your area. They were refurbished so nobody could compete with the price for me. I was just selling these one after another.

The Dangers Of Dropshipping Backorders

But...*backorders are one of the biggest dangers of dropshipping. If you've ever experienced this, you know what I mean.*