

How To Market And Sell Your Custom Made Jewelry, Part Time or Full Time



Contents at a Glance _____

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_____ Introduction _____

_____ Welcome to Starting Your Own Jewelry Making Business. Having spent many years starting businesses that ranged from selling horticulture products, selling books and music cds, making and selling jewelry, software development, Ebay sales, Transportation, and others. In addition I have had the pleasure of working for various industries usually in top management positions. This gives me a unique background and insight to all of the ins and outs of starting a business. This book as you will quickly find out is not intended to teach you how to make or design jewelry. There are plenty of good books on the market that can teach you those skills. What this book is about is walking through step by step the process of specifically starting a jewelry making and jewelry sales business. We will walk through in some detail the many aspects of getting your business started without making it too complex to understand. Some

of the many topics we will cover are: What type of licensing will I need, how do I find out where to go. We will go deeper into some of the other aspects involved such as opening business checking accounts, registering your business assumed name. Not sure what it is going to cost to get started? We will help you quickly go through the process. We will go in depth on the important aspects of how to calculate how much it costs you to manufacture your jewelry. Then taking outside factors into consideration we will show you how to price your products for a profit through the various sales outlets of retail stores, wholesalers / distributors, and sales reps. Want to learn how to market your jewelry to retail stores, consignment shops, sales reps, florist shops, nail and hair salons, flea markets, trunk sales, Ebay, etc etc. We go into detail on all of these markets and provide real world examples of how it was done. This book spends some time on the complex aspects of selling to online services like Ebay, and setting up your own website. If you do not like to get out and sell we have some solutions for that as well. For a small business advertising is one of the most effective techniques for building a customer base. The problem is that most start up businesses are so cash strapped that they have very little left over for advertising. This book guides you through several unique and effective techniques on how to get the most effective advertising for your business. If you are planning on opening a store, we will guide you through many of the important steps to get you there. From picking out a location to the aspects of furnishing the store, you will find many great hints and examples of what to do. We will talk about getting sales reps and distributors to help you market and sell your products, including going through good and bad of selling your product through this outlet. If you do not have a website already or you need to update your existing site. This book will give you great insight on the steps you will need to take, whether you can program the website

yourself, or if you need an outside source to do it for you. This book will show you how to prepare your website and the p

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