

Selling Handmade Jewellery

Define your style

- Contemporary
- Art deco
- Vintage
- Retro
- Edgy etc.

Know your style.....so you can...know who your buyers are?

Your style will determine every move you make and consistent branding will make yourself unique. Develop a "signature" look!

i.e. a signature may be one red bead somewhere in your work, a unique metal tag with your initials on the clasp

- Business cards
- Bags
- Website
- Post cards
- Earrings

Marketing Opportunities

- If you make...
 - jewellery with a lot of flowers... think floral shows
 - natural jewellery... think holistic, new age shows
 - jewellery with pearls and crystals... think bridal shows
 - the list goes on...

Determine who your customer is...

- What is her/his style?
- What does she/he wear?
- What places do they frequent?
- What is her/his income?
- What's your customers age range?

Type of Jewellery

- What Jewellery medium speaks to you?
- What type of jewellery makes you excited?
- Is the style you love profitable?

Starting your own business

- Start small
- Determine what the buyers, that you're targeting, want.
- Jewellery making software is available
- Inventory software is available

Venues

- When choosing a venue... ask yourself ...Do other vendors, attending the same show, target the same type of buyers who would purchase your jewellery?
- Are there returning vendors?
- What's the percentage of vendors selling jewellery? (it shouldn't be more than 20-30%)

Your business...

- Jewellery style – Contemporary or Vintage or Retro
- Niche – Ages 12-19 or 19-35 or 35-60
 - Big and Bold or Brass with rich coloured crystals or beads with bright colours
- Name of your business
- Collateral materials – these are your business colours i.e. black, grey and purple

Create an inspiration book or an inspiration board and put pictures of all the items that you love such as:

- Pictures of art, flowers, nature, home décor, fashion you love etc.
- Microsoft OneNote - <http://office.microsoft.com/en-us/onenote/fx100487701033.aspx>

Stay on top of trends. By the time fashion hits lower end department stores they've been around for at least a year. Check out high end fashion magazines and search internet for European designers etc.

Wear you own designs to get feedback from others and evaluate how it moves, how it lies and does it get compliments?

Have a portfolio with your:

- Biography
- Business Card and/or Post Card
- Contact info – email, website, phone numbers etc.
- Good quality pictures

Photography

- Hire a professional if you can afford it or
- Ask a graphic design student from a college or university or
- Learn how to take great pictures yourself (see www.grandriverbeadsociety.com website)
- Save pictures in a tif format as a jpeg will lose clarity every time you save it.

Company Name

- Register your business name with the Ontario government by getting a Master Business license.
 - http://www.ontario.ca/en/services_for_business/STEL02_039990
- Get a vendors permit.
 - <http://www.rev.gov.on.ca/en/forms/rst/pdf/1953.pdf>

Business Cards

- www.vistaprint.ca
- www.moo.com (check out the mini cards)
- www.etsy.com and search business card
- Make your own – supplies, stamps for office supply stores, stamping, scrapbooking stores, www.printmaster.com
- The list goes on and on.

Website

- Hire a professional
- Hire a student from a college or university who is studying website design.
- Check out free websites you can build your own such as www.yola.com, www.webs.com or www.vistaprint.com to name a few.
- Link your website to many other complimentary websites.
- The more key words you use on your website the easier it will be for Google, Bing or Yahoo to find you.

Marketing

- Website
- On-line selling
- Home parties
- Word of mouth
- Appropriate venues
- Networking with others – check local networking organizations/groups
- Donating pieces of jewellery to charities

Supplies, Gemstones, Beads etc.

- Know information about the gemstones, beads and supplies you use to make your signature jewellery.
- Learn the techniques you need to make your jewellery high quality.
- Know how to care for your jewellery.
- Know your costs!

Colours

- Use a colour wheel
- Check out fashion trends
- Style forecast for the next year – research
- Home décor books have heaps of colour combos as do flower arrangements
- Capture nature with pictures.
- Take a class on colour.

**Look after your body using correct posture, good lighting, and ergonomic tools.
Exercise and take frequent breaks when making jewellery.**

Places to sell your jewellery:

- Boutiques
- Craft fairs
- Home parties
- Hospital gift shops
- Salons and spas
- Websites

Booth Setup & Displays

- Table covering – preferably to the floor – this allows for storage and looks better than cheap table legs
- Lighter tablecloths increase business (so we're told!)
- Raise your table making it easier for customer to view your product
- Great lighting – if venue offers extra electricity at an extra cost – go for it! Great lighting improves sales!
- Make your business name visible.
- Two display styles work the best!

- Triangle Style Build visual interest in the middle of the display.



- Taller displays areas at each end...draw the eyes in.



- Think Vertical – use your vertical space wisely! i.e. shutters, tree limbs, mannequins etc.
- Have a “Show Stopper” that will draw people to your table and be a conversation starter. i.e. a piece of jewellery with a very high price tag, an elaborate beaded piece of art,
- A walk in booth has less customers than a booth that they can walk around
- Make sure you have:
 - Calculator
 - Mirrors
 - Cash box with change
 - Clearly marked prices – most people will walk away without asking the price
 - Receipt book
 - Pens, tape, markers, scissors – you never know what can happen!
 - Business cards
 - Credit card machine
 - Matching packaging materials
 - Tools for making adjustments to your jewellery
 - List of future shows.
 - Inventory sheet
 - If you have a website ask for an email address from you customers
 - candies
 - Snacks (non smelling)and drinks

Do's and Don'ts

Don't:

- Appear bored, negative or unhappy
- Read, Eat (non smelling snacks only)and chat in your booth
- Be controlled by your short comings.
- Sell the same old stuff...spice it up!
- Purchase materials unnecessarily
- Sell yourself short
- Use store bought price tags
- “Matchy matchy” sets are out!

Do's

- Choose shows carefully – remember who your target buyer is
- Maintain a mailing list and develop a marketing plan
- Educate your consumers
- Display your price tags carefully – price tags are ugly – possibly have the same priced items together and only display one price tag per area
- List materials on your price tag
- Leave space around your jewellery – high end jewellery is never crowded!
- Put candies on your table
- Have a next step strategy – earrings to go with a necklace
- Think creatively – especially during hard economic times
- Be professional and pleasant
- Dress appropriately for your show
- Having a salesperson of each sex can appeal to more buyers.
- If you get jewellery orders – give your self extra time – “Under promise and Over Deliver”
- Evaluate your show and make appropriate changes next time!
- Set a goal before each show
- Prevent Theft – have a phrase that you're comfortable saying such as “Oh, I think you dropped a piece of jewellery in your purse!”
 - Educate yourself on how people steal
 - Make eye contact with each potential customer

Pricing

Basic Formula

- Price of material + price of labor x 2 = wholesale
 - Wholesale x 2 = Retail
- Labour is \$10.00-\$20.00an hour.
- Keep track of your overhead – gas, office supplies, show fees, equipment etc.
- Right Price – Right Size

Ethics

- You cannot copyright a technique.
- Instructions may be copyrighted by teachers.
- You may sell or teach a technique but you must change the project or the end result.
- It is unethical to make and sell a piece of jewellery you did not design and claim it as your own.
- Give credit to the designer.
- Get permission from the designer.

Copyright

- http://www.media-awareness.ca/english/resources/legislation/canadian_law/federal/copyright_act/cdn_copyright_ov.cfm
- Copyright Instructions
 - Fold a paper with your original design instructions in three (written info on the inside).
 - Tape around the edges.
 - Go to the post office and have them postmark it.
 - Do not open it.
 - Make sure to write on the outside what is on the paper so you don't forget!

- File it away in a safe place.

Remember nobody needs jewellery...it's an emotional purchase...build a connection with your customers!

www.entrepreneur.com

www.businessweek.com/small-business/

www.jewelrydesignermanager.com

www.craftsreport.com

www.jewelrydisplay.com

Books

- The Handmade Marketplace: How to sell your crafts locally, globally and online. Kari Chapin
- Marketing and Selling your Handmade Jewelry. Viki Lareau

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