**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 phases 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.