

How to Sell Jewelry

Reasons Why People Buy Jewelry

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons get you started:

They want highlight or decorate a certain part of their body.

They want to purchase the jewelry as a gift for another person.

They want to accessorize an outfit(s) that they wear.

They want to use it as a symbol of a specific time in their life.

They want to show off their expensive jewelry to others.

They want to propose or show their marriage with someone else.

Types Of Jewelry To Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

Rings - diamond, stone, wedding, engagement, bands, metal, etc

Bracelets - wrist, ankle, beaded, metal, charm, plastic, etc

Earrings - studs, danging, hoops, pierced, clip on, etc.

Watches - pocket, wrist, digital, windup, hands, etc.

Necklaces - beaded, rope, pearl, chain, pendant, locket, chokers, etc

Pins Or Brooches - ornaments, business, memorizer, symbols, etc

Words Or Phrases That Sell Jewelry

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

stunning	fashionable	romantic	rare
gold/silver	sparkle	priceless	perfect cut
diamond	elegant	hand crafted	shiny
valuable	glamorous	gorgeous	flawless
beautiful	bright	dazzling	precious

Graphics Or Images That Sell Jewelry

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

A body part with a sparkling piece of jewelry on it.

The positive facial expression of someone wearing the jewelry.

A piece of jewelry in a beautiful, elegant case.

A piece of jewelry a store has in a shining jewelry case.

Stories That Sell Jewelry

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

A creative engagement proposal.

People giving someone a compliment about their jewelry.

A wedding ceremony exchanging the rings.

Someone opening up a jewelry gift for a birthday.

Someone having a good time with a piece of jewelry on.

Backend Products To Sell With Jewelry

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

Jewelry Cleaner - To clean and make their jewelry look like new.

Jewelry Box - To store all their new and old jewelry in.

Jewelry Insurance - To repair jewelry parts or replace lost stones.

Jewelry Gift Wrapping - To give as a gift to another person.

Jewelry Materials - To make their own custom jewelry at home.

Bonus Or Content Ideas That Sell Jewelry

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

A report on how to clean jewelry.

A article on buying jewelry for less.

An ebook on how to make your own jewelry.

A video on how to sell jewelry at online auctions.

A audio how to take care of jewelry.

Keywords And Phrases That Sell Jewelry

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

jewelry	handmade jewelry	silver jewelry	mens jewelry
gold jewelry	antique jewelry	turquoise jewelry	crystal jewelry
gemstone jewelry	pearl jewelry	wholesale jewelry	jewelry designs
bead jewelry	costume jewelry	beaded jewelry	fashion jewelry
diamond jewelry	fine jewelry	handcrafted jewelry	unique jewelry
vintage jewelry	glass jewelry	jewelry stores	wedding jewelry
online jewelry	artisan jewelry	bracelets jewelry	jewelry necklace
rhinestone jewelry	white gold jewelry	heart jewelry	hand made jewelry
jewelry earrings	charm jewelry	stone jewelry	rings jewelry
wire jewelry	jewelry gifts	wholesale jewelry	leather jewelry

Special Offers That Sell Jewelry

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

A lifetime diamond money back guarantee.

Buy one necklace get another one at half off.

We will match any other jewelers price.

No down payment is required and easy payments.

Trade in your old jewelry for a substantial discount.