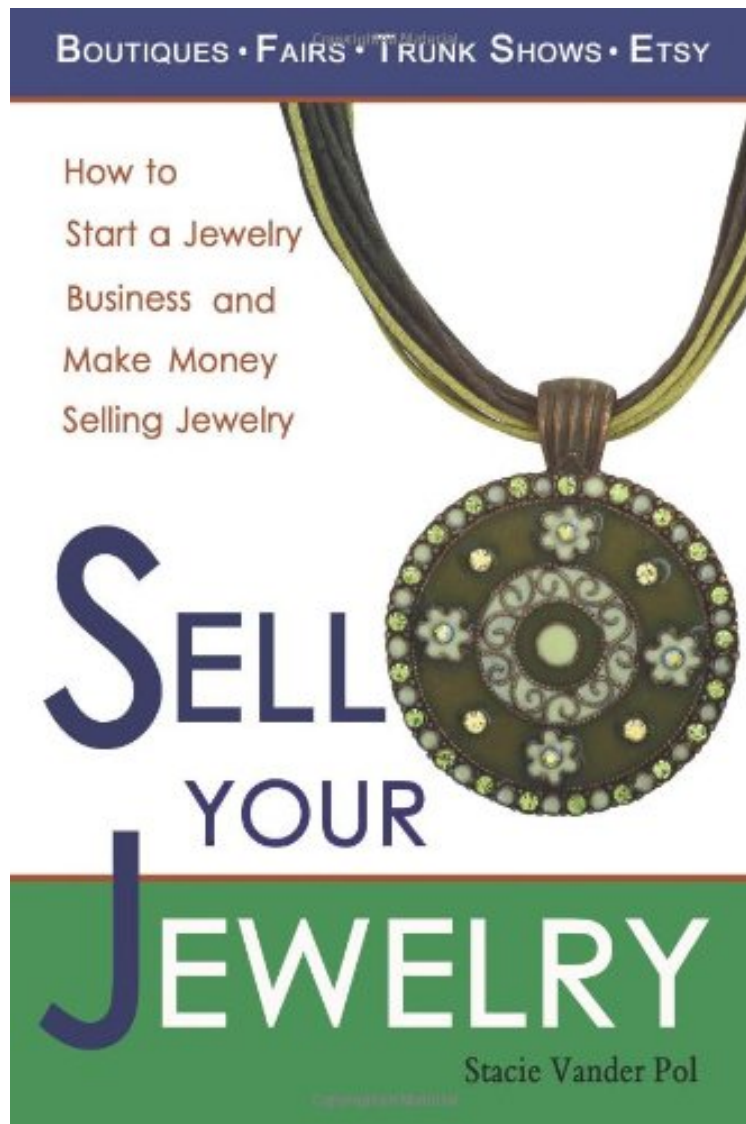


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Sell Your Jewelry: How to Start a Jewelry Business and Make Money Selling Jewelry at Boutiques, Fairs, Trunk Shows, and Etsy.

Stacie Vander Pol

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Stacie Vander Pol : Sell Your Jewelry: How to Start a Jewelry Business and Make Money Selling Jewelry at Boutiques, Fairs, Trunk Shows, and Etsy. before purchasing it in order to gage whether or not it would be worth my time, and all praised Sell Your Jewelry: How to Start a Jewelry Business and Make Money Selling Jewelry at Boutiques, Fairs, Trunk Shows, and Etsy.:

57 of 57 people found the following review helpful. Good book, but was expecting a little more...By C. YarboroughI was really excited about reading this book... mostly because I wanted to hear what it had to say about selling your jewelry on [...] and other websites. Overall, the book was good, lots of useful info. But when it came to selling jewelry on a website, I felt it was lacking... There were maybe only a few pages dedicated this type of selling. There were also a few grammatical errors (which really annoys me) and there was no conclusion at the end of the book - it just stopped after the final chapter on taxes. I would have liked it to have re-capped the main topics a little.I was excited to see the gem show list at the back of the book, but was disappointed when it only listed two. I actually work for a company that travels and works these gem shows - we travel to many more shows than just the two listed. For beginner jewelers, who couldnt afford to travel to Tucson for the largest gem show in the world, I felt there needed to be more wholesale shows listed around the country. Here are the gem shows that I travel to every year:Asheville Gem Show at the Asheville Civic Center(early Jan. late Oct.)Tucson Gem Show -This show takes over the entire city! (1st two weeks of Feb.)Minneapolis, MN at the Ramada Inn across from the Mall of America (early April late Sept.)Franklin, NC Gem Show at the Watauga Festival Grounds(early May late July)Springfield, Mass.- Martin Zimm Expos (mid-Aug.)Denver, Co - The Great American Gem Show (2 locations) (mid-Sept.)I also want to mention that if you do plan on going to your first wholesale show that it can be very overwhelming. Don't buy the first strand of stones you see - there are always vendors willing to make deals. A couple of my favorite vendors are Lilly's Bead Box SII Findings - both have great deals and will treat you right. Each has a website and Lilly's also has an etsy store.Hope this helps!3 of 3 people found the following review helpful. but I recommend finding a more detailed business bookBy JasmineI first read this book so I can I could get an idea how to sell my jewelry. This book is okay for a starter book, but I recommend finding a more detailed business book, She Glazes over topics, like getting a tax id number and Certain things, and doesn't really go into enough details. I do like the section she uses on how to word your pieces and recycled, Eco friendly, Natural, Classic. and the few fonts you could use on business cards to express your brand.3 of 3 people found the following review helpful. Packed with Basic Info - A Little Lacking in DetailsBy Kindle CustomerI have been a metalsmith for many years and have sold in person and on-line, I bought the book because I felt that my sales were lacking in some area and could not put my finger on the problem. I like the fact that she brought up all the various methods of selling and gave helpful checklists and processes.However, I feel that the very important on-line marketing section was somewhat lacking. I know that selling jewelry on many of the on-line sites is difficult because it is a crowded marketplace with many new jewelry makers slapping up a few underpriced pieces in their shop. Because of this phenomenon, a better explanation as to how to stand out in this market would have been better. Also, there are many different venues online depending on the type of jewelry you sell. I know this is changing rapidly but an explanation as to the difference between Etsy, Ebay, ArtFire and Tophatter would have been nice as a starter.She definitely was SPOT-ON when in her section on creating a niche or style. Without those you look like just a "crafty person" making jewelry as a hobby. Overall, this book will help out those who want to go to the next level and be a jewelry artisan and help out those of us who have been in the game for a while get out of a marketing rut.

A complete guide to starting a jewelry business. All you need to know to establish your company, build a customer base, and develop a profitable business selling your handmade jewelry. In addition to the basics of running a business, this book teaches secret tips to ensure your success. For instance, did you know that jewelry business owners can buy supplies at wholesale prices and pay half of what everyone else pays? Do you know the four simple things you can do to increase the value of your jewelry and command higher prices? Did you know that defining your target customer is the most important step in marketing your jewelry? You will learn all of that and more: Convert your craft into a company Earn an income selling your jewelry Develop a defined style and niche Create products people will buy Attract customers Buy supplies at wholesale discounts Increase your profits Sell your jewelry in retail outlets Sell at craft shows and street fairs Sell at trunk shows and open houses Make a living selling on Etsy