

## **Guide to Starting a Business Selling a Popular Product: Jewelry**

Brought to you by [JewelrySalesBusiness.com](http://JewelrySalesBusiness.com) and  
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**Selling fashion jewelry is a fun and  
rewarding home business.**

**Get started without spending a fortune!**

Market one of the top selling gift items in the US.

Run a home business in an industry that is expected to continue to grow and prosper.

No experience needed – your mentor will help you get started and teach you to succeed long term.

## Jewelry direct sales offers a large variety of styles and a wide range of prices to fit every taste and budget.

But with so many choices, how do you know which one is right for you?

Take these steps to find your successful Jewelry business:

### **Step One** – Zero in on a niche market.

A niche is a specific, narrowly defined group of people that are your potential customers. It's the group that will be the focus of all your marketing efforts.

It's a common misconception that a product or service should appeal to the widest audience possible. While it's true that there are more potential customers for a product that most everyone needs, it's extremely difficult to market to everybody. By specializing you will become the "go to" person for a product or service your target market can't find anywhere else.

For example, you might immediately think that your market is all women because we all wear jewelry. Even if that were true, just think about the differences in what a 20 year old and a 50 year old might buy.

In most cases your interest is probably in a niche that you belong to. While it's possible, it's much more difficult to sell a product you don't use. And when you're selling jewelry, wearing it is great advertising.

**Step Two** – Determine what your target market wants but can't find. Either sell a product they can't find elsewhere, or sell a product they already buy and provide an added, specialized service not found elsewhere.

The 20 year old can probably find popular styles everywhere, so consider offering a specialized service such as personalization or replacement insurance.

Or if your target is moms, you might specialize in more classic styles that she can pass down to her daughters.

How do you know what your target market buys or is looking for?

One way is to ask. Talk to friends and family or conduct an online survey. Read the same online message boards and blogs that your target market reads. Research other companies that market to the same group.

**Step Three** – When you’ve zeroed in on your target market, begin researching companies that offer the products and services your market wants.

Use the checklist in Appendix A to organize and keep track of the information as you go.

Go to [JewelrySalesBusiness.com](http://JewelrySalesBusiness.com) for information about many jewelry direct sales companies.

**Step Four** – Choose your top three companies for further research and begin talking to potential sponsors for each.

Initially, until you’ve decided on a company, you can focus your sponsor interviews on the company and products. Once you’ve decided on a company you will be more focused on choosing the best sponsor for your needs.

Try out one or two products from each company. At this stage of the process you’ll probably want to ask for product samples, but later on, before you make your final decision, it’s a good idea to order from a company to get an idea about customer service, packaging, and delivery time.

Find sponsors listed for the [JewelrySalesBusiness.com](http://JewelrySalesBusiness.com) featured listings, or where no sponsors are listed, contact the company for referrals.

Appendix B contains a list of questions you can ask potential sponsors.

Look for a sponsor who shares your goals and who seems to have a leadership style that's compatible with your needs. You want a sponsor who can lead by example, who has developed a marketing strategy that can help you reach your goals, and who can provide the level of support you need.

When you first talk to potential sponsors, tell them that you're still considering other companies and that you will be interviewing other potential sponsors within the same company.

**Step Five** – Narrow your choices down to the two or three companies that best meet your basic requirements and continue researching them more thoroughly.

Compare compensation packages and start-up costs

When looking at compensation plans, don't just look at the commission percentage. Compare earnings potential. With such a wide price range in the jewelry market you'll need to consider whether a 20% commission on a higher priced line has more potential than a 50% commission on a lower priced line. Is your target market more likely to buy one or two expensive pieces over the next 5 years or will they buy a dozen more affordable pieces?

Look for both competitive product prices and competitive commissions percentages.

Don't automatically eliminate a company whose start-up costs are out of your reach. Some companies offer a way to earn your start up kit and many companies offer starter specials several times a year.

If none of your top three companies turns out to be a good match, go back to step 6 with the next two on your list.

Continue through the process until you find the right company

**Step Six** – Decide which sponsor you will sign under.

Before making the final decision about your sponsor, talk to her upline or the person that you would be assigned to if your sponsor leaves the company. This discussion doesn't have to be formal or thorough, you just want to feel comfortable that you could work with her too.

When you've selected your sponsor you'll order your kit and start planning your first marketing strategies. Your sponsor can give you some ideas on how to prepare while your waiting for your kit to arrive.

Be sure to let notify the other sponsors that you interviewed so they know that you've made your decision.

The first few weeks of your new business are particularly exciting. Soon you'll have your first order and before you know it, you'll be one of the potential sponsors someone else is interviewing.

With planning, hard work, and the support of your sponsor and company you're on your way to success!

## Appendix A – Company Research

Company	Products	Start Year	Startup Costs	Base Comm	Memberships	Financials	Leadership	Policies
Latasia Jewelry	Fine Fashion Jewelry	1990	\$139	40-50%				
Lia Sophia Jewelry	High Quality Fashion Jewelry	1975	\$149	30-40%				
Little Black Dress	Ultra Chic Fashion Jewelry	2003	\$35 & Up	50%				
Luxe Jewels	Personalized & DIY Jewelry	2004	\$189	25-40%				
Accentz™	Handcrafted Designs	Ask	\$159 & Up	30%				
Angela Moore Direct	Trendy Styles	1997	\$299	20-33%				
Azante	Handcrafted Jewelry	2003	\$99 & Up	30-40%				
Charmed Moments	Custom Created Jewelry	Ask	\$150	30%				
Charmelle	European Designed Jewelry	1995	\$37.50	40-50%				
Cherish Designs	Personalized Jewelry	Ask	\$250 & Up	Ask				

Find more information about all of these companies at [JewelrySalesBusiness.com](http://JewelrySalesBusiness.com)  
(See notes below)

Company	Products	Start Year	Startup Costs	Base Comm	Memberships	Financials	Leadership	Policies
Cookie Lee	Fashion Jewelry	1992	\$325 & up	50%				
Coseli	Fine Artisan Jewelry	~ 1977	\$135	15-25%				
DITY Beads	Do It Yourself	Ask	\$199	25%				
Eclipse	Silver Jewelry	2002	Ask	25-30%				
Fifth Avenue Collection	High-end Fashion Jewelry	Ask	\$250 & Up	50%				
Inspiranza Designs	Sterling Silver Jewelry	2005	\$125 & Up	30%				
Jewels by Park Lane	Fashion Jewelry	1955	\$199	30%				
Jolica	Handcrafted Pieces	2004	\$159 CAD & Up	20%				
M Studio	Sterling Silver and Gold	1977	\$139	30%				
Michelle Baratta Jewelry	Hand Crafted Sterling Silver	1986	\$199 & Up	Up to 25%				
Premier Designs	High Fashion Jewelry	1985	\$350 & Up	50%				
Sarah Coventry®	Fashion Jewelry	2003 Re-launch	Ask	30%				
South Main Designs™	Chic Designs	2006	\$150 & Up	40%				

Company	Products	Start Year	Startup Costs	Base Comm	Memberships	Financials	Leadership	Policies
SS Accessories	Stylish Costume Jewelry	2003	\$199	30%				
Yoffi Fine Jewelry	Fine Jewelry	2004	\$199	Up to 35%				
Use the blank rows below to add other companies you may be considering.								

- \* Memberships: For example, Direct Selling Association (DSA), Better Business Bureau, Chamber of Commerce, or other trade organizations. Lack of membership doesn't mean the company is not legitimate or worthwhile, but being an active member in good standing may indicate a commitment to certain standards of operation.
- \* Financials: Is the company publicly traded or privately owned, what's their annual revenue, indebtedness, etc.?
- \* Leadership: How experienced and accessible is the company leadership?
- \* Policies: Can you advertise and promote online, is there an ecommerce option, can you promote from your own website, are there restrictions on using the company name, can you promote along side another business?
- \* Ask: The information isn't readily available on the company website. Ask potential sponsors for the information.

## Appendix B – Questions to ask potential sponsors

### **Questions about the company**

How long has the company been in business?

How long have you been with the company?

Why did you choose this company?

What type of consultant training and support does the company provide?

What are the ongoing costs of running this business?

Does the company impose any restrictions on advertising (online and offline) and use of the company name?

What sales methods can be used (home parties, online, fundraisers, etc)?

Is the company leadership and customer service department responsive, professional, and knowledgeable?

Before making your final decision research the following financial information.

For publicly traded companies you can find the information on the company site. Privately owned companies may or may not readily provide the information. Your sponsor may have the answers to these questions, but you will probably have to speak to a company representative. Don't be surprised if some won't give much information (which for privately owned companies is their right), but the way the questions are handled will be information in and of itself.

How is the company financed (investors, investments, loans, etc)?

Is the company debt free?

What is the annual sales revenue?

Who is the company leadership and what is their business experience?

## **Questions about the products**

Can customers buy the products from sources other than the company consultants?

How does the pricing compare to competition?

Are the styles up to date? How often are new pieces added to line?

How is the quality of the jewelry? Is it guaranteed and what is the return policy?

Have there been delivery issues?

Questions about a potential sponsor

How long have you been in direct sales?

Is this the first direct sales company you've worked with?

Is this the only direct sales company you work with?

How many team members do you have?

What type of support do you provide to your team members?

How many hours a week do you work your business?

What are your business goals?

Remember, you can find information about a wide variety of jewelry businesses at [JewelrySalesBusiness.com](http://JewelrySalesBusiness.com)