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Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level

Efy Tal

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By Efy Tal
of Efy Tal Jewelry
with Noa Tal

Secrets of a Successful Jewelry Brand



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Efy Tal : Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level:

1 of 1 people found the following review helpful. helpful read for the emerging jewelry designerBy kristi annThis

book was very informative but I wish the author would have dove into more of the specifics of starting a jewelry line. There were so many questions I had that were left unanswered... like where are the best trade shows to by gemstones... etc. Overall, it was helpful. If your looking to start your own line, this book is a helpful tool with regard to learning the basics. 1 of 1 people found the following review helpful. AWESOME BOOK!! By Ale This book is amazing!!! Efy really does give you nice tips and ideas to bring your business to the next level. She even gives you websites and let you know how much to invest! I've never seen anything like this in any other book! She really does teach you new approaches and strategies to make your business grow. Wow, what an amazing book! Thank you so much Efy!!! I can't wait to try some of your ideas and techniques! 0 of 0 people found the following review helpful. A complete guide to start and expand your jewelry line By Geraldo S The best and one of the only guides you will need to start and expand your own jewelry business.

If you have ever wondered how some jewelry lines just seem to be carried everywhere, this book reveals it all. How did they find reps to sell their line all over the country? Do they participate in jewelry trade shows and show rooms? Where do they find help to produce their jewelry? Why are some seemingly unremarkable brands carried all over the place while other designers of exquisite jewelry remain in obscurity? Having the talent to create beautiful designs is simply not enough. You will need some skills and some know-how to take your business to the next level. This book will give you the behind-the-scenes information, tools and all the specific resources to get these questions answered ~ plus show you how to create a viable brand and business you can live on. Contents Include: ~product development ~branding and marketing ~how to create sample boards ~ins and outs of industry trade shows ~securing sales representatives ("reps") ~show rooms ~jewelry manufacturing and mass production ~the various ways to move your merchandise ~how to automate your business Efy Tal is the creator of the popular jewelry brand Efy Tal Jewelry - Pure Expression. Using the passions for her art she started Pure Expression from the ground up, using no investor money. Her brand is carried all over the country. She happily splits her time between growing her company and raising her little girl. After discussing some basics she moves to Product Development and Design Tips, which highlights important design considerations that will decide the trajectory of your brand and business. Efy then shares trade secrets on Creating Samples, from line sheets to the very essential jewelry sample boards carried by sales reps and used at tradeshow. Branding and Marketing is a vital part of cultivating a successful business. In this chapter, she breaks down some fundamentals of brand management, including your packaging, making a highly professional look-book for a reasonable price, press, and developing your story. Hot on the tail of those subjects, Efy turns to the nitty-gritty of Production and How to Automate Your Business through Employees. She shows you where to find manufacturers and offers helpful hints about how to stay sane dealing with manufacturers, both in the US and Overseas. Plus, she teaches how your employees will use the systems you've put in place to run your business for you as it prospers. Before covering the all important Jewelry Reps its time to learn to Get Your Line into Stores on Your Own and then of course Efy will reveal everything you need to know about Jewelry sales representatives: where to find them, what to expect when theyre working for you, and how to have a successful relationship with them. This frank discussion of jewelry reps will be one of the most important things you'll learn for the success of your business. What to Expect at Tradeshow delves into the organized chaos of jewelry and accessory shows around the nation. Though they may seem overwhelming at first, Efy breaks down what goes into making a show a success and will help you decide if this scene is right for you. Finally, this incredibly comprehensive conversation on the jewelry world is wrapped up with two final chapters on Account Management and Selling Discontinued and Overstock Items. Secrets of a Successful Jewelry Brand is a must have for anyone who wants make their jewelry business into something extraordinary and turn their dream into a reality.

About the Author I am the creator and designer of Efy Tal Jewelry www.EfyTal.com. I live and work in Glen Rock, New Jersey with my husband Ziggy and my little daughter Lia. I am most happy and proud to have created and life and a business where I can spend the day raising Lia at home while my business is running seamlessly in the background. To see more of the behind the scenes of my business, please LIKE my facebook page www.facebook.com/EfyTalJewelry I am starting my new venture helping other moms and enterprising creative folks do what I have done through my new website www.YourOwnJewelryLine.com and my new facebook group www.facebook.com/groups/YourOwnJewelryLine I hope you join me there!