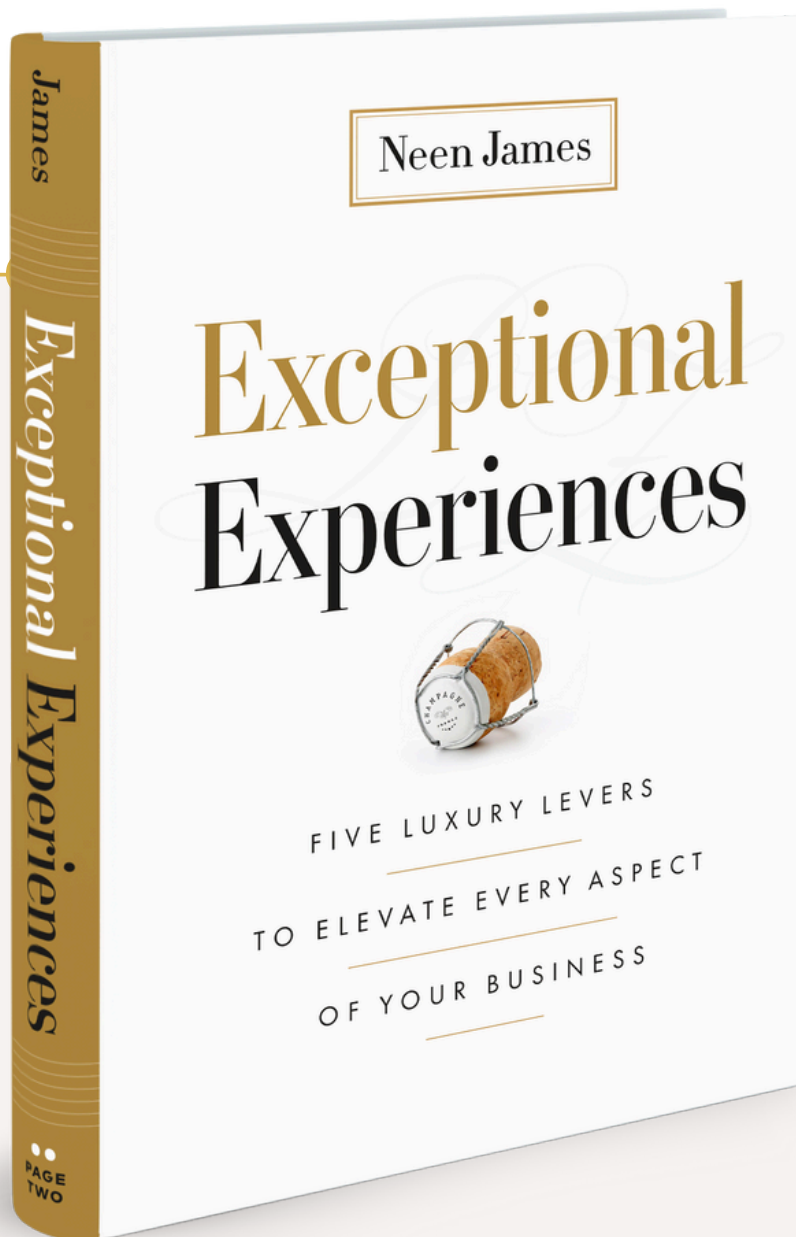


Podcast Primer



For Producers and Hosts

About the Primer

G'Day!

Thank you so much for inviting me to be a guest on your show!

I'm thrilled to be joining you and let's create an engaging, entertaining, and educational conversation for your valuable audience.



The Primer

This Podcast Primer includes everything you need to prepare for our conversation including:

- A complete summary with **key frameworks and contextual models**
- **Suggested questions** to guide our conversation
- **Supporting materials** including links, images, and assets to promote the episode and connect with your audience.

The Premise

Luxury is about experience, not things. You don't need a luxury product to offer luxury moments. True luxury is about making people feel seen, heard, and appreciated. Customers purchase and receive luxury differently.

Written for entrepreneurs, executives, business leaders, and employees, *Exceptional Experiences* reveals four distinct luxury mindsets and how to speak each mindset's luxury language.

The Luxury Toolkit and Experience Elevation Model™ provide brands with core systems that are repeatable, reliable, and relatable and consistently deliver meaningful moments.

The Plan

If there is anything our team can provide to create an exceptional experience for you and your audience, please let us know.

So looking forward to our conversation!

Neen James

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Introduction

Luxury is often associated with things—beautiful, expensive objects. But, the core definition of luxury suggests something deeper. It's about ease, comfort, and the indulgence of experiences that bring joy and satisfaction.

At an early age, author Neen James learned that luxury was so much more about experiences than things. A single parent of two little girls, Neen's mum could not afford a lot of extra school activities or holidays. Luxury came from the simple things. Walking home from long shifts at night, Mum would walk through a local community garden and pick a flower to bring home and place it in a glass. Elevating the glass and calling it a vase to be fancy, that little act added beauty to their caravan.

In those simple gestures, Neen's mum made sure her girls felt special and seen. She reminded them that everyone deserves luxury. For over 20 years, Neen has worked with luxury brands and executives across all industries to craft experiences and deliver that same feeling for their customers and clients.

Always believing that “luxury is a mindset,” most leaders and executives' natural question is, “*How does that lead to increased market share?*”

To answer that question, Neen commissioned a research study to understand how and why people make luxury purchases, how they think about luxury, and who and what impacts those decisions. The study uncovered four different attitudes customers have toward luxury purchases and experiences.

Exceptional Experiences shares how to appeal to current and prospective customers of each mindset and elevate their interactions in all touchpoints with a business. This book challenges all business owners, executives, leaders, and employees to rethink how to add luxury into everyday interactions to make everyone feel seen, heard, and appreciated.

The Four Luxury Mindsets

Not everyone purchases or receives luxury the same way. This proprietary research study, the only one of its kind in the world, revealed there are four luxury mindsets. Connecting with customers and providing them with the right exceptional experience requires understanding the factors that influence their buying behavior and learning to speak their luxury language.

The Four Mindsets

The Reluctant and Removed (28%)



The “Reluctant and Removed” often feel misunderstood and that luxury brands don’t truly see them. That disconnect makes them uncomfortable, leaving them guilty and overwhelmed when purchasing luxuries, and struggling to justify the expense.

Their Luxury Language

The “Reluctant and Removed” have a lot of responsibilities. They would rather avoid luxuries than invest the time to decide on making the right purchase. Luxury to them is a reduction of busyness, hassle, frustration, and worry. To attract the R&Rs, show them how luxury can make their lives easier or more efficient.

Luxury Lovers (25%)



As the name suggests, these people LOVE luxury! They will tell everyone they know about their love of luxury, incorporate it into their daily life, and encourage others to do the same. They believe others deserve luxury and are worthy of it!

Their Luxury Language

Because Luxury Lovers have what Neen calls “big mouths,” they want to advocate for you and share their experiences with the world. They want luxury that improves their professional and social status. To attract luxury lovers, offer exclusive and unique opportunities, behind-the-scenes access, and something personalized to them.

The Four Luxury Mindsets

Pro-Prioritizers (25%)



For “Pro-Prioritizers,” luxury is power. They leverage luxury to dress for success and look the part as they advance professionally. They champion brands that align with their values and share them with people they are mentoring or working with, supporting their professional development.

Their Luxury Language

“Pro-Prioritizers” desire luxury that helps them feel more confident and improves their appearance, impression, and reputation. They also favor practical luxury. To attract this group, authenticity matters. Buying from consistently high-quality brands that are socially and environmentally conscious is a priority.

Confident & Content (22%)



Both in work and their personal lives, the “Confident & Content” think, “I’ve got this!” Luxury is not often a top priority, nor does it have to be expensive. When making purchases, this group is comfortable with their decision-making process.

Their Luxury Language

Luxury allows the “Confident & Content” to create memorable experiences for others. To attract this group, show them how purchases allow them to improve connections with their friends and family and enhance their job satisfaction and quality of life.

For more insights from the research study,
download an Executive Summary
at LuxuryIsAMindset.com

Applying Luxury Principles

The Luxury Leadership Toolkit

Knowing your clients' luxury mindset is just the beginning. The real challenge and opportunity lie in how you **use** that knowledge. Exceptional brands don't just acknowledge these differences; they act on them. Personalizing the experience does not always require grand gestures or customization, it's about paying attention.

The most memorable experiences come from the small, thoughtful details that make someone feel truly seen. In *Attention Pays*, Neen shares the story of her five-year-old friend Donovan reminding her to “listen with her eyes.” Wise beyond his years, Donovan understood not every need or want is voiced out loud.

Becoming exceptional is simple, but it requires the discipline to listen, observe, and respond in ways that matter. Leaders need to read between the lines to identify more targeted solutions to serve their customers or clients.

The Luxury Leadership Toolkit

Any organization can adopt a luxury mindset and elevate its experiences. Being approachable, friendly, and knowledgeable will transform routine interactions into memorable moments. A Luxury Leadership Toolkit empowers teams to focus more on the small, thoughtful details that make someone truly feel seen.

Systemize Thoughtfulness

To build a pattern of exemplary experiences, start with your top twenty clients. Engage and leverage your skills, habits, and senses and brainstorm different ways to connect monthly – send a book, a book recommendation, a personalized video message, or a handwritten note. Encourage others on the team to do the same. Gradually, those tiny acts of kindness will extend to other clients, partners, and teammates. It is a way to stay top of mind.

Pilot “Red Carpet” Experiences

Consistently reimagine exceptional experiences to surprise and delight clients. Embrace new ideas and find out what feels luxurious to your top-tier clients. Try them for 90 days, gather feedback, modify them, incorporate them, and re-evaluate their effectiveness. Turn clients into “insiders” and ask them for feedback during the pilot program.

Applying Luxury Principles

The Luxury Leadership Toolkit

Use Metaphors and Mindset Shifts

Some luxury brands employ individuals specifically to create exceptional experiences for customers. At luxury hotels, the concierge, the “keeper of the keys”, is the most informed, helpful, and connected with the inside scoop on delicious restaurants, private events, and exclusive access.

Others channel the responsibilities of luxury roles but hold different titles. Neen refers to the CEO of Associated Luxury Hotel International (ALHI) as a sommelier. Mike Dominguez and his team pair the exact right hotel properties with the exact right meeting professionals for the perfect event, just like pairing a great wine with a great meal.

Using metaphors can spark mindset shifts and a new approach to creating special, defining, or different moments. Teams might have an air traffic controller, pilot, orchestra conductor, Swiss Army knife, lighthouse, or detective who focus on creating luxurious experiences.

Speak Luxury

Luxury language not only elevates your brand perception; it also encourages client loyalty and advocacy. This language fosters deeper emotional connections and signals that your brand understands and prioritizes your clients’ unique needs and aspirations.

The luxury mindset research revealed that specific terms such as "bespoke," "exquisite," and "timeless" evoke a sense of sophistication and prestige. Thoughtful, tailored communication that integrates these elements will help justify premium pricing, boost revenue, and ensure top-tier clients feel valued so they return.

“Pro-prioritizers” and “luxury lovers” in particular seek exclusivity and authenticity. Use language that emphasizes craftsmanship, durability, and uniqueness to connect with them:

"Handcrafted with precision for discerning individuals."

"Experience the exclusivity of a product/service tailored just for you."

Applying Luxury Principles

The Experience Elevation Model™

To scale unique, luxurious experiences, the Experience Elevation Model offers a system that is repeatable, reliable, and relational to integrate luxury into daily operations. With this contextual model, brands are better prepared to anticipate needs and provide clients with exclusive access.

Marketers might recognize some similarities to Elias St. Elmo Lewis' AIDA advertising effect model. The acronym AIDA stands for attention, interest, desire, and action which identifies the three main categories consumers go through when buying a product or service - "think", "feel", and "do".

Experience Elevation Model™

The Experience Elevation Model is a refinement of AIDA. The five luxury levers engage luxury principles and characteristics, prompting current and prospective clients to think of you, take action to work with you, and then tell others about you.

It starts with **Entice**, giving customers a reason to pay attention. A customer's attention is a coveted resource. Attention spans are not declining; they're *split* – most people are exposed to 150 - 500+ messages per day. For executives, that number is even greater. To break through, make them feel special and valued through emotional connections and captivate them with unique, personalized, and exclusive experiences.

The **Invite** lever deepens their engagement by granting access to a special level. In this step, brands speak to different luxury languages and create a sense of belonging, making customers want to be part of the exclusive circle. Giving customers a "red carpet" experience demonstrates thoughtfulness and attention to detail that creates a lasting impression.



Applying Luxury Principles

The Experience Elevation Model™

Next comes **Excite**. This lever builds anticipation, shows them they are worthy, and leaves them wondering what else your brand will do for them. Personalized touches, seamless experiences, and anticipating needs before they arise evoke emotions they can't wait to tell others about. This level of elevation appeals to all five senses, making the experiences inclusive and thoughtful for a diversity of ages, cultures, generations, and accessibility needs. When people feel cared for, they are more likely to engage longer.

Exceeding expectations and deepening their connection to you and your brand will **Delight** clients. At this level, you anticipate and deliver on needs customers don't even know they have. When they achieve a milestone with your brand, strategically provide gifts that show how much you know them and how much you value the relationship. The key is personalization.

Finally, the **Ignite** lever builds long-term advocates. They become an extension of your brand by telling others about their experience with you. Acknowledge their contribution to your business and put systems in place to thank them. Think BIG. Being strategic about your efforts will show your appreciation, earn their loyalty, and attract new clients.

The Experience Elevation Model does not have to be carried out in order. Strategically select and implement the levers that will most effectively help your brand build a roster of top-tier clients, differentiate your brand, and create lasting advocates for your business.

Case Study

How Delta Airlines Applies the Experience Elevation Model™



For some passengers, flying is just a way to get from Point A to Point B. For passengers who enjoy the perks of premium flying, Delta Airlines stands out among its competitors by focusing on quality, comfort, and ease of travel. Once passengers experience certain perks of premium flying, they rarely want to go back to economy. It's Delta's attention to detail that attracts those luxury travelers.

Delta **entices** passengers to its loyalty program by offering premium flying perks that people rarely want to give up. Some airports provide dedicated check-in areas and private security screening. Others offer new, swanky lounges with signature restaurants, wine sommeliers, shower suites, and wellness lounges. All the loyalty perks are listed on their website, but Delta sends personalized know-before-you-go emails to customers to let them know what to expect.

Neen experienced this firsthand while flying home to Australia for the holidays. Her Delta One experience began when she learned she would have complimentary access to the lounge, spacious, fully adjustable, lie-flat beds on the flight, delicious meals, and comfort and safety for the long trip. Even knowing what to expect, Neen was impressed by the dedicated check-in area, private security screening to check bags quickly, and spa-like sanctuary feel in the lounge.

To foster that loyalty and sense of belonging, Delta **invites** customers into its SkyMiles program. Over time, Delta's data-driven systems will learn the frequent flyer's preferences and tailor a seamless journey from the time the passenger books their flight. This can include everything from seating preferences, to favorite in-flight amenities, to remembering the movie someone is watching from one flight to resuming it where they left off on the next.

Delta masters the art of **exciting** passengers with share-worthy and surprising experiences. They anticipate and delight travelers through carefully orchestrated moments like a text message with a complimentary upgrade to first class or thoughtfully seating family members together.

Case Study

How Delta Airlines Applies the Experience Elevation Model™

There are countless stories of customer service agents going beyond standard solutions to reroute passengers around weather delays or ensure a traveler made it to an important family event. It's not just their efficiency, but their genuine enthusiasm for turning travel challenges into opportunities that stands out.

One of the most compelling stories about **delighting** customers comes from Delta's complimentary airport transfer service via a Porsche. The service cannot be requested or purchased directly – it is a benefit reserved for select Diamond Medallion level members with tight connections at certain airport hubs to make the most premium clients feel valued.

Delta **ignites** loyalty because its employee-first culture empowers and values staff who extend this feeling to its customers. Those customers consistently receive exceptional service and become loyal advocates, promoting the airline to their networks. They will opt for connecting flights instead of a direct route just to travel with Delta and take “mileage run” flights at the end of the year to maintain the minimum number of miles they need to retain their status.

Suggested Questions

Background & Context

For more than 20 years, you've been coaching teams and executives on building luxury experiences—what originally drew you to this field?

How do you define true luxury? What are common misconceptions about luxury?

There's a quote in the book, "Luxury is about experience, not things." What inspired your perspective on luxury?

What are some of the biggest shifts you've seen luxury brands make in the last two decades?

This book is an extension of your work on attention and your book, *Attention Pays*. What are some core principles about capturing customers' or clients' attention to know before diving into *Exceptional Experiences*?

The Four Luxury Mindsets

Part of your research for this book included commissioning a study on luxury mindsets. What prompted you to research this particular topic?

- What were you expecting to uncover during this study?
- Were you surprised by any of the outcomes from the study?

Can you give us a brief rundown of the four luxury mindsets?

- Did you find that customers connect with one mindset more than others?

The study uncovered that the "Reluctant and Removed" struggle to make luxury purchases because they feel misunderstood. What are some ways brands can better connect with them and help them feel more comfortable with indulging in luxury?

As the name suggests, "Luxury Lovers" wholeheartedly incorporate luxury into their daily lives and encourage others to do the same - sounds like the ideal customer!

- How might brands entice luxury lovers to shop exclusively with them?
- What are some of the best ways you have seen brands celebrate these loyal advocates?

Suggested Questions

The Four Luxury Mindsets

“Pro-Prioritizers” leverage luxury for professional development, but how might brands reach them about adding luxury to their personal life too?

One of the key characteristics of “Pro-Prioritizers” is that they value sustainability. What advice do you have for brands to appeal to this mindset?

The “Confident & Content” mindset will indulge in luxury if it creates memorable experiences for others. What are some of your favorite experiences you’ve seen brands offer that make the “Confident & Content” and those close to them feel special?

The Experience Elevation Model™

You crafted the Experience Elevation Model™ as a contextual model to help illustrate the five luxury levers to capture a customer’s attention.

- Can you briefly explain those five levers?

The model is a refinement of the well-known advertising model, AIDA.

- What were the core concepts from the AIDA model that served as the inspiration for your model?

What are some core differences in how brands leverage the luxury levers when attracting new clients compared to retaining current clients?

From your work with luxury brands and executives, have you found that one luxury lever is more commonly used than the others?

- Which lever do brands most frequently forget about?

The Experience Elevation Model™ isn’t a step-by-step process, brands can start at different points.

- What key benchmarks or signals help determine where a brand should begin or when it’s time to shift focus?
- And do these milestones differ for prospective versus current customers?

Suggested Questions

The Luxury Leader Toolkit

To create more luxurious experiences for customers, leaders should lead with a luxury mindset.

- What does it mean to lead with a luxury mindset?
- How does a leader's luxury mindset differ from a customer's luxury mindset?
- How does having a luxury mindset change the way leaders guide their teams and organizations?
- Shifting mindsets doesn't just happen overnight. For leaders who want to adopt more of a luxury mindset, where should they start?

To make a habit of surprising and delighting customers, you suggest "systemizing thoughtfulness." How do you advise teams to make this more of a habit without it feeling forced or something they "have to do"?

What are some of your other favorite tools to offer leaders who want to build up their luxury toolkit?

Implementation

Throughout the book, readers are encouraged to create "champagne moments"?

- What is a champagne moment? What are some practical ways someone could implement these moments in their industry?
- Most of the techniques you list in the book just require creativity and a commitment to implementation. What is your response to organizations that say things along the lines of "We're not creative," or "We don't have the resources to create red carpet experiences"?

Companies don't just wake up and become exceptional. If someone picked up this book and wanted to start tomorrow, where should they start?

If a leader came to you and asked, "I have the bandwidth to add one more thing. If I did just one thing from this book and did it really well, what should that be?" what would you tell them?

Does change have to come from leadership? How can middle managers drive change and create more exceptional experiences from the bottom up?

- How can they convince senior leaders that it's worth investing in luxurious experiences?

About Neen James



Neen James is a leadership strategist, dynamic keynote speaker, and the author of *Folding Time*, *Attention Pays*, and the upcoming *Exceptional Experiences*.

With boundless energy, quick wit, and actionable insights, she serves as a confidante to C-suite leaders to help them elevate experiences and achieve greater focus, communication, and influence.

Recently appointed to the board of the World Luxury Chamber of Commerce, James has been named one of the Top 30 Leadership Speakers by Global Gurus multiple years in a row for her work with

some of the world's most prestigious brands, including Viacom, Comcast, Virtuoso Travel, Four Seasons, and the FBI.

She empowers individuals to prioritize what matters most so they can create exceptional experiences that drive results and foster lasting connections.

Originally from Australia, James is living her best life in Tampa, Florida.

Promotional Materials & Show Note Details



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*Neen's operations goddess will
be delighted to help you!*

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