



How to Start a Jewelry Business: Easy Does It!

Lauren G. Williams

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Are you ready to learn how to start a jewelry business? Have you been creating designs for a long time and finally want to earn an income selling jewelry? Do you want a home based business but you don't know what's needed to get started? This is the book for you!

Easy Does It! How to Start a Jewelry Business is a complete guide to starting your own jewelry business. It's provides step-by-step strategies for branding your designs, setting up a marketing plan and a sales program as well as the basics of legal, accounting and office setup. The steps are straightforward and easy to follow with checklists to save you time and money. The book is set up to have simple instructions for each topic, including brief explanations, and then a straightforward checklist for each section so you don't have to re-read everything to know what to do!

If you like to get right to the point and make things happen quickly and efficiently, this book will help you begin or advance the things you've already started. It's a great jewelry business starter kit. You can benefit from this book even if you've already started a jewelry business and just want some extra help on how to price your jewelry, how to sell it, how to attend trade shows or how to set up booths.

You will learn how to determine your target customer, how to manage inventory, how to set the best pricing for the marketplace and how to deal with wholesale reps, retailers and consumers. You can be ahead of the game with the behind-the-scenes tips you will learn in Easy Does It! How to Start a Jewelry Business.

If you have a passion for jewelry making, setting up your own home-based business can be challenging but Easy Does It! How to Start a Jewelry Business will make the process fun and easy. If you want to establish a business that keeps customers coming back for more, you're in the right place.

This book includes:

Section I : Business Set Up

1. How to Name Your Business
2. How to understand legal and insurance
3. How to handle Accounting
4. How to organize your office essentials

Section II : Creating Your Jewelry Line

1. How to decide on a theme
2. How to select types and variations on your designs
3. How to determine Customer Needs
4. What to look for in your research
5. How to decide on your audience or customers
6. How to set your pricing
7. How to keep track of your costs
8. How to decide on wholesale and retail pricing

Section III : Branding and Marketing

1. Ways to create your brand image
2. How to create promotional materials
3. What to look for in website design
4. The basics of doing photography
5. How to design sales sheets and catalogues
6. Ways to spread the word, including social media

Section IV : Sales

1. How to approach wholesale selling
2. How to approach selling to retailers
3. The basics of consignment
4. The importance of understanding turnaround time
5. Options on tracking your inventory
6. Best practices for setting up a trade show booth
7. How to handle customer service

Section V : Resources

1. Cheat sheet for creating a Pitch Sales Kit
2. Checklist for booth supplies
3. A list of over 85 vendors and online resources

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