



HOW TO DIFFERENTIATE YOUR JEWELRY BUSINESS FROM THE CROWD WITH AMANDA BERLIN

THRIVE BY DESIGN WITH TRACY MATTHEWS

“It’s kind of a paradox of writing and communicating that the more specific we are the more we resonate with more people.” - Amanda Berlin

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: Hey there it’s Tracy Matthews of the Thrive-By-Design podcast and Flourish and Thrive Academy, and I’m super excited to be here today to bring you episode number 22. I’m really excited about this episode because I have an amazing guest that I’m going to announce momentarily, and we’re going to talk all about how to differentiate your jewelry brand amongst the crowds.

So I’m really excited to bring you this information today and to chat a little bit more about really distinguishing yourself as a designer to be reckoned with, and I love talking about these types of topics especially at the beginning of a new year because we all have this opportunity for a fresh start. And that’s why I wanted to mention a great training series we have going on over at Flourish and Thrive Academy called “3 Steps to Your Thriving Jewelry Business,” and I love this training because I really am a true believer that in the new year this is just a great time to really start fresh and reinvigorate your brand.

So wherever you are in your business right now it’s really a wonderful time to take a look at your marketing efforts, to take a look at who you’re sort of targeting towards, take a look at your bio and your origin story to make sure you have that all cleared up, take a look at your collection, take a look at your branding and make sure that they’re cohesive and in alignment, and really take a look deeply at your marketing and sales effort because this is really where you start to build a brand. It all starts with this idea and piece of differentiation and distinguishing yourself as a designer who’s different than all the others which I think is really, really important.





So I'd love to invite you to come over and check out our free training series the "3 Steps to Your Thriving Jewelry Business," so you can really start the new year off on the right foot. What you're going to discover in this training series the questions that put your jewelry business on the map big time, the simple shift for lasting success in your jewelry business and how to feel supported in your jewelry business. Such an important concept in training. I really hope you'll check it out. You can go over to www.flourishthriveacademy.com/3steps. That's www.flourishthriveacademy.com/3steps and you can definitely check out the links in the show notes and on the podcast posts will take you right there so super excited.

Let's get started with the episode today shall we? One of my favorite things to talk about is getting your brand noticed. In today's world when we're following our passion in the [3:00] business of jewelry unfortunately there is a lot of competition no matter how you slice it. But I don't want that to turn you off from going for it in your jewelry business because you can have a highly successful jewelry business just by learning how to tap into what makes you different and unique as a designer, maker, or a brand. That's why I'm thrilled to be here today talking to my old friend Amanda Berlin all about standing out from the crowd.

Amanda has done a few trainings for us over at Flourish and Thrive Academy so I'm excited to talk to her today on the podcast about her expertise in communicating what distinguishes you as a brand and a designer and separates you from the crowd. So today we're going to talk about how to differentiate yourself from the crowd. Amanda thank you so much for being here today.

Amanda: Thank you for having me. What a fabulous intro thank you.

Tracy: I love talking to you because you just have such great words of wisdom coming from; I love bringing ideas from people who have once worked in the corporate world and now are working with smaller brands because it really allows us to get a bigger picture idea of how we can; how the big people do it right and how we can niche that down and use it for our small businesses. So I always love having you so thanks for being here.

Amanda: Thank you, thank you so much.





Tracy: Okay so before we dive in I just want to do a little bit of a formal intro so people get to know a little bit more about you. So after more than a decade in corporate communications Amanda Berlin now uses her pitch powers for good helping entrepreneurs position themselves as experts and create compelling content that serves their audiences and sells their products and services. She recently launched an online course on pitching interviews, guest posts, and product placements called “Create Content That Connects Pitch School.” Learn more at www.createcontentthatconnects.com/pitch-school.

Alright I am so excited to have you here Amanda but that was a great little short little intro, but I want to learn a little bit more about your background and what led you to where you are now teaching people how to pitch their products and services.

Amanda: Great yeah thank you. Well when you said that you like learning from people that help the big guys with their whatever that was what I was doing for twelve years in the corporate world. I started out right out of college actually working in a niche of public relations and granted this was fifteen years ago so it wasn't as online driven as it is now it was very much traditional broadcast driven. So I like the Holy Grail in public relations when I was coming up was to get, and I guess it still is, to get on the Today Show or Good Morning America or on Oprah and that was pretty much what the companies that I worked for did. Specializing in getting our clients broadcast television and radio coverage.

So in the beginning I was working with some amazing celebrities actually helping [6:00] them and the networks that they did a TV movie or if they had a new series coming out. I did a documentary with Paul McCartney. So it wasn't hard to get these people publicity, but that was what we were tasked with doing, and gradually I transitioned into more traditional public relations firm where our clients were pharmaceutical companies and consumer product and things like that. So it became a little bit more challenging and a little bit more of an art to get our clients on television and on the radio, and I did that consistently for twelve years and I just got kind of disenchanted helping these big companies just push out their message more and more and more and I really wanted to do something more soulful with my life.





So I moved out of the corporate world and I wanted to start my own business and I wasn't even really sure what I was going to do, but it occurred to me after some months, maybe even a year or so of kind of toiling a number of false starts and trials around what business I was going to do. I realized it was a major epiphany that what I had this skill in doing helping companies promote themselves was something that I could actually teach entrepreneurs to do because that's I mean that's the golden ticket to taking your business from this beautiful thing that you created with a website and you've honed your skill and you're there. You have your presence but then what? How do you get people in the door? You need publicity. So that's what I transitioned into doing today.

I help train entrepreneurs in how to get publicity for themselves and their businesses by the art of guest posting, the art of pitching broadcasts, podcast interviews just the art of getting your name out there and there's a lot of little nuances and tricks to that pursuit.

Tracy: Well I can't wait to hear more because one of the things that I know a lot of designers struggled with, I know I certainly did when I was first starting out, and it's really about standing out and there's so many brands out there right and some of them no matter how hard you try to differentiate yourself as a designer with the design aspect there's so much more that has to go into it because there's so much beautiful jewelry out there.

Amanda: Mm-hmm (affirmative).

Tracy: So what are the common struggles I know that you probably work with with entrepreneurs that you work with but that I hear all the time from designers and makers in the jewelry industry is that there's so much jewelry on the market and even if you have your website and everything together it can be hard to stand out and attract clients. So what are some ways that you think designers and makers can do to get their name out there?

Amanda: That's a really good question and it's kind of like an ever **[9:00]** evolving pursuit.

Tracy: I know right.





Amanda: Yeah because one of the things that we always came up against in the PR world was our clients would want guaranteed results.

Tracy: Exactly.

Amanda: And if you can as a PR person if you guaranteed results you're being completely unethical because the only way to guarantee results from a PR effort is to call it advertising and just pay for it.

Tracy: Yes, right.

Amanda: But with PR and just to backtrack the idea with PR just to give.

Tracy: Yes.

Amanda: A very quick primer is that you are pitching an idea; a story idea. Something that's going to be of service to the audience so that the media will take your idea and give you the exposure for free because you're giving them something in return and I think that is really the essence of the answer to your question in terms of what we can do to get our names out there is really be a purveyor of value. You want to; everything you put out there you want to provide some kind of value to the audience and the best way to do that is to come up with it really depends on the medium but let's say we're talking about doing a guest blog on a fashion or jewelry website coming up with an idea that's super specific, super relevant, and timely and actionable. Those are the four pillars to a great pitchable idea.

Tracy: Can you repeat that again?

Amanda: Yes. Super specific.

Tracy: Super specific okay.

Amanda: Relevant to the audience.

Tracy: Relevant to the audience.

Amanda: So like if you're pitching you may want to, you may want to even think about how to kind of like winnow down the audience into one specific group. So it could be a very particular demographic, it could





be for moms or it could be for busy executives or it could; your idea needs to be relevant to a very specific audience.

Tracy: Right.

Amanda: So a specific idea, relevant, timely so this time of year it's the spring I think this is the right time of year.

Tracy: Right.

Amanda: You are talking about new fashion trends that are coming out, you are talking about I don't know maybe you're talking about Easter, or you're talking about spring break vacation or something like that so making it timely to the time of year. So we have specific, relevant, timely, and actionable so how to implement the advice that your giving. So that is a great methodology, a great formula to get your name out there in terms of providing guest posts, guest content to a website.

And the same thing really goes if you're pitching a broadcast interview or a podcast interview. It's really all about providing a valuable idea [12:00] I feel like I'm throwing so much information out there.

Tracy: No. This is great.

Amanda: Actually you want to show; the real key is you want to show the producer or the editor these are the gatekeepers for the media.

Tracy: Yes.

Amanda: You want to show them that this is going to be valuable and unique to their audience. So you want to show that you know the audience and that you have something valuable for them but you're really talking to the producer and editor saying this is going to be really simple for you to put together. I'm going to give you everything you need in this great packaged idea and here's my idea and then it also we transition into talking about why you're perfect to offer that idea and that we come around to how to differentiate yourself as the deliverer of this message.





Tracy: Okay so this is so cool because in today's rapidly changing world of PR because there's so many different kinds of ways to promote yourself now.

Amanda: Mm-hmm (affirmative).

Tracy: This is a really unique angle. I love it because I fully believe in guest posting in fact I've done it before for bridal coaches who are helping brides get in shape for their weddings or other people where I write a blog post and then there's some sort of call to action at the end or some sort of pitch and we used it as here's information about; one of them was about colored gemstones or alternative bridal rings for people who didn't want to have a diamond engagement ring.

Amanda: Mm-hmm (affirmative).

Tracy: So provide a lot of value with a lot of the key gemstones that are used in alternative bridal colored stone rings and then at the end provide a call to action and potentially an offer if that's something you want to do.

Amanda: Mm-hmm (affirmative).

Tracy: If it's relevant in that case but I also love it because in terms of broadcasts there are so many design podcasts out there.

Amanda: Yeah.

Tracy: You have to think outside of the box about how to really promote your brand because there's so many different ways these days. It's not just about traditional print media and.

Amanda: Exactly.

Tracy: It's interesting because one of my favorite publications that I always loved to get coverage in when I was producing a wholesale line was "Lucky Magazine."

Amanda: Mm-hmm (affirmative).

Tracy: And a couple of weeks ago I found out that they're shutting down so a lot of these traditional avenues for getting press and PR are no





longer available so we have to be able to think outside the box and go beyond that.

Amanda: Right and I think you touch on a great point here is that there are so many great opportunities out there in your industry but if you; you can also tap into these other little pools that you might not have thought about because there not necessarily industry specific but they're demographic specific. So if you have a personal connection to I mentioned the mom community before or the [15:00] highly successful female executive, or whoever your audience might; I take that back I want to actually emphasize it doesn't even need to be your ideal audience but if you have; if you can tailor your message to a specific community you can go after an entirely new pool of media.

You can go after the whole mommy blog media if that's something that you can speak too.

Tracy: Right.

Amanda: Or you can go after the whole maybe it's even; maybe there's even a huge I was going to say culinary media out there. I don't know how jewelry and culinary would necessarily fit together but maybe you are a former chef who now turned into a jewelry designer look at your past.

Tracy: Right.

Amanda: And see where you; what audiences you can speak too because of your past personal or professional experience and go after those and talk about how you transitioned into what you're doing today and provide something valuable to that community. It kind of blows it wide open in terms of possibilities.

Tracy: Right. So it's tailoring your message so that you can reach.

Amanda: Yes.

Tracy: I mean I don't want this to be confused with trying to expand to wide of a net but it's really about tailoring your message so you can attract kind of those ideal clients in different kinds of pools of people.

Amanda: Exactly, exactly.





Tracy: Okay cool.

Amanda: Yeah it's not about changing who you are it's just about speaking to a different audience about who you are.

Tracy: Exactly.

Amanda: Who you are and what your brand is will always stay the same.

Tracy: Okay awesome. So now I want to get into the real juicy bits about how to really differentiate yourself and distinguish yourself.

Amanda: Mm-hmm (affirmative).

Tracy: Because there's so many designers buying for the same publicity and it's competitive right?

Amanda: Mm-hmm (affirmative).

Tracy: And you have to be able to stand out. So what are some of the ways that designers, makers, jewelry brands can distinguish themselves?

Amanda: One of the best ways that we can distinguish ourselves no matter what our business is is by really tapping into our personal story.

Tracy: Yes.

Amanda: And I don't just mean pulling, dragging all the skeletons out of the closet and putting it all out there it really is.

Tracy: You're like and then (17:23 unclear)

Amanda: Right exactly. Perhaps this is too yeah. I was eight. It's really about strategically developing that origin story. So really taking a look at your personal and professional background and pulling out the details that kind of feed into this; I think of it as like a highway almost. You're on this highway heading toward your; this destination of the business that you're doing today and what were those roads that fed into that highway [18:00] that were specifically relevant to you getting on to this track and for me I kind of gave the brief version of my origin story with my before my epiphany and my after





and I think that's a really good structure to kind of pay attention to and it's very easy to tell our stories in that way. We're very used to that narrative arc so if you can call details from your personal and professional past that speak to where you were before, what was the catalyst for change.

Tracy: Mm-hmm (affirmative).

Amanda: And where are you now I think that that's a very potent way to distinguish yourself because no one is going to; if you get specific enough not a single person is going to have the same story as you.

Tracy: No they definitely won't and it's interesting because you taught a training about really developing your origin story last year for our "Laying the Foundation" course.

Amanda: Mm-hmm (affirmative).

Tracy: And it's fun to watch; it's been so fun to watch some of the designers come out of that because.

Amanda: Yeah.

Tracy: Now we're in the process of; by the time this airs it will be completely revamped and launched but we're in the process of revamping our trainings and we've asked some designers to share their; they're so good share their origin stories and share their about pages with us and they've gotten really specific and found ways to not only differentiate themselves from the crowd and really position themselves as a designer and be able to speak to their dream audience a little bit more clearly but they've also been able to really make it about, about the person that they're trying to attract which has been super cool to watch and it's fun because previously I was pulling when I'm developing trainings and stuff I pull from very well known brands or whatever but it's fun to be able to pull from people who have actually learned how to do it really well.

Amanda: Yeah.

Tracy: And I credit some of that to you as well for helping.





Amanda: Thank you. Yeah I remember after that training being in the Facebook and fielding some questions from some of your designers about their origin stories and some of them were just mind blowing in terms of what they had been through and what guided them to pursue this art and through no fault of their own but it just was kind of like it always amazes me that my clients and the people that spoke up in the Facebook group are so inspiring and so accomplished and it sometimes never even occurs to us to share that.

Tracy: I know right.

Amanda: Which is; it's like our own I don't know what it is. We kind of grow numb to it or blind to it seeing it from the inside or living it that it doesn't occur to us that that's relevant but it really is.

Tracy: Well it's interesting too because it wasn't until I got really clear on; when I just started this [21:00] new offering designing the heirloom redesign for my custom clients when I do commission work over at www.tracymatthews.com. A couple years ago I was like oh I'm doing video for Flourish and Thrive Academy, I'm going to do a video for the home page of my site and talk about my story and when I sat down to sort of map out what I wanted to say what immediately came out was the story of how my mom had passed away and how I designed a ring and I'm not the only one who's experienced that kind of tragedy in life where they lose a loved one or maybe it's a parent, maybe it's a grandparent and then they inherit maybe some treasured jewels and they don't really like how it was delivered or maybe it's just stones because they're splitting it up between multiple family members.

It's interesting to see because when I share that story people literally email me and are like oh my God I was so touched by your story because of what happened to me.

Amanda: Yeah.

Tracy: And it makes them open up.

Amanda: Yeah exactly.





Tracy: And I remember years ago when we first started Flourish and Thrive Academy we were launching our first round of “Laying the Foundation” and a designer reached out to me. She’s like thank you so much. I’m not able to sign up right now because my mom just passed away but I feel compelled to tell you my story. I was a drug addict. I was addicted to heroin or something like that I can’t remember exactly what it was but I went into rehab and I was committed to changing my life and jewelry saved my life.

Amanda: Wow.

Tracy: And it’s so interesting because.

Amanda: I get chills.

Tracy: Because everyone; you might think oh I don’t want to really bring and it doesn’t have to be a negative story it could be a positive story. Everyone’s got their own story about their path to coming into what; to building their own brand or becoming a designer or whatever it might be. Because even if you think your story is boring there’s something really interesting in there that needs to be pulled out.

Amanda: Yeah, yeah and that’s what really connects us because I remember you telling even before you talked about the video when you just started that train of thought I was flashing back to when you told me that story in person.

Tracy: Yeah.

Amanda: And my point here is that I remembered it. It stuck with me and I get chills because stories are what unite us.

Tracy: They are.

Amanda: And in terms of it’s a cultural thing but also in terms of sales. It’s about creating a relationship so you have to put yourself out there and I kind of hate that expression because it’s just dulled down and it means something.

Tracy: Yes.

Amanda: Different to everyone.





Tracy: Put yourself out there.

Amanda: What's that?

Tracy: Put yourself out there.

Amanda: Right, yeah exactly. Easy to say hard to do but yeah I mean it's; again it's hard to see those details from the inside but you do create a relationship and you also like you said you create; there's kind of a connection between you and the person [24:00] you're sharing with that kind of opens a door in them and enables them to share and those stories; particularly personal stories have a very important impact on the teller and the listener.

Tracy: Absolutely.

Amanda: Yeah.

Tracy: So I wanted to ask you is there anything else that designers and makers can do to differentiate themselves or really distinguish themselves and their brand?

Amanda: Yeah. I think that really nailing down or drilling down I should say to the very specific things that make your craft unique. So whether; even if it's like where you do your work.

Tracy: Right.

Amanda: Or the materials that you use. These are details and I'm sure that.

Tracy: Or the specific process maybe.

Amanda: Yes.

Tracy: If they've developed a specific technique or if they.

Amanda: Exactly.

Tracy: There's a huge handmade movement so if it's a handmade or if you're casting your work or hand sculpting pieces there might be; it could also be the gemstones that you use right?





Amanda: Yeah. I would get as specific as possible in all of your descriptions about what you do because again it's something that you might gloss over but it's something, it's a detail that someone might also really resonate with and it's kind of a paradox of writing and communicating that the more specific we are the more we resonate with more people. So even though you might think oh if I'm too specific then if someone's not looking for the exact thing that I'm talking about they're just going to pass me right by. It's really not; you're not going to alienate anyone by being too specific you're just going to kind of draw people in because they get a very clear picture of what you're doing.

Tracy: The more specific you are. Can you repeat that? The more specific you or the more.

Amanda: The more you're going to resonate with more people.

Tracy: The more specific you are the more you're going to resonate with more people. I love that. I just had a flashback I'm like this is why we do these dream client exercises.

Amanda: Yeah.

Tracy: At Flourish and Thrive Academy and why a lot of marketers or most marketers I would say have you really dialing down on your target market but even deeper into one specific dream client because the more specific you can get the more you can talk to those people.

Amanda: Exactly and there's no risk in alienating people. So don't be afraid that by being specific people are going to say oh that's not what I'm looking for. They might but the more likely scenario is that they're going to get a very clear; they're going to share your vision because you've provided a very clear description of what you're up too.

Tracy: Absolutely. I love that. This has been amazing by the way and you've shared so much wisdom with us but of course I have to ask do you have any other words of wisdom that you'd like to share with our audience today Amanda?

Amanda: Yeah I think that [\[27:00\]](#) writing this kind of content and like we said putting yourself out there or venturing to be seen and heard can be





very scary but it can also be a very rewarding experience. Not just monetarily and exposure wise and getting more attention for your brand but also really getting clear on why you're doing what you're doing and what brought you to do what you do because everyone of us that's in this world is doing what we do because we have a specific mission. There is something that is driving us and there is that whole movement around start with why and it's a very potent way to connect with your audience.

Share why you're doing it. People don't care as much what it is. They want to know that this has some soul behind it. If someone's buying jewelry from a craftsman, from someone who is making these pieces with love with intention then they want to know why. They want to know where you came from so this can be an exercise in really kind of honoring why you're doing what you're doing and exploring that even more deeply and taking a trip back into the past and seeing well I tried on all of my grandmother's jewelry one by one; piece by piece as I was sitting on her carpeted bedroom floor or whatever and it's a very specific image that could resonate with a lot of people and give you a warm fuzzy while you're thinking about it.

Tracy: I love that and give you warm fuzzy very nice.

Amanda: Right.

Tracy: That's so cute. Oh my gosh what a great conversation today. I always love talking to you. I feel like I could talk to you for hours and hours and hours and.

Amanda: I feel that way too. I love talking to you too.

Tracy: So Amanda tell everyone where they can find you?

Amanda: Sure. You can find me at www.amandaberlin.com and that's Berlin just like the city.

Tracy: Awesome. Thank you so much for listening to the Thrive-By-Design podcast today. I want to just remind you all about the "3 Steps to Your Thriving Jewelry Business" training. I really hope you'll join us for that training. You can check it out over at www.flourishthriveacademy.com/3steps. This training is so pivotal in starting the year off on the right foot. It's really, really important and





we'd love to hear what you thought about it. So you can definitely let us know and make sure that you check it out over at www.flourishthriveacademy.com/3steps.

And as always we really, really want to hear from you so if you're enjoying the podcast we'd love for you to do us a huge favor. Make sure you subscribe to the Thrive-By-Design podcast, rate the podcast, and give us a little review. We'd love to hear more because this is what helps us improve the show and make it the best [30:00] show for all of you in the jewelry industry.

Thanks so much for listening. This is Tracy Matthews. Take care until next time.

