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# 50 Great Jewelry Selling Techniques

From the Pages of *Jewelry Selling Insights*

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First of all, congratulations! You're on your way to learning more than you ever thought possible about how to position your jewelry – and you! – for maximum success to profit from the jewelry you love to make.

This e-Book contains 50 recent items from the “5 Quick Tips” section of [Jewelry Selling Insights](#), a monthly e-newsletter that teaches artisan jewelers how to sell more. Each technique is a “nugget” that will help you sell more.

The best way to use these tips is to read through all of them, and then go back and prioritize them. Number them – “1” for those you want to try first (and there will be more than one “1”), “2” for those you might try after that, and “3” for those you want to try last.

Make notes about your success with each one. Keep using the successful ones, and try new ideas to sell more as you go.

If you have ideas for tips that you've used successfully, please send me an e-mail at [david@marketingjewelry.com](mailto:david@marketingjewelry.com), and we'll try to include them in a future issue of Jewelry Selling Insights.

Enjoy!

## 50 Great Jewelry Selling Techniques

1. **Schedule marketing a year in advance.** If you don't currently have a marketing schedule, here's an easy way to create one: Take a regular annual calendar and mark off the months that have typical jewelry buying periods on them, such as pre-holiday and Mother's Day.

Then fill in promotions you'll need to do to support shows and other events you'll be attending, if they don't coincide with holiday selling.

Finally, decide what months you want to do additional marketing and promotion, and mark the calendar with the dates you should begin planning and executing those promotions. Your final calendar should have firm dates for the next six months, and "soft" dates or tentative plans for the six months after that.

2. **Father's Day promotions.** Although we don't typically think of buying dad jewelry on his special day (in June) that doesn't mean you shouldn't have a Father's Day promotion!

There are plenty of jewelry and giftware items that would be appropriate for dad, including money clips, key fobs, golf-themed accessories, initial bracelets and more.

Although these are usually the domain of mass-market retailers, making custom gifts for the husbands or fathers of your current clients can bring in additional revenue during the typically slow summer selling season.

3. **Packaging idea that's easy on the budget.** To make the best presentation possible without breaking the bank, put your money into nicely printed labels, and buy a plain white box to put them on. Select a label size that won't overpower a smaller box but that will also look nice on a larger box. This gives you the flexibility to change boxes over time ... perhaps to silver, gold, or some other color ... but use the same labels on the boxes, bags, and even gift certificate envelopes. A jewelry store near me even uses the labels on their gift-wrapped packages.
4. **Keep track of customer preferences.** Using something as simple as a 3" x 5" index card, or as "sophisticated" as a computer database, it's a good idea to keep track of your customers' preferences. Include things like their favorite colors, favorite metals, other preferred materials, the preferences of people they typically buy gifts for, and other personal information that you can use to help market more specifically to them.
5. **Let customers know about designs that might pique their interest.** Before creating new designs, look for trends in what your customers want. After making new pieces, see who among your current customers are the most likely prospects, and send them a personal note describing new pieces that might be of interest to them.

- 6. Connect with non-competitors.** Having a network of other jewelry makers who don't compete with you can be extremely important. You can share marketing ideas, bounce new jewelry concepts off one another, share certain expenses (such as materials you both need, for example) and get needed support during good times as well as bad.

Your "jewelry making buddy" doesn't necessarily need to be someone in your home area. Having a peer you can discuss different topics with – even if they're across the country – can pay off in many ways, and not all of them are financial.

- 7. Send a thank-you for high-end orders.** You already know that you should say a clear "thank you" to anyone who orders from you. But for higher-end purchases, consider sending a hand-written thank-you note.

As powerful as these personal expressions have always been, they are even more appreciated in a world where they are the exception rather than the rule.

Consider getting nice stationery thank you cards (like Crane's) or having your own cards custom printed. Avoid computer printed cards ... they don't look as nice as professionally printed ones.

- 8. Mail quarterly updates to your customer list.** Every quarter of the year contains holidays or traditional buying periods that are perfect for buying jewelry. First quarter? It includes Valentine's Day. Second? Both Mother's Day and Father's Day. Also, the beginning of the summer wedding season and graduations. Third quarter? The rest of the summer wedding season! Fourth? Holiday buying.

Plan quarterly mailings in advance to send to your customer list. A 4" x 6" postcard can be effective at reminding your customers of who you are, and what you have that's new and exciting for the quarter ahead.

- 9. Include care information with your jewelry.** With every piece you sell, there should be a little card with jewelry care tips that you enclose.

You can have one general card (or sheet of paper) that includes information on the range of types of jewelry you sell. The sheet should include your contact information.

It's one more way of extending the value of your services and reminding customers about you.

**10. Don't disengage at shows.** A few readers contacted me recently to say that they prefer to "leave people alone" at shows where they exhibit. In other words, they don't actively try to engage them in conversation ... they want the customer to have time to "think."

When you disengage at a show, it often comes across as boredom or disinterest.

If it's not your style to chat with prospects, at the very least greet them and let them know you're available to answer any questions they have. Better yet, engage them with questions about what they're wearing, and what they like about what you're selling!

**11. Take care of your voice!** If you've ever found yourself hoarse at the end of a home party, jewelry show or even after visiting a few galleries to talk with prospective buyers, you know how important it is to take care of your voice when you're selling. I bring water and lemon with me when I'm working a booth.



Avoid sodas, as some people find that they dry out the throat. I also bring throat lozenges (I use Ricola Refreshers). Finally, limit an unnecessary conversation when you're not selling, to preserve your voice.

Networking with others is important; just try to limit side conversations.

**12. Include a signature line on all emails.** All of your emails should include a “signature line” that promotes your business at the bottom. I keep mine very brief. It just includes my name, company name, address, telephone number and website. If you have a website, make sure you include “http://” in the address so that it will appear as a link even in text-only email browsers. You might also include a company slogan, or a brief note about a special event.

**13. Keep a file of “great marketing ideas”!** As a consumer and a business person, you receive marketing materials through your mail slot every day from direct mail and enclosed with magazines, newspapers, and anything else that the post office will deliver!



Instead of throwing them all away, do what I do: Keep a reference folder where you file advertising and marketing materials that you think are effective in their design, writing, or (hopefully) both!

Then, as you plan your promotional efforts in advance, you can sift through your file for creative ideas on how to approach your own advertising and marketing.

**14. Answer quickly and call back promptly.** When you answer your “business” telephone line (even if it’s in your house!) try to pick up before three rings. Answering quickly shows you’re concerned about helping the prospect as soon as possible. If you’re not available, your voicemail should be professional but warm. And try to return calls the same day or the next day at the latest. Even if you can’t talk, it is imperative to call back as soon as possible to let the caller know they’re important.



- 15. Arrange for backup.** If you're going to be away from your main base of operations for any length of time, try to arrange for someone else to handle urgent business-related issues. It may be a professional colleague, a neighbor or a friend who can be counted on to send out a package or pick something up that will be needed when you return.
  
- 16. Make sure your marketing database is up to date.** If there are older addresses or contacts in your marketing database, don't waste money mailing to them ... look them up first! If you go to the US Post Office website at <http://www.usps.com>, you can confirm addresses (including the correct Zip+4) before you do your next mailing.
  
- 17. Use promotional inserts when sending jewelry by mail.** If you do any kind of mail order jewelry selling, make sure to include promotional material in the box you use to send product to buyers. Generally, I advise jewelry makers to overprint any marketing materials that they regularly send out, and use the "extras" to include in packages to clients. Examples of extra materials can be show announcements, newsletters, or post-cards you've sent out announcing a special buying opportunity.
  
- 18. Don't forget birthstones!** Marketing jewelry that contains birthstones can give you an instant monthly promotional tie-in! If you decide to design jewelry containing birthstones, a full-color card showing the birthstones for each month can make an excellent marketing piece for you to use in mailings, at shows, and at home parties.

- 19. Offer free shipping over a specified dollar amount at your website.** Offering free shipping for orders over a certain amount – like \$150, for example – is a way of increasing value without lowering or discounting your prices.

Some people offer free shipping no matter what the value, but I think this removes the incentive for adding items or placing a higher dollar order. Because most jewelry is relatively light, offering this perk shouldn't affect the bottom line!

- 20. Keep a bowl of candy at your jewelry booth.** People often stop to take a piece of candy, and of those who do, many will pause to take a look at your jewelry.



During that time, you can strike up a conversation – even about the candy they selected – and those casual conversations easily turn to your jewelry. Pick a candy that you don't like, so that you're not tempted by it!

- 21. Buy something from your own website.** If you sell through a website, buy something from yourself from time to time. There's nothing like testing the system yourself all the way through.

You will get the first-hand experience that your site visitors get, and you can make adjustments to anything, like automatically-generated emails they get, or other aspects of the process that might not be working as you had intended.

- 22. Teach at your next home party.** The next time you sell jewelry at a home party, offer to teach how to make something, too! It will engage people in the party, create great memories for participants, and get prospects excited about buying from you.
- 23. Ask people about their jewelry.** When you see someone wearing a piece of jewelry that piques your interest, ask them about it! Striking up a conversation about jewelry can lead very smoothly into a discussion about yours.
- 24. Wear your own work!** Wear a piece of your own jewelry every day. Many jewelry makers tell me they sell a significant amount of jewelry after talking with people about the self-made pieces they're wearing.
- 25. Capture birthdates when getting client information.** When collecting information from your clients, make sure you get their birth month and day. Then, prior to the date, send a "Birthday Card" and a gift certificate for a nominal amount that they can use on their next purchase.
- 26. Offer an idea.** When a prospect is trying on a piece of your jewelry, suggest ways they can use it to accessorize different outfits. The more ways they can "see" wearing it, the closer they'll get to buying!
- 27. Stay positive!** If a customer or prospect says something negative about a competitor of yours, don't take the bait. Say something positive about the competitor, and then change the subject!



28. **Keep your jewelry as close to eye level as possible.** When displaying your jewelry at a show, home party or gallery, try to keep it as close to the customer's eye as possible. This makes it easier to catch their attention, and it reduces neck strain, too!
29. **Don't photograph your jewelry on a model.** Close up photography of jewelry on a model often also shows blemishes, hair and other things that detract from the viewer's perception of the jewelry itself. It may also make it more difficult for them to imagine the jewelry on themselves. Use a simple background or unobtrusive props.
30. **Offer FREE gift-wrapping.** To encourage holiday gift orders, offer to wrap gifts before they are sent to mail-order recipients. Or offer "Free Gift Wrapping" at your booth.

This small (and extremely inexpensive) act creates goodwill and is an added service that customers appreciate because it saves them time!

31. **Create a "refer-a-friend" program.** Offer a dollar-off gift certificate to anyone who refers a customer to you. The certificate encourages repeat buys, and the program itself turns your entire customer base into a sales force for you!
32. **Give poor-selling jewelry one last shot!** Before you decide that a design or line is not worth keeping in your inventory, write out reasons why you think it hasn't sold.

Then create a plan to overcome those reasons. If it doesn't sell after you give it "one more shot," then discontinue it and sell it off, or take the components apart to re-use them in another piece.

- 33. Sell jewelry care products.** Artisan jewelry deserves special care. You should offer, along with your jewelry, products such as rouge cloths, jewelry cleaners and protective bags that customers can buy to keep their jewelry in top condition. If you have trouble getting good wholesale pricing from dealers, consider doing a “group buy” with other jewelry makers. You can find groups online that exist specifically for the purpose of buying in bulk to get favorable pricing.
- 34. Write personal thank you notes.** To create a personal connection with each customer, consider writing a brief thank you note to everyone who buys something from you. Even if it’s just one sentence, it will acknowledge how important each purchase is to you.
- 35. Carry your business cards everywhere.** You never know who you will run into. One of our readers said she sold several pieces in one week by handing out cards ... people called her the next day!
- 36. Print color postcards of your best work and include one with every order (in the bag for face to face sales, or in your outgoing mailed packages).** We like [Vista Print](#), which we wrote about in a past issue of *Jewelry Selling Insights*.

Make sure it has your web site and e-mail address on the color print side. Leave the back blank so you can imprint them for special events, or write a personal note to someone.

- 37. Compliment people on the jewelry they are wearing.** If you really like a piece that someone is wearing, don't be shy about telling them.

As a jewelry artist, your opinion will be important to others. Also, admiring and discussing jewelry with others will increase your comfort at talking about jewelry in general, and about yours in particular.

The goal isn't to make a sale. The goal is to practice engaging easily with others when you truly like something they have on.

- 38. Stand up when talking about your jewelry on the phone.** One of the goofiest pieces of advice I ever heard in sales was to stand while talking on the phone with prospects and customers. And it works! The idea behind this is that when we stand, we project our voices (and our image) more authoritatively. Try it the next time you're on the phone for business.

- 39. Case the competition.** Know who's competing with you! Keep a list of competitors both in your local geographical area, and also based on who sells jewelry similar to yours on the Internet. Update this every six months to make sure you know who is likely reaching out to your customers and prospects!



- 40. Offer an idea.** If you're selling your jewelry face to face, and the customer isn't sure how she might wear the piece, offer suggestions on what kinds of outfits the piece might go well with. Think about color as well as fabrics and textures. You might even keep swatches of fabrics at your booth so that you can show how the piece looks on different materials.

**41. Teach a class.** If there's a local [Learning Annex](#) near you, a night school or similar opportunity to present a single class on jewelry making, consider offering to teach. You'll sharpen your skills, connect with a prospective network, and you'll be able to say in your marketing materials that you're a jewelry making instructor, which will increase credibility.

**42. Use your customer's first name.** Learning and using a customer's first name is a way of warming up any conversation about jewelry.

Tell them your first name right off the bat, and people will often respond with their own. Don't overdo it, but when possible, address prospects and customers by name.

**43. Don't ask "May I help you?"** When someone approaches your booth or wherever you're selling your jewelry face to face, smile and say hello.

Ask them how they are, or what they think of the show so far, but don't ask the infamous question "May I help you?" Selling well involves establishing a level of personal warmth and interest in the other person. This tired opener should be retired for good from your openers!

**44. Mirror, Mirror at the Booth.** This tip comes to us from Rossi Ignatova of London, England (you can drop Rossi a note at [redsjewellery@ri3s.co.uk](mailto:redsjewellery@ri3s.co.uk)). Here's what Rossi had to say about mirrors: "These are very important as potential customers want to see how a piece of jewellery looks on them," she writes. Rossi keeps at least two mirrors at her display, one at each end of the table/stall. They should be light enough that you can lift and hold them so clients can see from various angles. Also, she cleans the mirrors at least once every hour.

- 45. Let there be light!** Gemstone jewelry sparkles brilliantly in jewelry stores because of the lighting! And lighting can boost the appeal of your jewelry at shows, fairs and events.

When you see great lighting in a store, ask what type and brand they use. Buy the best lighting you can afford. It will pay off!

- 46. Use postcards for follow up.** Get printed postcards that feature a “signature” piece and a brief description of your work.

Then, each time you talk with someone about your jewelry, get their address and mail them a postcard as a follow up. Include a hand-written comment about what you discussed. This will help your name and jewelry “stick” in their minds.

- 47. Have a kids’ jewelry making contest.** Create a contest for kids to make their own jewelry from common elements, such as string and beads. Award prizes for the best work. This is an excellent way to introduce children to jewelry making, and it connects you to their parents, as well. The contest would work well as part of a school fair or other education-related event.

- 48. Offer “Personal Jeweler” Service.** Some people would love to have a piece made especially for them. Offer to review their jewelry and wardrobe with them. Then design a piece (or pieces) to match their taste and outfits.

- 49. Stand at Your Booth.** If you sell from a booth, stand up so that you’ll be eye to eye with your customers. When standing, it is also easier to move from one end of the booth to the other and to hand pieces to the prospect.



**50. Review a Jewelry Book.** One way of getting publicity is to write a review of a new book about jewelry. Your local newspaper might be interested in having a “local” expert write a review, and the free publicity can generate calls, e-mails, and website visits. Become familiar with your local publications, and then reach out to editors by snail mail to offer ideas for reviews you can write.

**BONUS TIP:**

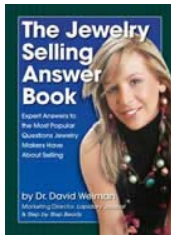
**51. Host an Online “Open House” or Home Party.** Janet Brown of Studio A La Mode ([www.studioalamode.etsy.com](http://www.studioalamode.etsy.com)) said although she didn’t invent this idea, she thinks it’s a winner: Friends/relatives who agree to host get a discount and/or a free piece of jewelry. The “host” sends the designer her “guest list” (e-mail addresses of friends). Host invites friends to shop for a day, week, or a weekend and includes in the invitation your web address and the event dates. The designer can offer special pricing during the open house and sales count toward the host’s discount. An easy host discount scale would be 10% for each \$100 in sales up to a maximum of 50%. With a virtual open house, no one has to clean the house, buy food, or worry about the weather, and friends from around world can attend!

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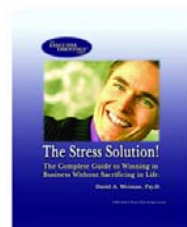
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