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## HOW TO ATTRACT MORE OF YOUR DREAM JEWELRY CUSTOMERS

### THRIVE BY DESIGN WITH TRACY MATTHEWS

*You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.*

**Tracy:** Welcome welcome you're listening to the Thrive-by-Design podcast Episode 2. Hey there it's Tracy Matthews, and I'm so excited to have you here at Thrive-By-Design podcast #2 to talk a little bit more about how to attract more of your dream jewelry customers which I think is something that's always on jewelry designer and makers minds and those of you who have jewelry businesses know how important it is to get the right types of people buying from you on a regular basis.

Alright I wanted you to listen to this before we get started so one of my mentors Marie Forleo said this to me when I first started doing dream client work or ideal client avatar work. It's called both things. When you're selling to everybody you're selling it to nobody so think about that. When you're selling to everybody you're selling to nobody. This is why we are so adamant over at Flourish & Thrive Academy about being crystal clear on who your dream client is so that you can attract more of those types of customers and people into your business. The clients that don't ever question how much things cost. That they buy from you every season, that they're telling their friends about your work, that they keep coming back for more. Those are best kind. I'm sure you've had some like that and you know what I'm talking about.

So before I get started I just wanted to ask you a few questions. So when is the last time you really worked with a client that loved everything you designed? That was really happy to pay you a lot of money for your creativity and kept coming back for more? So I know some of you might be thinking like oh last week or oh so and so is a person like that and then there might be some of you who are also thinking oh gosh I really haven't had customers like that yet. So how do you get them?

So the first part of this is just that I want to tell you a little bit of a story about my life and how I really started dialing down. So when I started my custom





jewelry business it was a very different business model than my wholesale business. Now I hadn't really known that I'd done this in my wholesale business you know I knew the kind of stores that my jewelry would work in, but there were times when I did not focus on the right types of stores. Now I had at the time a jewelry collection that was Sterling Silver, it was all sort of hand fabricated, handmade parts that I mixed in semi-precious gem stones with and in a little bit towards the end of my wholesale business I also had a fine jewelry collection.

Now my [3:00] work was very dainty and it was really beautiful but it wasn't... I don't know how to describe this but it was definitely like a certain sort of look. I would say the kinds of clients that would buy my work were like Sundance Catalog people or I sold a lot to Anthropology and ABC Home. Those are like my ideal clients however I had this little inkling that I really wanted to get into Barney's and I spent years and years and years focusing on getting into Barney's and you know one thing I remember about that process is I felt like I was beating my head up against the wall. I actually met the buyer personally one time at a trade show. We had a great rapport and I thought oh this is my opportunity to get into Barney's but you know the truth of the matter is in hindsight when I look back on that experience of getting like radio silence for years I realize I had wasted a lot of time trying to get into Barney's when it really wasn't the right fit for the type of work I was doing at the time. I see that now but I didn't realize it then and it was so aggravating and it really sort of got to my soul like why am I not good enough.

But then it was really easy for me with Sundance Catalog. Once I got in they kept buying more the orders got bigger because it was the right client that was shopping at Sundance Catalog. The kinds of people who wanted to buy my jewelry. So think about it that way if you're hitting your head against a wall and not really getting into the right stores. If you sell your jewelry wholesale or if you're not meeting the right types of people who want to buy it or if you're participating in retail shows and selling your product (4:33) to consumer. Notice what happens when you're at those shows and how the events go because if it's going well then you probably identified an avenue that is going to be a good sales avenue for you and we design jewelry because we love it, we design jewelry and make jewelry because it's our passion but at the end of the day we're still running businesses so we need to sell our work I mean





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unless you're independently wealthy and you're just doing this for fun or a hobby that's a little bit of a different scenario.

So I have many clients who continue to reorder from me on a continual basis from my custom jewelry business. Now it's not necessarily monthly. The types of pieces that they're investing in are definitely an investment so maybe I have one client who orders from me for his wife two to three times a year. That is a great dream client. His wife is really one of my ideal clients and she loves, loves, loves my jewelry. Keep this in mind. So it's important to know the people who really love it. What are some of their characteristics? Now as I mentioned I have a few clients that I work with all the time. Typically they're the kind of people who can't really find what they want on the open market. They really value original design. They're unique. They value quality and they really, really want to be an original. I think of myself as someone like this.

I would invest in; I invest in things that are original [6:00] and unique that not everyone else has. I've never been one of those people who goes and buys the hot handbag of the season that everyone has. I would prefer to have something that was a little bit more unique probably by an independent, probably luxury designer but more of an independent designer that is lesser known. That's just me and those are the kinds of people that I attract for my business and they'd really prefer to have something that's not worn by everyone. So your dream clients you can find them in a variety of ways. You might meet them in person or you might find them... they might find your jewelry in a store that you're selling to or they might even find you online. So it's important, really important to understand who they are or who you want them to be if you don't know yet so you can start attracting more of them.

So I'm going to give you another example of how this works in action. So last week as I was, I'm getting ready to leave for a trip tomorrow. By the time this airs I'll be back from the trip but last week I got an inquiry from a client who was looking for some rose cut diamond earrings that's where the inquiry started and on my contact form I ask a number of questions about them, about their lifestyle, and about their personality and what they're looking for? I also ask about their budget. I ask them how they found me so when I read the thing about how they found me; how she found me she found me online. So this is a really interesting story because I have a post on my website, a blog post TracyMatthews.com about rose cut diamonds now that post has been





one of the number one traffic driving sources to my website because people who are looking for rose cut diamonds often times can't find them designed by a unique designer or custom jewelry designer. So when they're searching if someone typed in rose cut diamond earrings that blog post comes up high on the search so they find me. So that's specifically how she found me which is great and I wanted to tell that story because part of the attraction of someone who I now consider a dream client who originally came to me for diamond earrings has now already purchased a rose cut diamond necklace. I'm repurposing a piece of jewelry for her and then adding rose cut diamonds to it which was a huge investment on her part and a great sale for me. We're sourcing the diamond earrings right now and then she's also considering having me design an Emerald ring for her.

Now just from one blog post I attracted a customer that could generate over fifty thousand dollars in revenue for my business by the time this podcast airs. So just think about that way like you're leaving money on the table if you're not being specific about what it is that you do and what you offer and this comes in a variety of ways. I just talked about people finding me on a website but this also happens when you're looking for stores to sell to or if you're in person talking to people and actually meeting clients that way. So I wanted to mention this also because this is a really important [9:00] thing to think of when you're attracting clients is that no one needs jewelry. Jewelry is a luxury but people want it and they really love to buy it and love to wear it.

I did a great blog several months ago about what I learned from QVC about communicating value and I learned so much during that experience. I sold my jewelry on QVC many, many years ago and in the training process they tell you people aren't buying your jewelry they're buying the lifestyle or the feeling or how it makes them feel which is a very, very important thing to be able to communicate in your marketing materials so that you can attract your dream clients. So if you're interested in checking that out you can go on over to [www.flourishthriveacademy.com/QVC](http://www.flourishthriveacademy.com/QVC). It's also in the show notes. So I did learn so much about selling on QVC, so much about value and how to communicate it.

So I just wanted to share with you some of the things I think of or some of the commonalities that my dream clients have. So some of their values are that they have really strong family values they're really close to their mothers and





their fathers and their grandparents. They value originality, quality over quantity, they like attention to details which is important in the type of work that I do. They appreciate creativity, they love enjoying life to the fullest now this is a common personality trait and what I also consider a value in the types of people I work with best. They value traveling and having adventure in life. They're really good people so they value you being a good person. They are connected to nostalgia so their past memories of family members, etc. A deep connection to family as I mentioned before but like thinking of the past and they also value exclusivity because they want as I mentioned they want to feel original or be original. They're lifestyle they definitely probably live in a city. They love fashion. They prefer unique luxury over a little blue box.

That's something that I used actually in my about page making it about them because that's really the type of person that I attract is someone who values unique, original luxury over buying something that is mass produced by one of the bigger jewelers. They are true originals in their style and might consider themselves as eclectic. They do love to travel as I mentioned before and they're really close to their children and they just adore them and have so much fun hanging out with them. Their career technically or typically I would say in sales positions so I kind of honed it down to a sales position in a finance company and then I talked about some of the things or talked about some of the things or identified some of the things or ways that jewelry makes them feel when they're wearing it.

So it makes them feel sexy or let me rephrase how my jewelry makes them feel when they're wearing it. It makes them feel sexy, original, stylish, unique, design forward or fashion forward [12:00] is another way to say that. They really feel like a true original like no one else is going to have what they have and they appreciate that so much. They feel special when they're wearing it, they feel fancy, they feel sort of embraced by love because since I do a lot of heirloom redesigns that's important for them to feel a connection to whoever they lost and then they also feel really exclusive and cool like they have something awesome.

So another thing that you need to be thinking about when your attracting dream clients is to think about what in relation to your jewelry are their deepest fears about working with you or their deepest fears in their life and then regarding the situation so I'm going to kind of break it down into two. So





some of their deepest fears might include things like they're going to show up at a party and somebody is going to be wearing the same dress. I mean I think of this because I am in a lot of ways my dream client or ideal client and one of the most horrific things is that someone buys the same thing as me. I love being original. I love having a unique sense of style. I've been told over the years by friends and family members that they admire the way that I put things together in my style but something that's really annoying to me is that if I find something really cool and someone else buys it that I know and they're wearing it I don't know why but it really bothers me whereas other people wouldn't even care.

So they really value original style and I think that's why I'm so drawn to custom jewelry and independent brands. They're worried that their mother is going to pass away early in life or that they're going to lose a connection to the past with their grandparents. So these are some of their deepest fears that are currently happening in their life that I can solve; these problems that I can solve. So I think some deeper fears in relation to working with me would be things like they won't get to touch and feel the piece before they pay for it and before I ship it to them. That maybe they're going to get it and the stones are going to fall out as I mentioned I design a lot of heirloom redesigns and a lot of times those are with family heirlooms and nothing will be worse if they lost the actual heirloom. I think another fear is that they might not like what I design once it's done because there are so many variables in the process that what if they get it and they don't like it. And then I might also be thinking that I'm some seriously shady person and they're going to ship me a bunch of heirlooms and I'm going to run off with them and not give them their money back.

So those are some of the things that I've identified as things that might be of concern to the people that I work with. So when you're thinking about your dream clients or the other types of people you want to attract I really encourage you to kind of go deeper into their values, deeper into their fears, deeper into the things that might be hesitations for them when they're buying your jewelry. So we're not going to do any deep avatar in the moment there's plenty of exercises online [\[15:00\]](#) that can show you how to identify your dream client but there are other things that you do need to consider and I'm just going to kind of run through some of them really quickly.





When you are kind of going through this process you want to get really clear and specific on things like you want to identify a name. How old they are their specific age. What do they look like so their hair color and eye color? Are they married or are they single? Where do they live? How much money do they make? What do they do? What are some of their life beliefs? Are they religious, are they agnostic, or think about it that way? What do they like to watch on TV? What kinds of magazines or blogs do they follow? If she was going to Google something what might she Google? For instance for me it was rose cut diamond earrings and think about what your dream client might Google. And then depending on what other things that she likes to do? What does she like to do in her free time? What are some of her guilty pleasure? Who does she really admire or idealize? Does she have specific hobbies like yoga or dance? What kind of lifestyle or food does she eat does she eat healthy food? Where does she like to travel if so what is her favorite fantasy vacation thinking about all these things?

So think about that and then start to think of some of the emotions that she steps into when she's wearing your jewelry like how does it make her feel as we talked about before. And for jewelry in particular you definitely want to identify where they shop and sort of what their sense of style is. That's very important. And then think about I mentioned this earlier but what types of magazines and books do they read? What kind of blogs where are they going to find them online? This is really important because this really affects your public relations effort. I know I mentioned this earlier but I just want to make sure that I emphasize that again because it is a very important piece of your marketing. That you're focusing on the places where they're actually hanging out online.

So let's talk about using this information in your marketing. So I talked earlier about some of the deepest fears that my dream client might have so when you're marketing you want to use language that is going to get them; that's going to build the no, like, and trust factor. So this can be in your conversations, this can be in the way you market the stores, this can be in how your copywriting on your website, it could be how you're communicating your product descriptions as well. These are all very, very important things. So a couple of things that I've done to build trust because like one of the deepest fears is that I'm going to run off with the family jewels after they've already paid me a bunch of money and they have no recourse. So one of the things





that I do on my website is I allow my customers to self identify. So my about page even though it's about me it's really about my customer. So I say things like do you value unique luxury over a little blue box? Are you someone who thinks of themselves as a true original and then I go through this whole list of things to help them self identify so that [18:00] when they're looking it oh yeah that sounds like me.

Then the next thing that I do and I think this is the most important thing. It's actually on my home page is I have a video on that page where I talk about my design process and why I'm doing what I'm doing and in that there's a ton (18:16 unclear) you see me working with clients. You see a little bit more about the process and how I sketch and how a piece comes to life and that I think is a really important for converting clients for me and attracting more dream clients because they get to really see a little bit inside not only my business but a little bit about who I am as a person and it allows them to trust me before they even fill out the form.

And then also I use my blog a lot. I mentioned this earlier to write stories, feature clients, and to showcase work that I've done in the past so they can see. You know obviously I have a portfolio on my site. There's lots of pictures and images all over my website and one other thing that I've done recently is I renamed all of my images with specific product detail so that when for instance if I have a rose cut diamond earring I'll write rose cut diamond engagement ring in Tracy Matthews Rose Cut Diamond Engagement Ring in the product description and that pops up in a Google search as well for SEO. So those are things; important ways to attract dream clients as well that you don't want to forget about.

I think this is just a really important thing to be considering and to really dial down to get super clear on who your dream client is so that you can start attracting more of them and as you start to identify these things even deeper and this may seem obvious but it's going to really help you identify the types of clients you want to work with if you're not already working with them and help you find them. So this may seem obvious but you'd be surprised at how many designers spend time trying to get in stores that would never buy their work because their customer is not in alignment. I told the story earlier about how I was barking up the Barney's tree and for years they never responded and it's now unusual to get radio silence when you're first reaching out to a





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store but I really focused on Barney's for a long time and it never worked. But then there are cases when identifying your dream client actually ends up converting into a door opening or something like that.

So one of our mastermind designers from last year at Flourish & Thrive Academy had a dream store that she really wanted to get into. She lived in Chicago and it's one of the best stores in Chicago and it's sort of a combination between a gallery and also like a really hip retail store called "Virtium." Anyway this designer wanted to get into this store for a long time she knew her jewelry would be a good fit. She shopped at the store. She's very eclectic. The age range of the people who shopped there [21:00] was totally in alignment with what she did and she was very persistent. So she was super clear on who her dream client was and kept building a relationship with the store owner and now she's in the store. It took her four years it did take some time but it's one of her best accounts and they reorder once a quarter so it's really amazing. So this is how you can start attracting more of your dream clients because when you actually know who they are you're focusing your time and energy on the right places.

So on a final note before we go I want you to reconsider these following things. What is it that your dream clients value or if you're not sure 100% who they are what do you want them to value? Because I think sometimes before you are actually really clear you need to fake it till you make it. So if you're struggling with this I think it's important for you to think about what do they value. What is their lifestyle like? Are they on to the next trend? What's their sense of style? What do they like to do for fun? Are they couch potatoes or are they adventurers and like to travel around the world? Think about that. In relation to your jewelry this is a really important one. What might be their hesitations in buying because this is really where you can shine and talk about the reverse? So if someone's concerned about things not being of great quality you can talk about how you have a high level of craftsmanship and that you guarantee your jewelry for however long of time to stay solid and good so that they feel confident in buying your work or that you have a solid return policy if that's part of your business model or that you're going to make sure that they're happy no matter what if you're designing custom work and that they are part of the process.





If it wasn't crystal clear you want to know how to turn these hesitations around or any of their deepest fears around buying from you. That's what's going to give them confidence. That's what's going to get those dream clients coming back for more and help you attract more of them.

On a final note I just want to thank you so much for listening today and I hope this was helpful for helping you attract more of your dream clients so that you can work with them on a daily or weekly basis. I hope; that's my hope for all of you. Anyway thanks again. Thanks so much for listening and if you enjoyed the show I would love for you to do a huge favor me. Make sure that you subscribe to our podcast, rate the show, and write a little review. I'm super excited to keep bringing you valuable jewelry industry content and inspiration every single week with some of the best of the best in the jewelry industry. So thank you so much and take care until next time.

