



Day Three

# BEING AN EXPERT

## *The power of LinkedIn*

Almost everything has moved online, including luxury sales. Luxury sales has always been about relationships and building trust. So how do you continue to do this online?

It's impossible is what we hear every luxury sales ambassador cry! No. It's not!

Selling online has a slightly bad reputation in the luxury sector, we liken it to spamming our clients. What if I told you there was a way you could get in front of your ideal client without cold calling and have them come to you instead?

How can you sell without selling? Meet targets without hard selling? Get clients to come to you rather than harrassing them with emails and messages?

We do it by using the power of LinkedIn. Unlike any other social media platform, luxury clients actively and regularly use LinkedIn.

- Did you know that almost every Fortune 500 CEO has a LinkedIn profile?
- Did you know that for Facebook or Twitter, high net worth individuals use a social media manager but manage and engage with LinkedIn personally?
- Did you know that most HNWI will not give their LinkedIn password to an assistant but will happily give them their Twitter, Facebook or Instagram password?

# TODAYS TASK

Today you're going to record a video to set yourself apart as a subject matter expert. Below are the guidelines:

- Any subject you're an expert in. You can also do a "Behind the Scenes" or a "Show and Tell" or even a history lesson. The subject is entirely up to you.
- Your video should not be longer than 2 minutes
- Upload your video to your LinkedIn profile and then monitor who watches it! You'll be amazed by who will watch it.

# CAMERA SPECS

To look the best you can possibly be make sure you do the following:

- Record your video in either Square or Landscape mode. This is camera setting 1:1 or 16:9
- Record in HD 720p. There is no need to record in 1080p because almost all social media platform convert it to 720p anyway.
- Put the camera at a level where your fully displayed on the screen but not too close that the pores of your face are visible.
- Make sure you have good lighting
- If you have a lavelier microphone you should use it, if not, simply use the mic from your headset. This will make your audio sound better than your phones built in mic.
- Make sure your video is smaller than 10mb. To make your video smaller you can use a compression tool like <https://www.videosmaller.com/>

Happy video making!

# NOW DO THIS

1. Go to link [www.lux.ac/video-upload](http://www.lux.ac/video-upload) before midnight tonight
2. Put a link to your video into the text area.



**SCAN ME**