

# JEWELRY BUSINESS SUCCESS NEWS

*sell the jewelry you make*

## Jewelry Business Success News Issue #137

**About:**

*Jewelry Business Success News* is the newsletter for Rena Klingenberg's websites:

[Home Jewelry Business Success Tips](#)  
[Jewelry Display Ideas](#)  
[Making Jewelry Now](#)  
[Jewelry Business Blog](#)

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**Get Free Publicity:**

The [Home Based Jeweler's Showcase blog](#) is a free opportunity to promote your jewelry business and find other jewelry artists to network with.

It's published by Rita Juhlin of [Private Stock Jewelry](#).

To add your jewelry business to the Showcase:

please email Rita Juhlin, at [HomeBasedJewelers@gmail.com](mailto:HomeBasedJewelers@gmail.com)

**Print This Newsletter:**

[Click here](#) to download a PDF file of this issue.

Then you can print it out, and / or save it to your hard drive.

**Welcome!**

December 1, 2010

I've added a powerful new "site-search" box at the top right-hand corner of every page of my websites.

Up until last week, my site-search feature could only search one of my websites at a time.

But now every search automatically digs into all three of my sites at once:

- Home Jewelry Business Success Tips
- Jewelry Display Ideas
- Making Jewelry Now.

Simply use the search box at the top of any page of my websites to type in what you're looking for, and hit the Search button.

Every search will automatically bring you fast, relevant results from all three of these websites plus my newsletter issues.

So if you can't remember where you saw a helpful tip or tempting tutorial that I've published – or if you're seeking insights on something related to making or selling jewelry – try the new, improved site-search box!

And as always, if your search doesn't turn up the info you're looking for, please just [let me know](#) – and I'll do my best to add the content you're seeking.

Happy searching! :o)

*Rena Klingenberg,  
publisher*



Manuela Tufano:  
[Holiday-themed earring display boards](#)

**Get published** in this newsletter, and be seen by thousands of people in the handmade jewelry industry – and beyond!

**Pass It On**

If you like this newsletter, please share it with your friends (you can use the easy [Share This Page](#) box at the bottom of this page).

If you received this issue from a friend, [please subscribe](#) so you won't miss any upcoming issues.

### Quick Tip

#### Creating Jewelry for Theater Plays

by Rena Klingenberg

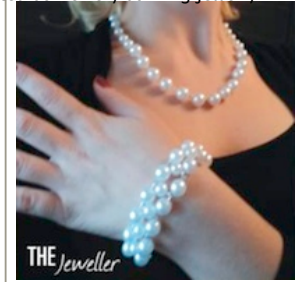
Romanian jewelry artist Giulia "THE Jeweller" has created some very striking jewelry pieces for theater plays in Bucharest.

Recently she designed pieces for the play "Alt Barbat. Alta Femeie." ("Another Man. Another Woman.")

For this production Giulia designed the luscious faux-pearl necklace and bracelet set shown here, as well as an incredible [Blackest Butterfly silver plated diadem](#) and graceful [Beauty silver plated tiara](#).

If this type of jewelry opportunity appeals to you, you'll find a load of success tips and ideas in [Your Jewelry on Stage](#) (a newsletter feature I published awhile back).

A warm standing ovation to Giulia for her gorgeous theatrical jewelry creations. Thank you for sharing them with us!



Giulia "THE Jeweller":  
[Lady Like Jewelry Set](#)  
[designed for a theater play](#)

#### Sell Your Jewelry Like Crazy at Shows, Fairs, and Festivals

Discover hundreds of things you can do to sell more of your handmade jewelry at shows, in my book [Ultimate Guide to Your Profitable Jewelry Booth](#).

### Thank You for Linking!

Near the bottom of every page on my websites is a box that says "Share This Page", which makes it easy for you to link to the pages you like, or share them around the Web.

Thank you – every link helps! :o)

### New Jewelry Business Ideas

- [20 Useful Things to Do for Your Business When You're Uninspired](#)

Carolina Gonzalez shares 20 top ways to keep your jewelry business moving forward when you're experiencing a creative down-time.

- [Metal Jewelry Tag Stamping System on Sale](#)

If you've been interested in Infinity Stamps' "TagMate" custom stamps for creating metal jewelry tags with your business mark on them – they're offering an excellent deal on them right now.



Yaz:

- [Dishonest Customers](#)

A difficult customer in Lisa's Etsy shop lied and then left negative feedback for her. Share your thoughts on how to handle situations like this.

[Earning a steady income from raving fans of your jewelry](#)

- [Can't Find a Way to Increase Jewelry Sales and Have a Steady Income](#)

Although Yaz often hears that she has talent, she hasn't found a way to turn her jewelry into a regular income. See my recommendations for finding the people who will be raving fans of her work – and how she can sell her jewelry to them regularly, both online and offline.

- [Where Do I Find Sapphire Beads?](#)

Can you help BoogieBeads Bridget find the sapphire beads she's seeking?

[Click here](#) to share *your* jewelry business tip, story, or what's stopping you!

### New Jewelry Display and Packaging Ideas

- [12 Days of Christmas Earring Display](#)

See Manuela's fantastic holiday earring display board idea that can be adapted for year-round use.

- [Portable, Expandable Earring Display](#)

How Marcia's daughter turned an ordinary baby-care item into this very clever expandable earring display.

- [Displays – Learning on the Fly!](#)

Don't miss Nancy's writeup about her first jewelry event – including her booth, display case, and free promo giveaway item. Lots of great ideas!

[Click here](#) to share *your* jewelry display or packaging!

### New Jewelry Making Inspirations

- [New York Earrings](#)

The experience of getting lost in New York City inspired Veronika's earring design.

- [Old Bracelet, New Necklace](#)

How Pat turned a bracelet that wasn't selling into a stunning second strand on a necklace.

- [Adding Bead Caps to Make Your Jewelry Pop](#)

123Bling shares how simply framing a bead with bead caps adds style.

[Click here](#) to share *your* jewelry making tip, tutorial, or inspiration!

### New Highlights from the Handmade Jewelry Gallery:

See many more wonderful new jewelry designs in the [Handcrafted Jewelry Designers' Gallery!](#) There are too many to list here – so these are just a few of the most unique new submissions:

- [Steampunk Eve of Destruction Jewelry Set](#)  
by Tricia Phelps
- [Blessed with Happiness Bridal Necklace](#)  
by Barbara West
- [Coral Reef Bracelet](#)  
by Sharon Harris
- [Geared Octopus Steampunk Pendant](#)  
by Anne Berry
- [Mardi Gras Butterflies Necklace](#)  
by Shannon Jeffery
- [Wire Wrapped Butterflies](#)  
by Mei Tan (WireBliss Design)
- [Pearly Swirls Bracelet](#)  
by Giulia (THE Jeweller)
- [Little Pearls of Luck Hair Clasp](#)  
by Giulia (THE Jeweller)
- [Midnight Libellulla Brooch](#)  
by Giulia (THE Jeweller)



Kaitlin Brown:  
[The Human Condition](#)  
~ [Creativity Necklace](#)

[Click here](#) to share *your*  
handmade jewelry creation!

### Your Profitable Jewelry Business

#### Online Jewelry Bloopers that Reduce Sales Part 1

by Rena Klingenberg

*This series discusses real-life errors I've encountered on jewelry websites, blogs, and storefronts. The websites where they were found remain anonymous.*

It's very easy to make these types of errors when you're wrapped up in all the work of designing, photographing, writing, etc. for your online jewelry business.

But bloopers like these can definitely prevent people from buying your products on the Web.

And tragically, most shoppers will simply move on to another website without ever telling you why they didn't buy from you.

But the good news is that these errors are easy to fix or avoid if you're aware of them.

**Blooper #1: Not Enough Information**

A few days ago I visited the website of a jewelry business that specializes in creating nickel-free metal jewelry for people with metal allergies.

I thought it was an excellent jewelry niche, and I looked forward to learning more about their design approach.

However, after reading every single page of their website I couldn't find any info at all stating what specific types of metal they actually use in their jewelry.

Before buying a piece of jewelry, metal-allergy people need to know precisely what metals are in it.

Also, many people are sensitive to other metals in addition to nickel.

So even though this website did mention several times that their jewelry line is nickel-free and perfect for people with metal allergies, their targeted customers still need more specific information before buying.

The lesson here:

Your website and jewelry listings need to answer every possible question.

Most shoppers will click away to visit another jewelry website instead of contacting you about the missing information.

So always include every detail about your jewelry that you can think of.

Any customers who aren't interested in the specifications can skip over them.

But leaving this info out can be a deal-breaker for the customers who truly want or need to know the full details.

*Look for Part 2 of my "Online Jewelry Bloopers" series in the next issue of this newsletter!*

**Sell Your Jewelry Online**

Grow a solid base of online jewelry customers, using the step-by-step strategies you'll learn in my book [Social Networking: Sell Your Jewelry Online the New Way](#).

**Neat Jewelry Website**

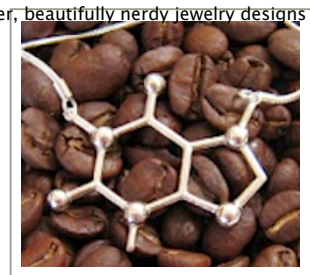
This week's neat site is [Made with Molecules](#) - clever, beautifully nerdy jewelry designs based on molecular structures.

The necklace you see here shows the caffeine molecule, rendered in sterling silver (and posing on a bed of coffee beans!).

The Made with Molecules jewelry line is created by Raven Hanna, Ph.D., a Yale-educated scientist turned artist.

Her designs include molecules such as serotonin, dopamine, oxytocin, estrogen, endorphins, and neurotransmitters.

For each design, Dr. Raven explains how the molecule affects us - a neat touch that makes the jewelry more meaningful!



**Sell Your Jewelry at Trunk Shows,  
Private Showings, and as Business Gifts**

Learn how to sell your handmade jewelry easily to this HUGE untapped market, in my book [Secrets of a Handcrafted Jewelry Shopping Service](#).

**How Can I Improve This Newsletter for You?**

If you have suggestions, wishes, or feedback, please [contact me](#) to let me know, so I can keep making this newsletter a better resource for you.

I grant as many wishes as possible! (Although sometimes I'm a rather slow fairy godmother.) :o)

Thanks so much for your help, and thanks for reading!

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