

*Beginners Guide
to Starting a
Home Based
Jewelry Business*

By: Vicky C

With Articles from Experts on Various Subjects

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Inside this ebook you'll find incredible wisdom distilled from the greatest jewelry business wizards. Use it and profit from it!

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Beginners Guide to Starting a Home Based Silver Jewelry Business

Always wanted to make more money? Wanted your own business? Felt intimidated?

Here's a great idea and a start up guide.

Today's retail market is popular and profitable but filled with tons of challenges. Buyers today are getting smarter and meaner by the minute. They are concerned not only with the product but with people, with what moves people. The only way for a retailer to survive in today's tough industry is top notch customer service, new products, and only at reasonable prices.

You need more than individual strengths and passion for business; you need a unique inspiration and business strategies to move your products into the customer's hands.

This eBook, will help you with sourcing products, creating product presentations, and unique sales ideas that you can get started with as soon as you finish this book...and best of all these business ideas will cost you very little to start up.

Silver jewelry is a great product that moves every woman, and a lot of men as well. The wholesale cost for it, is fairly low; with high retail potentials; thus leaving a room for great profit. It's a powerful money making product that requires little investment, no signups, no franchises, no contracts, you can go as far with it as your ambition and strength allows. This is no joke; you can have a sideline home business, a store, an online website, or even a chain of retail outlets.

Here's some information and history on silver jewelry.

Silver has always been a precious metal ever since it was discovered; long ago before it was written down in history. Silver jewelry has been popular since then, and its popularity has been growing steadily, as silver jewelry has a strange ability to adapt to any piece of clothing; and is always suitable for all occasions.

The basic use of silver, has always been for jewelry because of its notable beauty and appeal. However, silver also has a wide range of unique uses such as in film, computers, in jewelry such as wholesale silver rings, and even the coating on thermal windows.

The history of silver, carries its own interesting story. Silver mines were first recorded in history during 4000 BC; in Anatolia (Turkey). This was the source of silver; and many cultures in that area of the world started using silver as a trading means. This was the first record, of silver being valuable. Since then onwards, there were always records of more intense efforts to mine silver; as its value started expanding worldwide. The Chinese, started mining silver around 2500 BC; and has improved on refining the silver to make it even more alluring and sought after. They also found ways to make silver easier to excavate.

Throughout the years, mines in Greece became the main producers of silver for the rest of the world; this continued for several centuries until Spain came into power with its own deposits of silver that brought them power in trading. Spain started exploring the world, and used its silver to trade for valuable spices and other goods.

Silver began to accelerate throughout the world when North America and South America were discovered. Mexico and Peru were discovered to hold silver mines which dwarfed the silver deposits that had recently been mined to the east. Soon it

was said that more than three quarters of silver in the world was mined from Peru and Mexico.

With technology developments, came new ways to mine silver; with new refinement techniques to enhance its value to another level, and also expanded its uses for beauty as wholesale silver jewelry.

With all the mining of silver throughout the world came different styles ways to wear silver as jewelry. Silver jewelry has always been known to enhance the beauty of precious stones such as diamonds when they're set into a ring or necklace. Many powerful men and women throughout the ages would wear magnificent silver jewelry items to show off their riches.

Silver jewelry comes in a different variety of styles and textures. The usual silver that is seen on designer jewelry is usually highly polished and reflects the light beautifully. However, silver also comes in a different variety of different finishes such as rhodium. It gives silver the characteristic of white gold with it's silver but slightly darker finish.

One of the main drawbacks to silver jewelry is its tendency to tarnish. This is caused from the slightest impurities in the silver which react with the air. Silver polish and other remedies have been created through to the ages to keep silver looking its best.

The most popular silver today is sterling silver which is actually 92.5% silver. The other make up percentage is either copper, zinc, or nickel. This silver is popular because it is more durable than pure silver; yet still maintains its beauty.

Buying Silver Jewelry – in Wholesale:

Many wholesale jewelry wholesalers make buying their products a challenge. They have unbearable terms and conditions, costly shipping prices, and high minimum order requirements. No wonder most of the jewelry businesses are family owned...it is so hard to break into their field. Unsurprisingly, all of them live in huge houses, drive expensive cars, and are very rich people.

How would a new business start up get into the jewelry market without a good supplier?

You will need a supplier with a vast number of products to chose from; and no weird order requirements that you have to order 10/20/30, some even say 50!, of the same pieces and designs. That is very unfair for a new business. A new business would probably want 50 pieces of jewelry, all in different designs; not 50 pieces of one design.

Make sure you purchase from a supplier that has no per piece requirements.

Furthermore, a lot of jewelry suppliers have high dollar minimum order requirements, or high first order requirements. I have seen \$500, \$1000, \$3000 even \$10,000 requirements. Silver jewelry isn't that expensive, \$200 would already be great for a start up.

Find a supplier that offers you a solid money back guarantee. This is very important, since some jewelry pieces tend to get defected easily; sometimes just by transportation. A 15 day or 30 day money back guarantee should be sufficient. Stay away from those that offer only 7 days; that is way too little. Sometimes you just don't have the time to go through their pieces when the items

arrive, we all are human beings with busy lives; not all of us have time to sort through jewelry looking for damaged pieces.

So far there are 3 important things to consider when looking for a jewelry supplier:

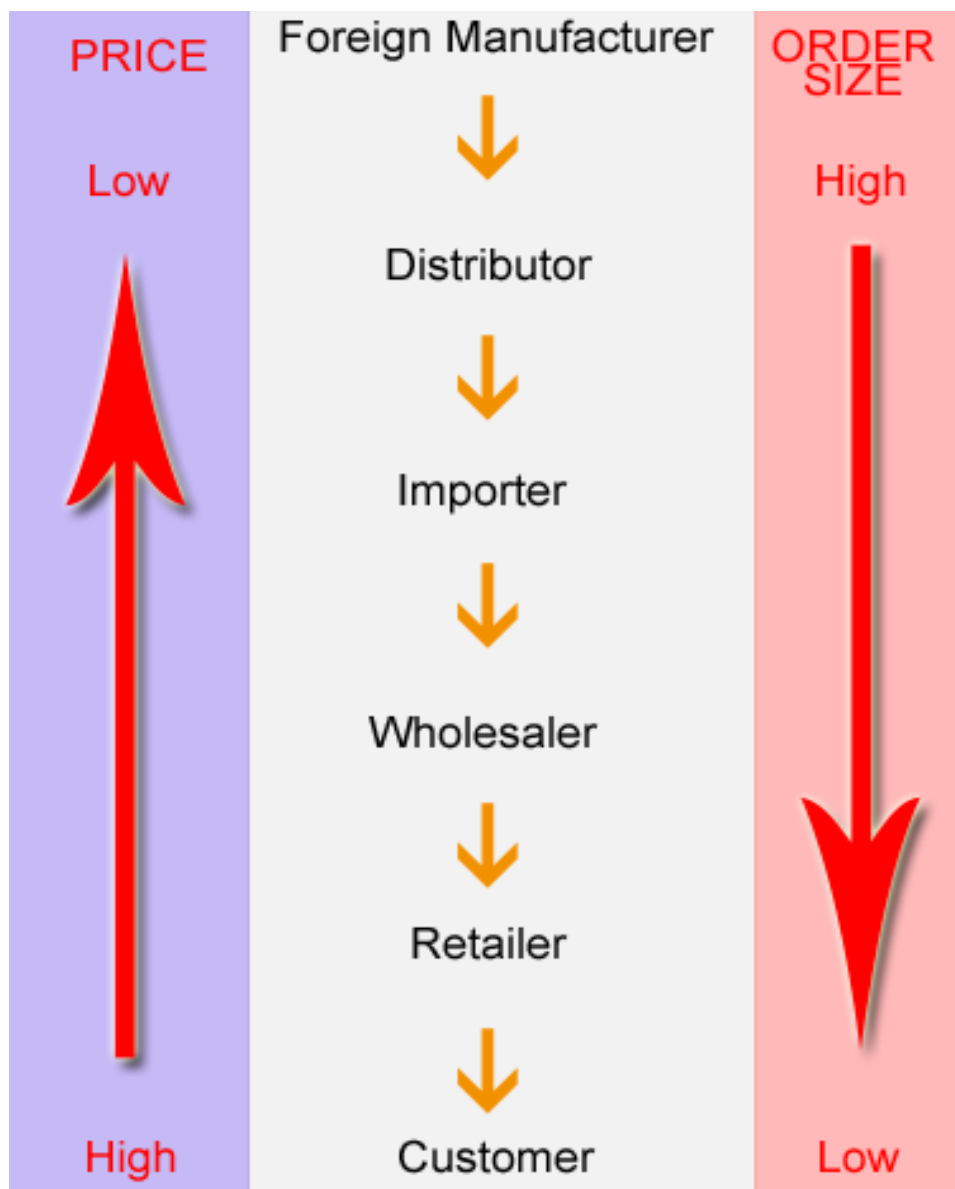
- Low or no minimum order requirements per piece
- No high dollar minimum order requirements
- Money back guarantee

Sourcing Silver Jewelry – Where to find the best wholesale prices:

There are a few ways for you to find silver jewelry suppliers:

- Travel all over the country visiting all the trade shows.
- Buying information on wholesale directories
- Buying from a local well known distributor / wholesaler (usually at ridiculous prices and terms and conditions).

There are a few steps for silver jewelry before it reaches the customer's hands, as shown in this graphic below:



So, now we understand the basic pricing and order requirements system of the silver jewelry business. Now, in order to make a high profit we should be buying from the manufacturer; but usually their order terms and conditions are simply unbearable.

If we want to buy in low minimum quantities, since we are a business start up, we should be buying from the wholesaler or retailer...but there would be a lot less profit left in the items; since all the pieces have gone through the process of several 'middlemen'.

The most profitable way of purchasing jewelry for resale is to buy jewelry from a manufacturer that has low or no minimum order requirements, is willing to sell to the public, and will provide you with a money back guarantee. If possible, is very cost effective to purchase from overseas silver jewelry manufacturers since their cost is a lot lower; with the same quality. Research shows that over 85% of the silver jewelry in USA and other European countries are manufactured and imported from countries such as Thailand, Indonesia, India, and Peru.

It may seem like a hassle and a lot of work to import jewelry overseas, but this is not true. With technological advances these days, there are things such as: online shopping carts, secured credit card payments, online shipment tracking, and door to door delivery services.

Buying jewelry online from overseas suppliers is even easier than bidding and winning an eBay auction...and merchandise is delivered just as safe and fast.

Imagine coming across a website, clicking and adding products to a shopping cart, paying using PayPal or a credit card; and having cheap wholesale jewelry delivered to your door within a week either by USPS, UPS, or FedEx. It may sound too good to be true, but its not.

Well some may be concerned about the suppliers never shipping the products, or items getting lost on the way. But these are minor concerns. Purchasing using Paypal or a credit card protect buyers 100.00% if merchandise is not delivered, if the supplier cannot produce a tracking number, or a shipping receipt within a few days...it is time to complain to the credit card company and get your money back. As for products getting lost on the way...these days courier companies such as FedEx, UPS, or DHL offers insurance services for only 1% of the shipment cost. Insuring \$100 worth of jewelry would cost only \$1.00; it's even cheaper than a decent cup of coffee these days.

Now, these suppliers are operating and mainly shipping from countries like Thailand, India, Nepal, Indonesia, even China. I would not recommend buying from Nepal or Indonesia; since it is still fairly underdeveloped and there are higher risks involved. China is fine, but a lot of them do not take credit cards as yet; it's a bit of risk there if they don't take credit cards.

That leaves India and Thailand. Considering their country's infrastructure, development, and communication systems they are quite highly developed; though India has some infrastructure problems. English is well understood and spoken in these countries; but their quality of jewelry is different.

India mainly deals with hand made jewelry, gem stones, and bead jewelry. Their polishing is not so up to standard as of yet; but if you deal with hand made jewelry...it is ideal.

Thailand deals mainly with western style jewelry, fashion jewelry; cubic zirconia, mother of pearl inlaid jewelry, marcasite jewelry and the likes. Jewelry from Thailand is top quality, and a lot of companies in Thailand offer money back guarantees, multiple shipping options. Some Thai companies are even making Indian style jewelry with Thailand's quality and supreme jewelry polishes. Prices are very competitive to China these days, so the issue of 'everything is cheaper in China' doesn't really exist.

Consider what you need, the risks you are willing to take; and make your decision.

If any of you are purchasing, or will purchase from any of these suppliers please send us your independent reviews; and we will include them in this eBook.

Well, we have covered buying and finding a supplier of wholesale silver jewelry, lets get down to the money making bit of business : SELLING .

There are many ways you can sell silver jewelry, it all depends on how much you want to sell and how much you want to profit; also depends on your skills.

Common methods of selling jewelry for start ups are:

- eBay Auction Sales
- Website / Online Store
- Home Jewelry Parties
- Selling to friends & Family
- Retail Mall Outlet
- Fundraiser Jewelry Show

eBay Auction Sales

If you're thinking about selling handcrafted jewelry or jewelry supplies on eBay, or have tried it in the past without much success, read the articles listed below to get a good grasp on the fine points of how eBay works.

eBay is also a fabulous place for jewelry artists to buy supplies! Most of us have bought beads, gemstones, wire, tools, books, displays, packaging, and all kinds of other jewelry making supplies on eBay. Much of the information Cheryl and our other guest authors write about is just as informative for buyers as it is for sellers.

But first, if you haven't already done so, become a registered eBay member so you can start buying and selling on eBay. Joining eBay is free.

And to transact money on eBay, whether you're the buyer or the seller, you'll need to sign up with PayPal, a popular and secure form of online transaction that permits payment via email. Signing up with PayPal is free.

The articles below are from Cheryl Cocco, the author of "Easy Internet Selling" and the creator of My Perfect Ear, a unique and eye-catching earring display.

Five Steps for Playing It Safe on eBay

Protecting yourself from eBay fraud.

Whether you are buying or selling on eBay, most transactions are generally very safe. As a buyer, there are few steps you can take to help make your purchase a positive one.

1) The first, and most important, rule of thumb is to learn about the seller before you make a purchase. You might ask yourself, how do I do that? Well, the best way to do this is to check their feedback. Look for how high their feedback score is and what percentage of their score is positive. By reading the comments left by the seller's previous trading transactions, you will be able to see what they had to say about their experience with the seller or the buyer. This will give you a feeling of confidence when it's your time.

2) Should you have questions about a particular item, click on the "Ask Seller a Question" link to send an email to the seller with your question. If you get a really quick response, that is an indication that the seller is on top of things. If your email goes ignored....you should wonder why? You would not want to send that person your money, and perhaps not hear from them, or not receive the item you purchased.

As a rule of thumb, most sellers want you to be comfortable with your purchase decision, and are extremely happy to answer your questions. You should not bid on the item until you are satisfied with the answer you have received from the seller.

3) After you have won the item, make sure that you are paying with confidence. On eBay, PayPal is the safest, fastest, and easiest way to pay for your purchase. You can pay securely with a credit card or e-check, and still be covered under their payment protection policy.

4) To avoid being deceived by fraudulent escrow services, use www.escrow.com, eBay's approved escrow service. Escrow is available for any purchase, but typically is used for purchases of \$500 or more. I advise you to use caution when considering escrow.

5) I strongly discourage using instant cash transfer services such as MoneyGram or Western Union. A bidder should be especially cautious if one or both of these are the only payment methods accepted by the seller. Never bid on listings where the seller only accepts cash sent wrapped securely. I would never advise sending cash through the mail for any purchase you make. Although most eBayers are honest, the dishonest ones are also selling on eBay.

Your Auction Title Can Bring You Success or Failure

Well, you have decided to start selling on eBay - congratulations! Let me ask you...are you ready for success or failure? What you put in your Auction Title can make or break the sale.

Let me tell you a story about my beginning selling adventure: Since my username on eBay is gypsy-woman., I created unusual titles that included the word "gypsy" in them. I had a motive in mind to intrigue the viewer to read my auction.

What would make my auction stand out from all the others? I needed a catchy title...a tease to encourage you to view my auction, or as they say...a hook!

Believe it or not, a bad title will turn your buyers away quicker than just about anything else. When you're trying to sell your jewelry, you need the viewers to stick around long enough to want to see your picture and read about your item. A bad auction title or written description will turn people off.

Your title is your very first opportunity to make a positive impression on your buyer. If that impression is a good one...informative, creative, and an exciting one, you're off to a very good start. Similarly, if that first impression is boring, worn-out, or confusing, your buyers probably won't even get beyond the first line. In one click, they are on to the next auction.

When writing auction titles, think about your audience. What would you search for if you were looking for the item you are putting up for auction? No matter who your audience is, your auction title should entice the reader to want to view your auction.

I used to say that the auction title needed to read correctly, like a short sentence which would flow from the lips easily, and give the reader some idea of what exactly the auction is about. Boy was I wrong! Yes, wrong.

Your auction title should contain all the words that one would use in a search for the item that you are selling. It doesn't have to make sense when reading it! At the same time, it should somewhat explain what the actual item is for sale...leaving nothing to doubt.

eBay gives you a certain set number of character spaces to complete your auction title. This is why in some auctions you will see L@@K or WOW! or any other number of useless characters in the auction title to fill up the space.

I suggest that you use this space to put meaningful words. Let me give you an example. Let's say you are selling a "Sterling Silver Fluorite Wire Wrapped Pendant". Putting exactly that is great, but another person might put "Purple Pendant Handcrafted".

This only tells the viewer that the pendant is Purple and is made by hand. One might not click on that auction, because it is not descriptive enough. Now, if you have seen one purple pendant made by hand and it wasn't made nicely, you would pass this auction right by.

Adding the words...Stunning, Beautiful, Gorgeous, Huge, Unique and One of a Kind would certainly be an addition to the title, which would entice the viewer. In my eBook I give you the POWER words which have been proven to entice the buyer to want to read more!

Beyond being clear and informative in your title, there are a few other enhancements you should use. Remember when you learned about rhyme in elementary school? Well, rhyme is very good creative tool for writing descriptions within your auction. A rhyming sentence is catchy and fun, almost compelling your reader to want to keep reading. You should also keep the sentences short. I offer suggestions and tips throughout my eBook telling you just how to do exactly that.

A good title gives your audience the idea that your article for sale has been carefully reviewed. If you are creating a fun auction, the viewer will want to continue reading. Everyone likes a good time, and something funny or even personal can be beneficial towards the sale of your creation.

Auctions that are entertaining, or offer all the information that one would need, give the buyer a feeling that all questions have been answered and even that the item created has the same thought process applied to it. That everything was carefully thought out and all details taken care of. A perfect professional work of art! If you are selling a necklace and you don't mention how long it is, most people won't scroll through your auction only to find that information missing. The next auction is just a click away!

Give your viewer everything that they need to make the decision...to Buy It Right Now, or place their bid.

Many times, you don't have the opportunity for a second chance. So let's get the title right, and let the auction fill in the rest of the blanks. You do want your first impression to lead to a sale? Of course, you do.

How to Increase Your eBay Auction Sales with Great Listings

1. Make It Easy To Read -

You want to make it easy for your visitors to read your auction. You don't want to use a light colored text like yellow on a white background and you don't want to use dark blue text on a black background.

2. Create A Mood -

You want to use the color of your text to create a mood for the reader. If you want to create excitement, use some red text. If you want to create greed, use a some green text. Use colors that would put you in a mood to buy your item.

3. Grab Their Attention -

You can grab your readers' attention by putting the title right at the top of your auction ad. Make the auction title more noticeable by using a different color than the rest of your ad. This offsets the auction title and pulls the reader into the reading the rest of your auction.

4. Highlight Keywords -

Emphasize phrases and keywords that you feel are important. For instance, use exciting words to describe your item and don't forget that the word FREE is always a winner! One way to increase your eBay auction sales is to offer FREE shipping on multiple purchases. Please use bold, underline and italics on words that you want to impress on the reader.

5. Sizing It Up -

You don't want to use a font text that is too small or too large. You want to use larger text for your auction title. Also use smaller text within your auction but don't make it too small that your grandparents won't be able to read it!

6. Don't Use All CAPS! -

You don't want to use all capital letters in your auction title. It looks unprofessional and is hard to read. You may want to use all CAPS within your ad for the title to offset it from the rest of the auction.

7. Font Properly -

You want to use a text font that relates to the product you're selling. You don't want to use a comic type font when you're selling jewelry. Remember not all computers can view those unique fonts, so you would want to use a monotype font that most all computers have...like Courier, Times New Roman, Arial and Verdana.

8. Spacing Out -

It's important to use spaces properly when typing your text. You should indent and bullet key benefits about your piece, which will give the reader a quick auction read. Remember that your sentences and paragraphs should be consistently spaced throughout your auction ad.

9. I Need Sunglasses -

Don't use all bright text colors and backgrounds in your auction. It will make your text hard to read and actually will bother your readers' eyes to the point they just decide to leave your site.

10. Check The Readability -

It's important to check your spelling and grammar before you upload your auction. I always open up my auction after it is posted and actually read it, just in case I might have missed something. Once you have a bid, you cannot make corrections.

To increase your eBay auction sales, you have to be creative in making the item you sell, and design a complete auction ad that looks professional. Handmade doesn't have to look homemade!

Packaging Your Winning Auctions

Packaging your jewelry with a professional touch can make all the difference in the winning bidder's perception of your business. I do not purchase many items on eBay, as I'm selling most of the time. However, recently I did make a purchase and when I received my item, I was really surprised!

It was packaged in a used and reused envelope with the previous user's name still affixed to the bubble envelope. Inside, my purchase was wrapped in a very thin layer of paper that was not even taped, and my item was left to float around within this thin, unprotected piece of paper. Of course, this item was not handcrafted and the way it was packaged and mailed definitely confirmed that. I should be grateful that this item reached me!

Although I am pleased with my purchase I thought of how much nicer it would have been if the sender had taken a little more care in preparing my purchase for packaging and shipping.

Everyone loves to get their winning item. It can be the highlight of your day as you eagerly tear into the package. But a poorly prepared package gives the impression that the seller really didn't care about your item or whether you even received it. After all, they received their money...Poof, just mail it out quickly and be done with it!

But when a seller takes some considerate care in packaging their winning items, it implies that care was also given in the construction of the jewelry piece.

Let me explain to you how I ship my winning items. I put my jewelry, earring or pendant in a purchased white gift box with a clear top. I then secure it with either a gold or silver pre-made elastic bow. The bow looks nice and pretty, and also secures the lid. One quick look at the box tells me what's inside and that I'm shipping the correct item.

I hang my earrings on a computer printed card with my business name nicely centered on top. I use rubber earring stoppers on the back of the card to hold the earrings snugly in place during shipping. This card is slightly smaller than the inside measurements of the box, for a good fit. On the very bottom of the card, I have printed by hand the information about the stone and the type of metal used. I also include a removable price tag with the retail price and my code.

For mailing the item, I place the card in the box with the clear lid and elastic bow, and then tuck my business card under the elastic on the back side. I print out a receipt, which I also insert behind my card.

Then I put everything in a white bubble envelope size 0 or 00 for mailing. One quick shake of this package tells me that everything is securely held together. If I hear a rattle, I check it out. If it is an "OK rattle" I use a black magic sharpie pen to write "Rattle OK" on both the front and back of the outer packaging.

My next step is to print out the mailing label. I use Stamps.com for this task and I also can purchase the postage with delivery confirmation. Once the label is attached, I leave the package in my mailbox for my letter carrier to pick it up and take to the post office for me. This is a time saver for me as I no longer need to go to daily to the post office and wait in long lines there.

One more step to go and I've completed all the necessary steps with this transaction. I email the customer with the delivery confirmation number of their package. This accomplishes two things:

- 1) They know that their item has been shipped and can check on it should there be a delay.
- 2) It's another form of communication, which helps build a trusting relationship and your positive feedback number on eBay. Good communications by email will save frustration about those questions ... Has my item been shipped? When will I receive it?

I don't insure the package, unless the buyer requests and pays for insurance. With Stamps.com, you can also buy insurance at the time of printing the label. Their label is bar coded and electronically tracked and scanned along the way from your mailbox to the buyer's home. I always ask the buyer to email me when they receive their purchase.

Should you decide to use this style of white boxes and elastic bows, I order mine from the Rio Grande packaging catalog. Please note that I made up my computer printed cards on heavy white cardstock AFTER I had received the boxes, to be sure of a proper fit. It is quite a lot easier to fit the card to the box, rather than the reverse!

When you receive your customer's email that your item has reached its destination, I know you both will be smiling!

Website / Online Store Selling :

The articles below are from Rena Klingenberg.

Domain Name Registration Tips for Jewelry Websites

Before you start your domain name registration, however, you have to decide on a name for your website. Use your jewelry business name if you can, or try to come up with a name that expresses your jewelry and your business, without sounding generic. Be sure it sounds like it's related to jewelry and not something vague like

www.brownerprises.com.

Also, search engines like URL's with hyphens between the words. That can also make a multiple-word name easier for humans to read too, although when most people enter a website URL from memory, they don't think to insert hyphens—so they might not find your hyphenated name that way.

For example, I chose hyphens for the domain name of this site, for readability and search engine optimization:

www.home-jewelry-business-success-tips.com

--yes, it's long, but you can read it, you have a good idea of what you'll find on the site, and the search engines recognize its individual words. Otherwise, it would be a long mishmash of:

www.homejewelrybusinesssuccesstips.com

--overwhelming, hard to read, and with a silly collection of sss's in the middle! :o) Plus, the search engines don't pick out the individual words in that mess of letters.

There are so many sites on the web now that your first choice may be already taken when you go to submit your domain name registration. However, you can also now register domain names that end in .net; be aware, though, that most people automatically think websites end in .com, so you may lose some traffic if you choose an ending other than .com .

To place higher in the search engines for particular keywords related to your site, consider including an important keyword or two in your website URL when you submit your domain name registration. Whatever keywords you choose, they should be very closely related to your jewelry and your business, to draw targeted traffic.

Domain names can contain up to 67 characters, so you have room to add words specific to your business!

Be sure to take the time to think of a great website URL that you'll want to live with for a long time before you forge ahead with your domain name registration.

Jewelry Business Website Hosting Tips

Website hosting doesn't need to make a big dent in your jewelry business budget. If you do most things yourself, you can make an attractive and effective website very easily and cheaply, and have complete control over all aspects of your jewelry business' web presence. And these days, people expect all businesses to have some sort of a website.

Build and Manage Your Website Yourself

I don't recommend relying on someone else to be your webmaster or manage your website. If you do, you'll not only spend much more than if you did everything yourself, but you'll also be dependent on when they can get around to adding and changing things on your site. Sometimes that can be a long wait, and you'll have to pay someone else to make every change you want to make.

Fortunately, building your own website can be very easy, so there's no reason not to jump right in! First, decide on a company to do your website hosting. Shop around to compare the prices and goodies different website hosting companies offer.

What to Look for in Website Hosting

Be sure that the website package you choose has room for your business to expand (some website hosting offers unlimited space), and examine their offerings for extra features such as:

- ▣ No advertising or popup ads on your site;
- ▣ E-mail accounts;
- ▣ Easy uploading of your text and images;
- ▣ Autoresponders;
- ▣ Your own domain name (meaning that your website URL doesn't include the website hosting company's name with your site as one of their subdomains);
- ▣ CGI-BIN (for running interactive scripts like counters, guestbooks, etc.);
- ▣ MySQL / PHP support (for database formats, which you might need for your jewelry inventory and shopping cart feature);
- ▣ SSL server (secure server for handling transactions);
- ▣ Easy and responsive technical support when you have problems or questions;
- ▣ FrontPage extensions (if you design your own website using FrontPage software);
- ▣ Access to your website traffic reports / statistics with a control panel that's not too technical to understand.
- ▣ Service that keeps your site online without lots of outages and downtime that make your site inaccessible to visitors.

Recommended Jewelry Website Hosting

If I hadn't already set up my website, I'd choose BizHosting Easy Online Stores. This award-winning webhost is perfect for a home jewelry business, offering html-free templates, a great shopping cart that even has a built-in gift certificate system, merchant account capability, etc.

Everything you need is already integrated, so you won't have to find and install separate features from different providers, and then make them all work together.

That makes it easier for you to focus on your jewelry business without solving computer techie issues. This web host also offers your first month of service free. If I were to build my jewelry website all over again, BizHosting would be my choice.

My jewelry website is hosted by Yahoo Webhosting, and I've been very happy with it. Yahoo is a very reliable host with different website hosting packages (including a very cheap one), extremely easy uploading and file management, a huge variety of templates, great technical support, and lots of other goodies. However, unless you choose the more expensive Yahoo Stores, you'll have to find and install a separate shopping cart feature.

A Web Host with Templates Lets You Build Your Site Quickly and Easily

For the easiest way to build your site, choose website hosting that offers a variety of free website templates. These are ready-made website designs that let you basically "fill in the blanks" with your own information and have your site ready to go very painlessly in no time. Many website hosting companies have a huge variety of themes for their website templates, so you don't need to worry about having a "generic" looking site if you do use a template.

Another advantage to using ready-made website templates is that they are usually designed to be fast-loading—because one thing that kills traffic to your website is pages that take forever to load.

A template is usually designed to help you make your site easy to navigate, which is important if you want visitors to spend any time on your site. If they get confused or frustrated, they'll quickly click their Back button and go to someone else's site.

Online Credit Card Processing for Your Jewelry Website

Online credit card processing is a must if you really want to sell your jewelry from your website. If your site doesn't permit customers to pay with credit cards, you'll net far fewer sales. People who shop online expect that they'll be able to buy immediately and pay easily online.

It's very easy to get started with online credit card processing. Check several providers of this service, to compare features. Look especially at the fees they charge you, and the percentage they take from your sales; these figures can really vary, so it pays to take the time to shop around here. There are so many online credit card processing providers (with more arriving every day!), that many offer a good service at a good price.

Online Credit Card Processing Features to Compare

- 1) Sign-up fees.
- 2) Monthly and annual fees.
- 3) Percentage the provider takes from your sales (transaction fee).
- 4) Whether the provider works with small businesses, or is geared mainly for large businesses.
- 5) SSL (secure sockets layer) technology for online credit card processing security.
- 6) State-of-the-art encryption of transaction data.
- 7) Customer service: Do they offer 24/7 support, accessibility to a live person for assistance, quick turnaround reply for email questions from you?
- 8) Credit card fraud prevention measures.

- 9) Compatibility with your website's shopping cart or other software, or whether they offer an all-in-one shopping cart and online credit card processing service.
- 10) Ease of setting up and integrating online credit card processing into your website.
- 11) Which credit cards (Visa, MasterCard, etc.) the provider processes (the more different cards you can accept, the more online sales you are likely to have).
- 12) How soon you get your money after the transaction.

I use 2checkout.com to accept credit card payments on my jewelry website. It's easy to use and comes with a shopping cart feature, or you can use it with many other shopping carts (including the free, easy-to-use Mal's cart, which is what I use). 2checkout has no monthly fee; just a transaction fee of \$0.45 plus 5.5% of each sale.

Another easy way to accept credit cards on your website is by using a seamless, all-in-one online store setup. This solution gives you credit card processing and a catalog inventory system for your jewelry as part of your webhosting package. However, beware of the fee structure and investigate the fees carefully before signing up for an online store solution - often there's a hidden, separate monthly fee for the credit card merchant that costs more than the advertised webhosting part of the deal.

Give Customers a Choice of Online Payment Options

In addition to getting set up with online credit card processing, you should also offer your website customers the option of paying with PayPal, a popular and secure form of online transaction which permits payment via email. About one-third of my website sales are paid for via PayPal, and I wouldn't want to lose these sales by not offering PayPal as a payment option.

However, not all your customers are signed up for PayPal (or want to take the time to sign up for it). Many online shoppers prefer to whip out a credit card, and you'll definitely lose a lot of online business if you don't offer them online credit card processing too. I certainly wouldn't want to lose the two-thirds of my website sales that are paid for via credit cards!

In addition, accepting credit cards can increase your sales by making your website and jewelry business appear more "professional". And don't forget that customers who pay via credit card often purchase more items (or more expensive items) because they don't have to actually fork out the cash right away.

Secure Online Credit Card Processing on Your Site

If you offer online credit card processing, your site should have a statement about the security and privacy of electronic transactions that are conducted on your website. Some people are still leery about the safety of submitting their credit card information over the Internet, and a few words from you can reassure these customers. Consider offering them offline forms of payment as well.

Here's my jewelry website's statement about the security of my online credit card processing. You're welcome to adapt it for your own use:

"All transactions on my website are guarded by a secure server with the latest encryption technology. This secure server codes all of your information, including your credit card number, so that it cannot be read or used by any party other than the credit card billing company. Even I can't read it, or access your credit card number in any way! However, if you still aren't comfortable with entering your credit card number, please e-mail or call me to arrange to pay using a check or

money order, or to submit your credit card number to me over the phone. You can also opt to pay using PayPal, a state-of-the-art secure form of transaction that protects us both."

The bottom line is that the more payment options you offer your customers, the more sales you will make! Give people lots of ways to pay, and be sure to offer online credit card processing.

How to Get Website Traffic for Free

By: Rebecca Gilbert

I have used all forms of advertising to get website traffic, but most of the good forms of advertising have cost money. Like all business owners, we have to analyze our investments and try to cut costs in order to receive a larger return on our investments.

Now, you're probably wondering what I could possibly be doing to get website traffic without spending a dime on advertising. Well, you're looking at it. Do you see it yet? I am writing an article.

It's absolutely that simple! I will write an article about a topic that I know and am comfortable with, and then I will go and submit these articles to various websites on the Internet. Are you worried that websites won't accept your article? You shouldn't be. This is a win / win situation for all parties involved.

First of all, webmasters love these articles. I have even had webmasters come back to me and ask if I have any more. Why do they do this? Because it helps their search engine rankings by providing visitors with good content on their sites. After they place your article on their website a portion of their visitors will visit your site.

Once you have placed enough of these articles out on the Internet, your own website traffic will dramatically increase and so will your search engine rankings. I guarantee it! Write about topics related to your Internet business.

I would suggest doing a search on your favorite search engine for "submit jewelry articles" or something of that nature that pertains to your own Internet business. Be creative - you will never run out of websites willing to accept your article. After I have completed my article, I will write a short autobiography about myself and include my website address in it. Notice how I have done this at the bottom of this article.

The Internet was created with the intention of providing information to the public. Become an information provider and you will draw the website traffic your Internet business needs. Remember that the Internet has created more millionaires than any other vessel in history. Best wishes for your future success and prosperity!

Web Design: Colors to Chose

The Psychology of Color and Internet Marketing

By Pam Renovato

As Internet marketers it is imperative that we constantly look for ways to make a good impression on our viewers. Your business depends on it. We only have a short amount of time, before a decision on whether or not we are professionals will be made. We must make good use of this time.

The first instant we have at presenting ourselves to viewers is our web page. Which brings us to the importance of good website design and proper color choices. First impressions are very important. We must make the best of them because we are only allowed one.

Remember this is your store front, and you must treat it respectfully. While content, customer service, a niche in your market, and a high subscriber list, are crucial to your life on the internet. Good website design and proper color choices, are crucial as well. It is a good part of the reason why viewers bother to look over your content at all. Regardless of how incredible your content may be, you need to welcome them and make them feel at home, while they are there. Or they will leave.

Did know you can control the mood of your visitors by using certain color choices? This is a simple concept that is very often ignored. Why?

Human emotions are very often triggered by color. You need to know which colors trigger which emotions.

Color can make the difference between buying and selling. If used correctly. You need to choose the right color combinations for your site and product.

Everything we, buy, eat, wear, and all of the things that take up space where we live, work or play, all have colors. These colors provide a psychological and emotional response in everyone. These responses reflects who we are and the things that we think and feel.

Color is the first thing we notice and the last thing we forget. If used properly it can be a powerful tool. It is the doorway to our deepest thoughts and feelings, and desires. This is an issue worth discussing.

Which colors should you use?

Well, it is always best to keep your main content on a white background. This is easier on the eyes and will provide a sense of professionalism. The color white triggers emotions such as: purity, peace, and perfection.

While white is an important color, you will probably want to compliment your website design with other colors as well. After all, there is creativity in each and every one of us. There is huge color spectrum for us to choose from. Which colors are best!

Here are a few ideas to help you.

Red colors can stimulate warmth, hunger, and excitement. Cooler colors such as green and blues, enhance calm and content feelings. Dark colors make objects seem heavier, while light colors make them seem lighter.

Yellow may reflect a lack of worry, while black a troubled state. Of course not all colors mean the same things to all people. Yellow may sometimes mean cheap, Green may mean money or greed, black may mean elegance or death.

Color has become a science and it is a much needed factor in your website design. You will need to take great thought in choosing color as it will identify you, because once a color is owned it is associated with you and your company. I am sure you have noticed this with examples such as Coca Cola red, Tide orange, and John Deere Green. It is just as important to your identity as your logo. If a shape provides a symbol, be aware that color does the same.

Think carefully when choosing colors! Applying a certain color to your product is just plain logic.

For example: In stores colors identify, flavors, brands, and products: Green in a cleaner says pine - in a mouthwash says mint, blue very often means strong mint - icy cool. Clear means additive free. Red found in strawberries, cherries, and apples is very appealing. You would never choose gray for laundry detergent because you don't want gray clothes, you want brightly colored clothes. Blue, very unappetizing as the food on a dinner plate, is much more successful as the dinner plate itself.

Color it strongly affects mood. Grays and browns seem somber and often depressing. But they can take on a more cheerful attitude with compliments of red. No matter how you use them they suggest weight, or something heavy. This would provide your visitors with a feeling of stableness and strength. Emotions like this will help your visitors to associate your site with solidity and confidence. Other colors such as burgundy, oyster, beige, blues will also provide a feeling of solidity.

The list goes on and on.

Don't over look the issue of color with your business and your website design. Believe me it matters!

You see once we lived in a black and white world. TV was black, printed publications were predominantly black. All of that changed in the 60's and has created a chain reaction that holds true today. Color is the most important attention getter. As humans we bring our own tastes to the world. How do we choose which color to be identified with? What is the right color? Sometimes there is no right answer you just have to take your best shot. But the number one choice of Corporate America is still blue.

[About the author: Pam Renovato is the web master of [The Free Advertising Network](#).]

I hope you'll evaluate the use of color in your website design with a critical eye. Try experimenting with small changes and see how you like the effect of the new colors.

Then look at your website statistics and see how small color changes affect your site's traffic. Do customers linger or leave your pages faster? Do they stay to travel through more pages with the new colors of your website design?

As for those who do not have the time and skills to work on your own website, there are very valuable resources out there that can you do work quickly, efficiently, and cost effectively.

Check the following websites to find a programmer/web designer to build your website.

<http://www.rentacoder.com>

<http://www.elance.com>

Home Jewelry Party

Articles by: Rena Klinenberg

A jewelry home party can be one of the most profitable ways to sell your jewelry! You won't be competing against other jewelers and vendors for your customers' attention and dollars. Instead, you'll have a very targeted group of buyers who love to encourage each other to shop—and at jewelry home parties, they have no one but you to buy from!

Of all the ways you can sell your jewelry, parties generally require the shortest time investment with the largest financial return! In just three hours at a jewelry home party, you can make hundreds of dollars in sales—or more. And you don't have to pay any booth fees or commission—just give your hostess some free jewelry and discounts that are based on the financial success of the party.

Jewelry home party guests will feel relaxed and comfortable buying from you, because your presence in the hostess' home implies that you do wonderful work and that they can TRUST you. Trust is the most important factor in making sales and developing repeat customers!

Customers enjoy shopping in a relaxed, personalized environment, away from busy shopping malls. Relaxed, happy customers are wonderful for your business, and they love to buy from you again! They also love to meet the artist who created the gorgeous jewelry they're buying.

It's not hard to schedule a jewelry home party every week while holding down your "real" day job (if you have one)! Each party takes only a couple hours of preparation and a few hours at the party, so it's not a major time commitment. You'll get to choose the party dates and times that work for you, and I'll show you how you can encourage more party bookings to keep your schedule as full as you like.

What Kind of Jewelry Home Party Works Best?

Jewelry home parties in an open house format within a 3-hour timeframe works best. Your jewelry display is set up before the party starts, and you can work the party just like a regular art or craft show. You are at your booth, greeting customers who come and go, browsing and trying on jewelry. Answer questions, encourage people to try on jewelry, make suggestions, help people figure out what they want for custom orders. Create a fun atmosphere of a girls' night out trying on jewelry and shopping together!

Most people are busy, and often feel that presentations and games are stilted and time-consuming when they're short on time and already prepared to shop. They came intending to buy jewelry, so keep them focused on that goal! The unstructured open house format keeps people from feeling pressured to buy, but most of them will purchase something. The format of jewelry home party that has the most guests, the highest bookings for more parties, and the highest profits is a relaxed open house with no presentation. Guests are more likely to attend if they can come and go at their convenience.

You as a sales are completely different from major home party companies like Tupperware and Pampered Chef, so flavor your jewelry home party with your individual style!

The hostess doesn't need to prepare and serve a lot of food, because the guests go to a jewelry home party to shop and socialize, not to eat. They can't examine and try on jewelry with food in their hands, and anyway, food leaves crumbs and greasy fingerprints on shiny jewelry. And one of the main reasons potential hostesses decide NOT to have a jewelry home party is that they

don't want to spend the time and money to prepare a lot of elaborate foods and beverages for a party! Simple refreshments are best--like coffee and dessert or wine and cheese.

Cash and Carry, or Take Orders at Home Parties?

At a jewelry home party, I recommend selling as much jewelry as possible directly from your display, instead of displaying only sample pieces and taking orders to make more of those same designs, that you'll have to fulfill and deliver by a short deadline.

Guests want to purchase their items and bring them home immediately, while they're still excited about their purchase. This is particularly true of impulse purchases. They don't really want to wait a week for you to make and deliver another copy of the same item they liked at the party. And you will save yourself a lot of time, headaches, and gasoline if you don't commit to filling several hundred dollars' worth of orders within a week after the party, and then drive all over town delivering them! Especially during the busy Christmas season.

So I recommend selling the jewelry directly from your display except for any custom orders you get. This also reinforces in the customers' minds that each piece is truly unique and not possible to duplicate exactly . . . which is one of the benefits of buying from you! And it gives them a sense of urgency that if they don't buy that piece RIGHT NOW, they'll lose the chance to own it when someone else buys it.

Unlike a mall jewelry store, a home party of handcrafted jewelry has items they'll never find anywhere else. "Fear of loss" is one of the most successful marketing motivators!

For custom orders, be sure both you and the customer have a written and signed copy of what you've agreed to (check office supply stores for two-part carbonless forms you could adapt for this use). Specify a delivery date for their order. Get their phone number(s) and e-mail address on this form so if you have any questions as you work on their order, you can contact them easily.

For custom work, request payment in full at a jewelry home party. This will save you headaches and hassles later!!! Give the customer a delivery date that's a little beyond when you expect to finish the custom order. That way, if you get held up in completing their order, it won't make you look like you don't deliver on time. And if you deliver it earlier than expected, they'll be very impressed with your service!

Have a small, attractive photo album of your work available on your table at every jewelry home party. This can trigger custom orders, or make it easier for you to make suggestions to people who want to order custom-made jewelry.

Talking to Customers at Home Jewelry Parties

Be prepared to answer questions--about how you became a jewelry artist, how long you've been doing this, other places you sell your jewelry, what supplies and materials you use, how you make your jewelry, and where you get your supplies, how you got to know the hostess. Have interesting things ready to say about your art that make it sound appealing and valuable!

When you talk about one of your pieces, don't just list the materials used in it. Communicate the benefits of owning the piece. Which statement would make you reach for your credit card?—

“These are freshwater pearls with sterling silver earwires,”

OR

“If you can take only one pair of earrings on a week's vacation, these pearls would be my choice! They go with everything and can be dressed up or down. And they'll never go out of style. I even include little stoppers that will fit on any French earwires, to prevent the earrings from being lost when you wear them!”

Accepting Payment at a Home Jewelry Party

For maximum sales at a jewelry home party, be able to accept as many different forms of payment as possible: cash, checks, and especially credit cards. When people pay with credit cards, they buy more. And some of the guests have likely left their checkbook at home but have credit cards in their wallet. Also, many will come to a jewelry home party with the intention of buying nothing or just one small thing, but when they see all your lovely jewelry and get caught up in the excitement of the party, they want to buy a lot more than they planned to—and out comes the credit card!

See [How to Start Accepting Credit Cards](#) to learn what you need to know to start accepting credit cards, and how to set up your merchant account easily and inexpensively.

Setting Up Your Home Party Display

See [Tips for Professional Jewelry Displays](#) for ideas on displaying your jewelry.

It's important to be completely done setting up your display before a jewelry home party starts. Know how many minutes it takes you to set up, and add an extra 15 minutes to that figure when you let the hostess know what time you'll arrive at her house before the party.

Streamline your display setup as much as possible by loading jewelry cases, earring displays, necklace displays, etc. at home. Your hostess will already be having a 3-hour jewelry home party for you, and you don't want to be a pain by spending an extra 2 hours at each end of the party setting up and taking down an elaborate display.

Decide whether you'll be bringing your own table(s) for your jewelry display, or using the hostess's dining table. Her home might not have room for your tables, so be sure to make arrangements with her for what tables you'll be using.

And have LOTS of mirrors everywhere for customers to see how they look when they try on your jewelry! Trying things on and getting friends' opinions is what makes a jewelry home party fun for your customers.

Lighting at Jewelry Home Parties

Bright lighting is crucial for good jewelry sales. Let your hostess know you need a well-lighted room, and for backup, bring your own small lamps with good natural-light bulbs, plus an extension cord. Be sure the cord is where no one can trip over it!

Other Ways to Encourage Sales at a Jewelry Home Party

- I learned something useful from a Longaberger Basket representative, that can be applied to a jewelry home party. She said Longaberger always has a few attractive items that you can only order "today", and if you wait to think about it, you'll miss the chance to purchase them. She told me she sells a ton of these items at home parties!

- Have the hostess choose pieces of your jewelry to wear (model) during a jewelry home party.

- Have an area of under-\$20 gift selections next to a sign that reminds customers of people they need to shop for—daughters, mothers, grandmothers, babysitters, teachers, coworkers, bosses, employees, godmothers, goddaughters, clients, nieces, graduates, etc.

- Give bonuses for individual sales at certain dollar levels. For example, a guest who purchases \$150 or more, receives a coupon for \$10 of free jewelry purchased within 1 month (or free earrings or additional \$10 of jewelry, etc.). That way, customers who have chosen \$149 or less of jewelry will be motivated to buy one more item. And award a special prize for customer with largest dollar-amount order! You might have bonuses at price points of \$50, \$100, \$150, and \$200 for individual guest sales.

- Each piece of jewelry should be part of a possible set; if you don't have ready-made matching pieces, offer to make custom items to match (they buy amber earrings, you offer to make a custom amber pendant or bracelet).

- Have a good supply of impulse add-on items, such as chains and neckwires, inexpensive earrings, jewelry polishing cloths, etc. Adding one such item onto each customer's total can really add up and increase your income for the party! See more [tips for successful add-on sales](#).

- Everything should come with free elegant gift wrap. Gift wrap doesn't need to be expensive—in fact, it can be very cheap! But the fact that you offer elegant wrapping solutions to your customers so they won't have to hunt for a box and wrapping paper when they get home adds a great deal of value to your jewelry in their mind. You're not only selling them a lovely handcrafted gift to give, you're also solving a problem (gift wrapping) and making it easier for them! Read more [tips for memorable jewelry gift wrap](#).

Here are more ideas for [professional jewelry packaging](#) that brings customers back for more.

- Sell [gift certificates](#) for your jewelry.

Tips for Successful Jewelry Home Party Invitations

Usually only about half of the people invited actually come to a jewelry home party; with that in mind, encourage your hostess to invite 20+ people. Guests should receive their invitations two weeks before the party.

See these tips on [great jewelry home party invitations](#) to create tempting invitations that bring in a high percentage of guests.

Have the hostess give you the guest list with names, addresses, and phone numbers, and then you prepare and mail the invitations; send one to the hostess too so she knows what info her guests have. Give her several invitations filled out with all the party information so she can give them out in person at soccer practice, school, work, church, any clubs she belongs to, etc.

The most professional invitations are postcards with an enticing photo of your jewelry on the front. Regardless of the type of invitation you use, it's vital to include photo(s) of your jewelry so people can get excited about it and know that they definitely want to attend the party! Also, to prevent guests from assuming all the jewelry will be too expensive for them, your invitations should say, "Prices start at \$3" (or whatever is your least expensive item).

Don't forget to have YOUR name and contact info printed on the invitation postcard, in addition to the hostess's name, phone number, and address. This way people can contact you after the party, to make a purchase or book a jewelry home party of their own.

Invitations should also state, "Receive free jewelry for each guest you bring!" This is a great way to boost attendance (and thus your income!) from the party, since nearly everyone attending will make a purchase. And even guests who don't purchase at the party will remember you and may shop from you later or schedule their own party. But you don't have to give away tons of free jewelry to reward them for bringing guests. Remember, your incentives should be things that have a high perceived value to the recipient while costing you very little. Examples of well-received rewards for each guest they bring are a free pair of bead earrings from a special selection, or a toe ring, or \$5 off their total.

And the most important information to remember about a jewelry home party, is this:

The No. 1 Way to Increase Jewelry Home Party Attendance:

Have the Hostess Call Each Guest the Day Before the Party to Remind Them to Come, and to Bring a Friend with Them!

That makes guests who hadn't decided whether they would attend commit to the hostess that they're coming. It's also a good reminder for people who may have wanted to attend but forgot the date of the party.

Jewelry Party Hostess Incentives

I encourage you to give out brochures detailing the benefits of hosting a jewelry home party. Make sure all party guests get one when they arrive, and give them out when you do any kind of shows or other events. Keep some handy in your car to give out on the spur of the moment!

Although the main reason people host a jewelry home party is because they want to earn free and discounted jewelry, they often are hesitant to go ahead and schedule a party.

The main reasons people DON'T host a jewelry home party are (1) they think it will be a lot of work for them, and (2) they think they need to fix and serve a lot of expensive food and beverages.

Be sure your potential hostesses know that it's not necessary to do too much housecleaning or food preparation for a jewelry home party. The guests are coming to see the jewelry, not the house, and only minimal food is necessary. You, the jewelry artist, will do nearly all the work at the actual party, and the party is easy and fun for the hostess; she should socialize and enjoy shopping with her friends and earning her free jewelry!

In addition to the free and discounted jewelry your hostesses earn, you can entice potential hostesses with a deal they can't refuse--without cutting into your own profits very much. You can offer a special item only hostesses can purchase (examples: chandelier earrings, or a special line

of turquoise jewelry during recent turquoise craze, etc. It should be something hot that everyone would want but only a hostess can buy). Or a special gift that only hostesses are eligible for.

As soon as someone books a jewelry home party, send a nice thank-you note, either that same day or the next day. This shows your appreciation and makes them feel more of a commitment to actually going through with the party.

As a further incentive, you can enter each person who books a party that night in a drawing for an additional free jewelry gift certificate to use at her own jewelry home party.

Suggest that anyone who feels her home is too small to host a party, or doesn't want to have it at her home, can double up on a party with another hostess or have a group party where each person invites her own guest(s) and gets credit for their purchases.

Jewelry Party Hostess Rewards

You'll need to determine your own scale for the free and discounted jewelry your hostesses earn, based on your particular profit margins on your jewelry. While you want to be sure your offer is tempting enough to get people to schedule parties, you don't want to give away the store and wind up with an unprofitable bottom line when the party's over.

Here are some suggestions for figuring your hostess earnings:

- At least two people besides the hostess must purchase jewelry for it to be considered a party, and the combined guest total must be at least \$100 for her to earn free / discounted jewelry. This way a small or unsuccessful jewelry home party doesn't take a bite out of your earnings, or wind up being an expensive waste of your time!
- If the above conditions are met, then the hostess receives a \$25 gift certificate to spend at her jewelry home party or use toward a custom order.
- Then she receives discounted / free jewelry equaling 10% of her guests' pre-salestax total of \$100 to \$799, or 15% of her guests' pre-salestax total of \$800+. These guest totals do not include the hostess's purchases.
- She receives another \$10 of discounted / free jewelry for each party booked that night from her jewelry party (these \$10 certificates are redeemable at or after these parties, to be sure the parties are actually held before you give away this amount of jewelry).
- She receives an additional \$10 of discounted / free jewelry if she has 20 or more guests.

You will probably need to play with these figures to make them work profitably with your particular jewelry line, and to entice home jewelry party hostesses in your region. But these suggestions give you a good place to start.

Other Special Benefits for Jewelry Home Party Hostesses

It's worthwhile to cultivate party hostesses with good relationship marketing.

During the year, offer special benefits or jewelry sale events just for the people who have hosted parties, aside from their party. Some ideas for this are hostess-only sales, special discount coupons, and discounted shows just for them. Consider a jewelry home party at *your* house, just for your hostesses to attend.

At Christmas, offer an early-bird hostess bonus—she receives an extra freebie or discount for having a jewelry home party before Thanksgiving (most successful shows are before December, and you want to catch people before they do the day-after-Thanksgiving sale shopping. Besides, hopefully, you'll be busy with special orders in December anyway!).

Incentives for Repeat Jewelry Home Party Hostesses

Hostesses will often host again, especially if you make their first jewelry home party a good one, and if you give them an even better deal for future parties. Be sure to send a handwritten thank you to your hostess, and mail it the NEXT DAY after her party. Include an extra jewelry coupon that's good for only one month after her jewelry home party, giving her the incentive to purchase again soon.

Offer a more generous "silver level" hostess incentive package to a second-time hostess—consider awarding her with slightly more free jewelry, or a larger discount on her jewelry home party purchases.

Offer a "gold level" hostess incentive package to a hostess who has hosted a jewelry home party 3 or more times. Make this a generous incentive since she's responsible for many of your sales and new customers. Anyone who hosts three or more parties for you is practically a sales representative for you, and she deserves to be rewarded and encouraged!

Great Jewelry Home Party Invitations

The best jewelry home party invitations are short, sweet, and tempting. They are a friendly missive from the party hostess to her potential guests, containing party details plus a little enticing information about your jewelry. Here are some tips for creating your own successful jewelry home party invitations.

First, keep in mind what you want your home jewelry party invitations to accomplish. The main purposes are to:

- get potential guests excited about shopping at a jewelry party,
- encourage them to bring one or more friends to the party,
- let them know the date, place, and time of the party, and
- provide your website and contact info so guests can shop directly from you later.

Writing Your Jewelry Home Party Invitations

The invitation comes from the hostess to her guests, so you'll need to write it as though she (not you) is speaking to them. So keep it casual and friendly, with an enthusiastic tone.

It's a good idea to put the date, place, and time of the party where it stands out on the invitation, so guests can find these particulars at a glance. Request that they RSVP, and include the hostess' phone number so the guests can contact her easily to let her know they're coming, or ask questions.

Next, emphasize that this is an event where they'll have a lot of fun - it's a girls' night out and shopping event combined! Tempt them with hints of gorgeous yet affordable jewelry, plus jewelry prizes that will be awarded at the party; include a photo or two of your most popular jewelry designs. Mention that unique handcrafted jewelry gifts will be available, since many women won't shop for themselves but will buy nice gifts for friends and family.

- Suggest that they bring a friend or two, and mention that they'll receive a jewelry bonus for each friend they bring.
- Remind them to mark their calendars so the date doesn't get lost in their busy schedules.
- List all payment methods you accept, and you should accept as many as possible!
- Include a call to action - tell them exactly what you'd like them to do.
- Include your website or other contact information in smaller print somewhere on your jewelry home party invitations.

Sample Home Jewelry Party Invitation Postcards

Here's an example of text you might include on your jewelry home party invitations. Although you're welcome to use it as-is, you should adjust it to suit your particular jewelry line and the way **your parties operate**.

Front of Invitation

Artistically place a photo or two of your most popular or trendy jewelry designs. Jewelry is a very visual product, so it's important to give potential guests some eye-candy to get their shopping juices flowing! :o) Text alone can't possibly inspire a jewelry shopping spree as well as a photo can.

Here's some suggested text for your jewelry home party invitations, and remember this is supposed to represent the hostess talking to her friends:

Come enjoy a ladies' night out jewelry shopping event!

I'm hosting a [name of your jewelry business] jewelry party, and I hope you can come. We'll get to see and try on beautiful handcrafted jewelry in the latest colors and styles, made with [name the main materials you use in your jewelry]. We'll also have a great selection of jewelry gifts to choose from. You can get a sneak preview of some of the jewelry at [www.your website URL].

Please bring a friend or two, because you'll get free jewelry if you do! You'll also have a chance to win other free jewelry prizes.

Call me to RSVP, and don't forget to mark the date on your calendar!

The jewelry prices start at [insert price of your least expensive item], and you can pay with cash, checks, Visa, or MasterCard.

Back of Invitation

Left-hand side of back:

- Come enjoy my jewelry party!
- Hostess: (write in hostess' name)

- Where: (write in party address)
- Date: (write in date of party)
- Time: (write in time range, such as "open house from 7:00 till 10:00 p.m.")
- RSVP by: (write in a date a few days before the party)
- Phone: (write in hostess' phone number)

Underneath the party and hostess info, place your business name and contact info. This way people can contact you after the party to make a purchase or book a jewelry home party of their own. And people who were invited but can't attend may want to shop later on your website.

Right-hand side of back:

postage stamp in top right corner

party guest's mailing address.

Printing Your Jewelry Home Party Invitations

Most jewelry party invitations are printed on postcards, which you can print from your own computer and printer quite inexpensively, using perforated postcard stock from local office supply stores.

For a more professional look, you can have them printed by an online postcard printing service, where you can upload your own photo and write your own text. If you choose this route, the per-postcard price shouldn't be too different from what it costs you to print your own - and the professional print quality enhances the guests' perception of your business. (However, be sure you're happy with the absolute final version of your jewelry home party invitations before having them professionally printed, since once they're printed you can't make further changes without buying a whole new batch!)

Distributing Your Jewelry Home Party Invitations

Usually only about half of the people invited actually come to a jewelry home party; with that in mind, encourage your hostess to invite 20+ people. Guests should receive their invitations two weeks before the party.

Have the hostess give you her guest list with names, addresses, and phone numbers, and then you prepare and mail the invitations. Send one to the hostess too so she knows what info her guests have.

Give your hostess several extra invitations filled out with all the party information so she can give them out in person at soccer practice, school, work, church, any clubs she belongs to, etc.

And the most important information to remember about a jewelry home party, is this:

The No. 1 Way to Increase Jewelry Home Party Attendance:

Have the Hostess Call Each Guest the Day Before the Party to Remind Them to Come, and to Bring a Friend with Them!

That makes guests who hadn't decided whether they would attend commit to the hostess that they're coming. It's also a good reminder for guests who plan to attend but lost track of the date in their busy schedules.

Fundraiser Jewelry Show

Fundraiser Jewelry Shows: A Win-Win Prospect!

Putting on your own fundraiser jewelry shows is an easy and wonderful way to profit from your art, acquire new customers, and help others at the same time. Usually you contact an organization and work out the details, then set up the show and sell your work, and finally donate a pre-arranged percentage of sales (usually 10% to 20%, depending on your profit margin) to the organization.

Now, before you think, "Hey, I don't want to give up 10% or more of my sales!", remember that with fundraiser jewelry shows, you won't have any booth fee or competition from other jewelers! :o)

And unlike booth fees at regular shows, your donation when you do jewelry fundraisers is nearly always tax-deductible!!!

You will likely make better-than-usual sales, too. A major benefit to both you and your charity is that shoppers feel good knowing that part of their purchase price is going to a good cause, so they buy more generously than they normally would. And you'll feel good for helping a good cause too, instead of having your booth fee go into a show promoter's pocket. All in all, fundraiser jewelry shows are great money for you, and give you some wonderful, positive publicity!

There are abundant opportunities for fundraiser jewelry shows. Nearly any organization you can think of—schools, synagogues, churches, hospitals, retirement homes, sports teams, band / orchestra, scholarship programs, children's charities, halfway houses, foundations, and other nonprofit organizations—will welcome you to put on a fundraiser in their honor!

Each organization I've helped with a fundraiser jewelry show has been so pleased with the way things worked out, that they've asked me to come back to do it again any time I want. They help me with the advertising and publicity, provide tables for my displays, and generally bend over backwards to help me have the most successful shows possible. They know they'll receive a great donation if the jewelry artist has a great show!

Contact an Organization for Your Fundraiser Jewelry Show

When you do a fundraiser jewelry show, the organization you're donating to is usually so happy to have you doing a benefit for them that they either will do everything possible to help you, or will give you carte blanche to do anything you want, anywhere you want. And when they receive your donation, they are so thrilled that they want you to come back and do it again sometime!

If you know someone in the organization you're doing the benefit for, you can talk to them and try to set up the event through them, or have them recommend you to the "decision making" person of the organization. For this meeting, you want to look like this benefit will be a successful and professional event, so it helps to dress up a little. And of course you should wear a tasteful amount of some of your best jewelry creations, too (different jewelry for each meeting with them) for eye candy, so this person—and others in the organization who see you—can be spreading the word about the jewelry you'll be selling there!

Also for this meeting, have a supply of your business cards ready, and a one-page flyer or brochure that has appealing pictures of your work and an upbeat list of the benefits to them of

having this show. It's best if your flyer has good, clear pictures of your jewelry--see Tips for Photographing Jewelry.

Agree on what your benefit donation will be--sometimes it's some jewelry that they can auction off or use for another purpose, other times it's a percentage of your sales (where I live, 20% of the profits--which is a better sounding way of saying 10% of the gross sales--seems to make everyone happy).

You may also want to consider selling a line of charity jewelry and donating part or all of the proceeds from it.

Set a date, time, and length of the show. Using a date that's on or near the organization's payday is good, and so is combining your show with another event that will already have a crowd--like a football game, play, open house, etc.

Determine who provides tables for your booth, and where the event will be. Make sure you will be in a spot where people can see something interesting is going on, and that there will be plenty of room for a lot of customers around your booth. Check out the event area ahead of time with this contact person, so you can see if you will have any special needs like electricity, more space, or whatever.

When the basic details are settled, you should protect both parties by writing up a simple, one-page proposal outlining what's expected of you and of them, and be sure you each have a copy.

None of this process is difficult at all, and organizing the event isn't really very time-consuming either. The first one you do will probably be a great learning experience, and after that one, you'll already have templates on your computer for making the brochure, flyers, proposal/contract, press release, etc. to make things even faster next time.

As you set up this event, keep track of everyone you contact along the way to make the arrangements, plus their email and phone numbers, and make a brief list of everything you did to organize it. That way, when they invite you to do another benefit event for them, you can breeze right through organizing it!

Once you've done one benefit show, you can tell other future organizations about the successful benefit you did for XYZ organization.

Promoting and Advertising--the Keys to Successful Fundraiser Jewelry Shows

I can't overstate how important it is for you to emphasize to the organization that the jewelry fundraiser show must have as many customers as possible to be a success!

Be sure they understand that advertising and promoting the event are essential; simply deciding to have a show doesn't bring customers, and without customers, there are no sales!

One great, easy way to be guaranteed of all the customers you can handle is to add your fundraiser jewelry show to another event that will already have a crowd--such as a football game, band concert, soccer championship, PTA meeting, etc. And be sure your show has been advertised beforehand to the crowd so they will be prepared with checkbooks and credit cards!

Also determine who will be responsible for advertising the fundraiser jewelry show--sometimes you, sometimes the organization, or more often both of you. Suggest that they also advertise the event in their newsletter if they have one, and that they put notices in all employees' mailboxes.

See if the organization is able to put a sign out in front of their building or on their marquee (if they have one), advertising the event to the public.

Make attractive, one-page flyers or invitations advertising your fundraiser jewelry show, and on these be sure to stress in large type that it's a benefit, and who will receive the donation. If the show will be a great time for people to shop for Christmas, Valentine's Day, Mother's Day, etc., be sure to emphasize this too. Don't forget to put the date, time, and place of the show on your flyer! If the organization is printing and distributing the flyers, get a master of your flyer to them as soon as possible. If you are responsible for printing, find out how many of these flyers the organization will need and get these to them.

If the event is open to the public, email or send one of the flyers to everyone on your customer list. Email a press release to your local newspaper with the details of the event and include a jpg photo of your jewelry just in case they have the space to add a photo next to the article, or have the organization do this part. Be sure to save a copy of this article after it's published so you can impress future organizations with your experience in doing fundraiser jewelry shows!

Expand the Fundraiser Show by Adding Other Vendors

It's not hard to add other vendors to your benefit shows. Invite friends who sell handcrafts or represent companies such as Pampered Chef, Mary Kay, Stamping Up, Home Interiors, etc. Also ask everyone you know for recommendations of people they know of who sell things. These other vendors will all donate on the same scale you are

Have them spread the word about the benefit show to all their customers, friends, and family members too. A side benefit to you of adding other vendors to the show is that each vendor (including you) will be promoting the event to their customers and mailing list. So you'll be bringing all kinds of new customers to each other.

Tell your contact person at the organization how many vendors there will be, as far ahead of the event as possible, so they can be ready for the size of group you will have.

Making Your Donation After the Fundraiser Jewelry Show

The day after the benefit event, hand-deliver your donation check to the person at the organization who helped you set up the event. Enclose the check inside a thank-you card, and include your business card. Tell them how much you enjoyed working with them and how happy you are to be able to donate to their organization. Let them know you're looking forward to doing future fundraiser jewelry shows for them, or for other organizations they may know of!

Get a receipt for your donation check if possible, for tax purposes. You don't want to miss this deduction! (Check with your accountant to be absolutely sure you can claim this deduction.)

Good Luck, and

Enjoy the Synergy!

I always find that the positive energy generated by putting on fundraiser jewelry shows triggers all kinds of other positive events and coincidences. I hope you'll have the same wonderful experience!

To me the best thing of all is giving the organization a nice donation check after the event. Selling your jewelry and helping others at the same time . . . you can't beat that!

We have given you a lot of useful resources for covering home jewelry business. Let's also consider what can be done outside of home.

Retail Kiosk / Mall Outlet / Flea Market Booth

Considering the high cost and extensive time frame to establish a permanent retail location, why not try the temporary retail kiosks or retail space in the shopping centers or flea markets? The up front investment for the kiosk or shopping cart, flea market booth is rather cheap and with less risk. Through United States and Canada, most of the shopping centers and malls provide kiosk or temporary retail space for special holidays or events, some call them "Specialty Leasing Programs" or "Mobile Retail (MRU) Program". These provide short term leasing opportunities to a wide variety of temporary retailers. You can take the advantage of great flexibility of the short term leasing agreement and get a foot in the door and test the waters for your business idea, or make quick money by targeting a special holiday season or a strong Christmas shopping season.

Selling a product makes sense because your success can be duplicated. Once you have a feel for display and presentation of your wholesale product for resale, there's nothing stopping you from opening more outlets. Then you move beyond a simple way to earn money - a little extra cash - into a powerful self employment idea, indeed a career. It all depends on how far your ambition takes you.

There are two main ingredients to a successful jewelry business, be it a home business, an internet business, or a retail outlet/store. These are getting high quality products and rock bottom prices; and utilizing an effective sale and marketing strategy. There is at least 200% to 500% retail markup available, if you are purchasing quality jewelry at the right prices.

Be sure all silver jewelry purchased is guaranteed sterling silver, and stamped "925" as a proof.

We hope you have enjoyed this eBook and it has provided you with useful resources to start your successful jewelry business.

Feel free to send a copy of this ebook to your friends and family, or even sell it them to you as you wish.

If you have any comments, suggestions or feedback please use the Contact Us link at <http://www.925silver4u.com> .