



4 WAYS TO MAKE A BIG SPLASH WITH YOUR JEWELRY BRAND IN 2016

THRIVE BY DESIGN WITH TRACY MATTHEWS

“You want to get really specific on your goals because if you have no idea where you’re going there’s nowhere to go.”

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 to the Thrive-By-Design podcast. I’m Tracy Matthews the Chief Visionary Officer over here at Flourish and Thrive Academy and welcome to Episode number 21. I want to start off this episode by wishing you a happy New Year. I can’t believe that it’s 2016. I don’t know about you but it’s crazy to me 2015 went by so quickly nuts, nuts, nuts but I love the beginning of the new year and I’m so excited to be here today on Episode 21 wow.

I love the starts of new years because it really truly helps me personally release all the clutter from everything that kind of happened towards the end of the year. I feel like the New Year is kind of like a fresh start. Everything is free flowing. We have this opportunity to set new patterns in place and then by the end of the year we kind of get a little bit lazy maybe because we’re busy or whatever and things seem to get a little crunchy and crammed up. So I always love the start of the New Year just to start fresh.

Even though I just love the holiday season, I had a blast this holiday. I end up feeling super frazzled by the end of it. So I think that’s why a fresh start means so much to me. In fact when I was teaching yoga I would always start my classes in the New Year with intention setting which I think is a really powerful practice that I encourage you all to do.

So I’d like to start 2016 by thinking about intentions, your intentions in fact for 2016. So I hate thinking in terms of resolutions because there’s just definitely a negative connotation associated with that term. I don’t know why maybe because it feels like you’re resolving something or giving something up and whenever I think of a resolution I think of my mom back in the 80s when she gave up smoking cigarettes or something like that. There’s always a compromise there I mean I’m not advocating smoking cigarettes it’s really bad for your health but there’s always this feeling of giving up something.





So I like to start the New Year thinking in terms of intentions. What do you want to put out there into the world and even by its very definition intentions are set forth and are reflected more in your attitude approach and results. So they're very results driven. They're very much focused on the actions that you take to achieve a desired result so when I think of resolutions as I mentioned I think of having a compromise and giving up so I really encourage you to think of setting intentions for the new year so that you can start moving forward in your life, in your business from a positive [3:00] aspect and angle.

So think of something right now that you'd like to put forth or take action on in the New Year and we can stay business focused if you'd like. If it's not business no big deal you can think of something personal because that's important and especially for those of us who are entrepreneurs or solopreneurs and we're doing our own thing. It's really important to have a balance between taking care of ourselves and setting personal intentions and also taking care of our business and setting business intentions.

So I wanted to share with you my number one intention for the New Year which is to be of service. So I say this because last year my intention was to surround myself with things that helped me feel supported and I spoke about it in some of the previous podcast episodes and for those of you who are members of Flourish and Thrive Academy you've definitely heard me talking about my intention for 2015 which was to surround myself with people and situations that allowed me to feel supported because when I do that I'm truly able to get more done, to be of better service to you guys and to my clients in fact and to just feel good in my life and I really wanted to; I did some deep cleansing last year.

Got rid of situations and circumstances out of my life that were no longer serving me and it really, really worked and by the end of it I'd really built an amazing team at Flourish and Thrive Academy. I was working really well with my assistant in my jewelry business Daniel and things were going great and I ended up having one of the best years ever as far as business success goes so it was awesome. So this stuff really works trust me I've been doing it for a long time.

So I wanted to talk about number one intention which is to be of service and here's how it's going to work out in my life. So I want to explain how you can set an intention and maybe it trickles through in sort of different aspects of your life. So for my friends and family I want to be of service and available to them in times of need. One of my family members is going through a difficult time. I need to be there for her and I am trying to support her in any way I can being available on the phone when she needs to talk, supporting her in other ways when she





needs help so that's what I'm doing and one of my brothers is also getting engaged.

Some of you may or may not know but I come from a ginormous family. I'm one of eight kids and beyond that it's even bigger. My mother was one of twelve so I have a huge family which I'm very close too.

One of my brothers is getting married next year which is super fun because last year my sister got married and now one of my brothers is getting married this year so it's so fun. I am making myself available and to be of service to them and I already started with this in 2015 by designing an engagement ring for Christopher to give to his now fiancé Jen. So business and personal life aside I'm going to be there to support them, to help them however they need getting ready for the wedding plans and also **[6:00]** to be available for the events when they need me to be there.

So for my jewelry clients which I think is really important. When I think of being of service I really think of being able to up level the amount of personal attention that I give to my clients and the service that I provide so that I can offer them the best possible experience and what I've noticed how this really helps my jewelry business specifically it makes clients remember me after the experience is over and it allows me to get really good testimonials in most cases and then what it also does in an amazing way is it offers this opportunity for repeat business and that's how all of us really build our business through repeat business or referrals. They're kind of tied in to the same thing, they are different, but my objective is to create business where I have a constant flow of prospects coming in so that I can work with exceptional people in my custom jewelry business.

So that's how I would translate that intention in my jewelry business and then over at Flourish and Thrive Academy I think of being of service to the designers and makers by being able to support them when they come through our programs. Offering a lot of free content for those of you who aren't ready to take one of our courses or trainings and providing loads of free material like I mentioned like this podcast, but also other training series where you can really learn some actionable tips like the "3 Steps to Your Thriving Jewelry Business," which we are happy to announce is launching today so that's super funny.

I also want to do this by offering the support to the designers who go through our programs in our private forums, and this is an important piece because they are able to get one on one feedback to any of their; anything they're stuck on, anything they need feedback on, and Robin and I try really hard to be of service in that way so that we can be able to provide one on one feedback in an





affordable fashion. We also do that by being of support on our Q&A calls and during the trainings and courses that we're running all year long.

So for me being of service is a big piece of my why in life and business and helping people has always been a major theme in my life. And as I mentioned I'm one of eight children. I was the second oldest and part of being one of the older people in a huge family is that you're required to help out with the younger kids and I always felt like I was; I tried to be there for them and part of the reason that I even became a yoga teacher for twelve years; I taught yoga for twelve years for those of you who don't know.

And part of the reason that I transitioned into this custom and commissioned jewelry direction for my jewelry business was so that I could offer support and service to my clients. So I think being able to offer something amazing that they can't find anywhere else which is excellent service allows them and reminds them to think of me the next time that they have something important that they want designed so it's really, really important concept and thrived throughout my life. So [9:00] that is my number one intention for next year. I have a lot more but maybe I'll be sharing those with you throughout the year. So I really encourage you to think of one thing that you'd like to; one thing specifically that's big and think of how setting that intention can filter through many areas of your life and how you can bring that to life really important.

So a little bit earlier I mentioned our free training series that's going on right now. We're going to have the links in the show notes and I wanted to mention this because the "3 Steps to Your Thriving Jewelry Business," is one of my favorite free training series that we offer over here at Flourish and Thrive Academy. So you can go ahead and check that out over at www.flourishthriveacademy.com/3steps. That's www.flourishthriveacademy.com/3steps and I wanted to just mention a little bit about what we were going to cover in the series where you'll discover the three questions that put your jewelry business on the map big time, the simple shift that you need to make in your business for lasting success and how to feel supported in your jewelry business super important. So once again you can go to check that out over at www.flourishthriveacademy.com/3steps.

So let's dive in to today's episode. So speaking of the New Year I love starting out fresh with some actionable content that you can use to get motivated and inspired to dial down whatever it is that you want to manifest this year in business. So we're going to talk today about four ways to make a big splash with your jewelry brand in 2016 because we all want to make a big splash right.





So the first of the four ways is to define your brand essentials. So I know that might sound like a broad topic. Next week I'm going to be sharing with you an interview that I did with Amanda Berlin and the entire premise is about getting really specific and detail oriented in your voice and your specific branding so that you can stand out from the crowd. So make sure that you check that out next week but it still is relevant here. So I want to talk about a few ways that you can really dial down and define your brand essentials.

So the first is to get super clear on your dream client so this is an important exercise. We have an entire dream client training at Flourish and Thrive Academy to help you really hone down specifically your target market and for any of those of you who've taken our courses or done any marketing training you probably heard of this concept before, but one of the things I want to talk about with really nailing down your dream client, one specific dream client is because it helps you target that person plus more like them. So there's a couple ways you can do this.

If you're just starting out, you want to definitely kind of make it up. I mean, that's kind of how you have to sort of do it in the beginning. I mean you want to sort of do your research and think about the kinds of people that you want to target. Now if you have a specific niche in the type of jewelry that you're doing it might be a little bit easier to dial it down and that's a good thing right if you design fine jewelry that has healing gemstones you're probably going to be targeting **[12:00]** really affluent people who are socially conscious and also maybe intuitive and interested in alternative healing beyond traditional healing methods I guess.

Now I mean another obvious one is yoga jewelry. There's this huge craze with yoga jewelry right now. It's easy to get super specific on a dream client there. So until you really know like when I was working out my dream client for my jewelry business I just thought about the kinds of people that I wanted to work with and it turned out that it was a hybrid of me, of my good friend Alex, and another client that I worked with named Sheila and I combined these dream clients together to create one specific dream client because there are specific qualities that I have that I want to attract people like me to my offering.

There are specific qualities that Alex has that my dream client I want them to have. She works in a; she has a great job, she's really fashion forward and style conscious and she likes original things so that's really important and then my client Sheila she would come to me back over and over again for repeat business and she was really kind of funky and edgy and the kind of person that I wanted to work with. So I got really specific over time but when I first started I kind of was making it up.





So a couple ways you can approach this. The first is start by making it up and then when you start working with people that you love working with notice the common threads about those people. So it could be a hybrid of yourself, some other people that you've worked with, some of your other favorite clients and then you can also ask them a lot of questions this is really important. So as you get to know the people who are attracted in buying your jewelry make sure that you ask them questions when you can. If it's possible try to survey them at certain points but ask, ask away and observe what it is; what kind of patterns they have that make them unique.

You also want to get really specific on your origin story. This includes your about page, your bio, any promotional materials that you put out there that are about you. This is really important because it helps you connect with people who are interested in what you're doing. So I'll give you an example from my own life and we talk a little bit more about this in next week's episode too so make sure that you listen. It's going to be a great one episode 22.

In my origin story my mother died when I was twenty-two years old and that's right around the time that I started designing jewelry. It was a devastating moment in my life. When she passed away I inherited some jewelry from her. One thing was half of a pair of a diamond earring and I'm not really a traditional diamond earring gal I'm more of a rose cut diamond earring gal or like a black diamond earring gal so I'm not traditional so I wasn't ever going to necessarily match that diamond earring but I knew that I did want to have a piece of jewelry that I remember her by so I took the earring and I designed something for myself that I wear almost every day [15:00] that is a piece of jewelry; it's a ring actually that I love and it was like one of my first custom designs that I did and it's one of the pieces that actually has attracted a lot of my heirloom redesign clients.

So that part of my origin story allows me to attract other people who are the same. So for instance my client Jen who lives in San Francisco I'm working on my third piece of jewelry for her and it's the second piece. The first piece was a wedding band and then the second piece was heirloom redesign of some of her grandmother's jewels. She didn't like the piece of jewelry that it came in, and now I'm working on another piece which it happens to be another ring that are going to be designed out of her grandmother's diamonds. So just something to think about that's how my origin story helps attract clients that I want to; the types of clients that I want to work with who are looking for heirloom redesign so think about it that way.





You want to get really specific on your goals because if you have no idea where you're going there's nowhere to go. You've probably heard that before probably from me and probably from other people but it's a really important thing to think about. You want to be super specific on what it is that you want to bring forth into this year. So that could cover your intention as we spoke about earlier. That could cover sales goals, that could cover the number of accounts you want to be in, that could cover the type of PR that you want to work with. That could also cover the number of clients that you want to draw in. It could be the number of units that you want to sell in your jewelry business. Whatever it is that floats your boat.

I think it also could be, and I think this is the most important thing which I nearly forgot to say, your lifestyle. What is it that you want because not everyone wants the same thing? At one point in my career I wanted to have a multi-million dollar business in the jewelry industry. That's not a goal of mine anymore. I want to have a brand where I'm working with five to ten clients a month where I'm making a huge profit that I have super low overhead, that it's easy to manage, and that I can really offer service to people and make enough income from my business to pay myself a great salary so that I can work remotely if I want to so that I can travel the world.

So everyone's got something different. Hey if you're a mom maybe you want to set up a business where you can work part time while your kids are in school and then be available for them by three o'clock in the afternoon and also contribute to your family income. Everyone's got something different right? Maybe it's that you want to build a brand that is a multi-million dollars in sales who knows? It could be different things for different people so make sure that you get really clear on what that is because the clearer you are the easier it is to get there. I want to reiterate that.

And then finally you want to be super clear on your business modeling's. So these are all part of your brand essentials. Business modeling is important because a lot of people when they're starting out they're like oh I should sell to stores, oh I should build my online business, oh I should do custom work and they're doing so many things that they are spread [18:00] so thin that it's impossible for them to do anything well. So get really clear on your main business model and it's okay if you want to sell your jewelry in multiple ways. In fact a lot of brands do that very well. A lot of the bigger brands they have retail stores, they have online presence where they're selling, and they also do wholesale. So if that's what you want that's great but really get clear on what it is and how you want to build this business model and then I would start with one area first.





So if it's that you want to do wholesale focus on that, if it's that you want to really build an online brand focus on that because there is no one right way to sell your jewelry what is important is that you're focusing on, most of your energy on the primary way you want to get your jewelry out there in the world and just keep in mind that that might change over the years. It certainly has for me and it will probably change again I just want to say that so mark my words. In ten years I might not be doing the same thing.

Alright the second way to make a big splash in 2016 is too refine and develop your signature style. I love talking about developing a signature style because I think that this is one of the key things that helps us get really specific, helps us attract the right types of customers, and helps us really stand out as a designer or a maker. This idea of signature style and there's so much overlap out there. There's so much jewelry on the market. I'm stating the obvious here right you know that already. There's so much so what is it that can allow you to differentiate yourself and your brand from other designers. Robin likes to say a circle is a circle is a circle is a circle. You didn't invent the circle but it's used a lot in jewelry so if you're someone who uses a lot of circles in your jewelry what makes that different and what makes you unique?

And it all comes down to design aesthetic and signature style. So think about how you can set yourself apart. What are the differentiating factors in your design process? Maybe it's the materials you use, maybe it's the techniques that you use, maybe it's your actual style of jewelry, maybe it's your design aesthetic? It could also be the processes that you go through to get to the final product. I mean all of that's part of it. It might be that you're doing everything by hand and you're a handmade designer. It might be that you're designing everything on a computer. It might be that you're casting all your work and as soon as I say that the first thing that comes into my mind is someone like Polly Wales where she really created the signature style of cast not set stones where she's creating models with the stones in place and then just casting that whole thing and out pops the final piece. That's someone who has a very strong signature style.

When I think of other designers that have insane signature styles I think of Todd Reed or Melissa Joy Manning or even on more of the contemporary market someone like Anna Beck who really took that look of Bali and brought it into mainstream market [21:00] or Anne Sportun or Heather B. Moore which is someone that I interviewed recently for the podcast. So think of some of your; I mean there's so many designers out there who have created these really strong signature styles. Think about what it is about your brand that when someone





sees it they're like oh that's Tracy Matthews or oh that's so and so. What is it about your brand that makes you stand out and be unique?

So that is something that I really encourage you to get super, super clear and detailed on developing these cohesive collections and think about the things that tie your collection together or your designs together depending on how you design your work and I really encourage you to look at designers that you admire from all ranges. It could be that you pick a designer in the contemporary market, maybe it's someone in fine jewelry, maybe it's someone in the art jewelry space, or maybe it's someone in the handmade space. Look at a range of products and see and identify for yourself what makes them stand apart and do yourself a favor and go through this exercise to really get clear and then you could start pulling together the identifying factors in your line that will help you really define your signature style.

Alright the third way to make a big splash in 2016 is to become an expert at selling your work so monthly Robin and I are going to try to bring you sales trainings for the Thrive-By-Design podcast because Robin really is a sales expert. I'm a pretty good salesperson as well. I've spent most of my career in sales and I always said that if I wasn't; if I didn't have my own brand and I wasn't an entrepreneur that I would probably be a salesperson for a major company. I have no idea what I would do. It sounds kind of boring to work for someone else, but I probably would be in sales because I just am a natural salesperson and I think it's because of the way I approach sales is just by having a conversation with people.

I don't stress out about it. It's just that I'm an extrovert. It's easy for me to talk to people about I don't want to say nothing, but it's just easy for me to start with small talk and then segway into something that's important and get; have a conversation about sales without someone really knowing it and that's the key to really becoming an expert in selling your work because I can't reiterate this enough is that you are your best salesperson. No matter what anyone tells you you're the designer. Whoever is buying from you wants to hear from you. They want to hear about your unique perspective. They want to know about what it is that makes you tick and the more you have the courage to put yourself out there, and I say courage because sometimes it can feel pretty vulnerable I've been there before. Trust me I get it. When you have the courage to put yourself out there and be okay with someone saying no to you everything changes because the whole world open up and becomes your oyster because that fear around sales starts to disappear.

So I really encourage you to become an expert at selling your own work. Having the courage to go out there [\[24:00\]](#) and put yourself out there and also not





being afraid of the no and the more you can practice the better you're going to get. So you can do this by getting help by taking some sales training. We have tons of great sales trainings and podcast's over at flourishthriveacademy.com so make sure that you check them out. Definitely on the blog and definitely in our podcast episodes and make sure that you check out episode #03, 08, and 13 to get sage advice from Robin Kramer our sales expert over here at Flourish and Thrive Academy.

And the final thing I mean I spoke about this earlier in the episode about my intention of coming from a place of service. The other thing that I want to mention is that when you approach sales from a place of service and you're asking your customers how can I help you that's where you're going to see this huge shift. It's not about being pushy and salesy it's about offering them a service and helping them because you have to remember this you add value to people's lives. Your work makes a difference. You matter. Your work matters. You change people's life with your art that you get out there in the world and that when someone wears your work they feel beautiful and flirty and fun and sexy or whatever it is depending. Maybe they feel edgy and unique and different. There is something for everyone out there and just remember that what you do is important, it's really important.

So it's your job, your opportunity to get your work out there in a bigger way and eventually over time potentially you can hire salespeople to do that for you but especially; I want to say especially in the beginning but it really never ends. It doesn't matter because even when I had a salesperson in my wholesale business my salesperson Hillary I was still selling. I was still working with the key accounts. It's always a process. People want to talk to you. I was my best salesperson and Hillary was a great salesperson she landed some really amazing accounts for us and maintained a great wholesale business for me but people still wanted to talk to me. It's just how it goes so think about that. You're your best salesperson. Become an expert at selling your work it's really, really important.

And the final way to make a big splash with your jewelry brand in 2016 is to always be marketing. Always be marketing. This is so important. This is a daily practice and it doesn't mean that you have to spend all of your time on social media. That's not what I mean. You have to get exposure somehow, someway, someplace. There's so many different ways to do it now. Even word of mouth is a really powerful way to spread the word about your work. Do not discount that.

But traditional PR and marketing has changed so much even though it's still relevant. Think outside the box and think about how you can reach your audience through marketing as I mentioned is a daily activity and it's so





important if you really want to make this big splash because you have [27:00] to be doing things consistently to grow your business. You have to be doing things consistently to grow your business it's so important that I wanted to repeat that.

For instance think about different ways that you can reach your audience on Instagram this is a great way. So in episode Number 17 I talked with Melissa Cammalleri about creative hash tags that you can use to find ideal clients on Instagram and she told us a story about how her ideal client is a teacher because she used to be a teacher and she hash tags things like teacher, syllabus, Oprah and different things that her ideal client or her dream client is attracted to on Instagram and that's a ninja way of marketing to find the right people.

Think about different ways you can be building your direct audience by building your email list now this is so, so, so important and I say this because the best way to build your list in addition to marketing towards previous purchasers which is important. You want to make sure that you're marketing towards the people who've already bought your jewelry. Is to offer something of value that is directly related to your jewelry business and what I mean by this is you want to create something really tempting so they want to opt in to your email list. Because a lot of people when they land on your website for the first time they might not buy right and there are a multitude of reasons why they might not buy, but if they leave and there's no way to stay in touch then they might never find you again and that's someone may really love your work and just because they land on your site and don't buy doesn't mean they aren't ever going to buy so this is really important.

It's a great way to capture leads and to build a captive audience and you can do that by offering something for free that's interesting to your clients, and it could be something like a self assessment or a quiz that helps them identify their jewelry persona or style. You might offer some sort of guide or VIP membership exclusively for members who sign up for your email list. So make sure that you think outside the box. I love to use the example of the style guide. I'm going to use some really easy examples here. I've talked a little bit about yoga jewelry but there's like seventeen different avenues I can think of right now just off the top of my head about opt ins you can create for yoga jewelry. Maybe it's your favorite mantras or that have something to do with the mantras that are on your jewelry or maybe it's mandalas that inspire healing and if you're jewelry has something to do with mandalas or if it's healing gemstones you can talk about the properties of your favorite healing gemstones that they need right now.

There's so many ways to do this and you can do this in any market so think outside the box. If you're markets fine jewelry what are people interested in. One





of my best opt ins that got the most traction when I started over and rebuilt my website was a jewelry care cleaning guide and people loved it because I talked about some ego friendly purchases. It was such a good opt in I mean I had tons of people subscribing to my list during that time as well [30:00] and it was such a good opt in that a couple of blogs covered it as a good opt in for product based businesses because you want to think of something outside the box and unless you're like a super massive company just offering discounts aren't enough because if someone's not ready to buy they're not going to bite your discounts so why would they sign up for a mailing list.

And contests are great but that doesn't necessarily mean someone really is ever going to buy your jewelry either because if they're just in it to win something for free, it's not really a paying customer. So think about this it's really, really important.

So I want to recap some of the different ways to market your jewelry. So it might be traditional PR methods like getting your work placed in magazines, it might be promoting on social media which most of you probably do anyway, but making sure that you're consistent and you're doing things to build your audience first and foremost. You might blog post on your own site, you might try to get coverage from an influential blogger, you might guest post on another blog site, you might want to get interviewed on podcasts or other types of shows where you can talk about your work and add value to your customer base. You might want to get celebrity placements like getting your work on celebrities. You might also want to get coverage in local publications and magazines. This is a really important thing that people often forget about the local market and that's one of the best places to start.

And then not to be forgotten word of mouth which I think is a really powerful form of marketing and branding and getting your name out there. Referrals from previous clients, maybe it's your friends and family talking about your work. Get as many people as you can wearing your jewelry and get them talking about it and the list goes on and on. There's so many ways to market your jewelry but the key here is that you need to always, always, always be marketing. It's super, super important.

Alright so let me recap the four ways to make a big splash with your jewelry brand in 2016 super important. The first is to define your brand essentials, the second is to refine and develop your signature style, the third is to become an expert in selling your work super important the most important one I think, and four is to always be marketing.





As I mentioned at the beginning of the podcast today we announced our free training series the “3 Steps to Your Thriving Jewelry Business.” It’s super awesome training. We’ve put a lot of effort into creating a really great training for you so I hope you’ll check it out. Make sure that you go over to www.flourishthriveacademy.com/3steps to learn more about that. It’s super cool. We’re also going to be covering I just want to mention this to you in that training series more topics to help you make a big splash in 2016. So make sure that you check it out and this is also going to be linked in the show notes. So once again that link is www.flourishthriveacademy.com/3steps.

Well I want to end today by really encouraging you to think through what it is that you want to create in 2016. Set intentions that support that and take action towards your dream. **[33:00]** People need what you have to offer. They need your jewelry. You matter, your work matters. It’s so important because people really need what you are doing in this world so don’t forget that it’s so important to remember. You are bringing something very special that no one else can bring in the jewelry industry remember that. I want you to write that on your wall. I am special and I’m bringing something amazing to the jewelry industry.

