



What's Working NOW to Market and Sell Jewelry

THRIVE BY DESIGN WITH TRACY MATTHEWS

“So ways that you can create anticipation and urgency are really mapping out a solid urgency promotion plan. In fact, we are delivering a done for you urgency promotion plan with our Laying the Foundation Program as a bonus if you get in at the right time.”

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. Hey there, it's Tracy Matthews. I'm the Chief Visionary Officer over at Flourish & Thrive Academy. I am super excited today because today we're talking about what's working now to market and sell your jewelry in business in 2020. Now it's a new year, it's a new you, it's a new life. I'm going to start singing. It's a new year, it's a new life, it's a new love, whatever, and I'm feeling good. Are you feeling good? I want to know because at the end of the day, we have this opportunity for a fresh start right now, so we're having some fun. I want to talk to you a little bit about some of the things, or tactics, or strategies that are actually working for the designers who are in our community working with us in our Laying The Foundation Program, and working with us in our SOS program and our other programs over here at Flourish & Thrive.

We're always trying to monitor the things that are continually working. I know that as the industry and the market starts to change more, selling direct to consumer and selling online becomes more and more powerful and requires your direct attention. It really dials in or dials down, I should say, to you having the ability to stand out any saturated market from your competitors, because as much as I'd like to say, the jewelry market isn't saturated, it really is, but if you know how to position your brand in the right way, sales become easy-peasy.

But here's the thing, I think the one ... the differentiator between those brands that end up standing out and those who kind of give up, I guess, or the ones who stand out, are pretty relentless. They keep moving forward, and keep trying, and keep testing, and keep being consistent with their



marketing and putting themselves out there, and that's the thing that makes the difference.

So if all you get from this episode today is about being consistent and persistent and putting yourself out there and knowing what really motivates people to buy, then you're in for a treat. Speaking of that, I'm hosting a brand spanking new master class called The Desired Brand Effect, and I'd love to invite you to join me. It's going to be amazing. It is basically the culmination of the strategy or the methodology, maybe is a better way to put it, that I teach over here at Flourish & Thrive Academy.

It's the exact same methodology that I've used to build two very successful jewelry companies. It's what I teach jewelry designers over here at Flourish & Thrive to do with their brands that creates desire for their brands, create demand, and brings their customers on a brand journey, so that they become customers for life, because at the end of the day, nobody really needs jewelry guys, they want it, and they want it because of your ability to communicate what's in it for them because that's what it's all about.

So if you are ready to stand out from your competitors, increase your exposure and generate consistent, predictable sales on autopilot without selling out or burning out, please come join me. You can head on over to flourishthriveacademy.com/desiredbrand to register and save your seat today.

Here's a little bit about what we're going to cover in that class. I'm going to teach you how to cultivate a connection with your perfect customers so they come back every season without blinking an eye, why magnetic polarization beats pushy sales tactics every time and how you do that without alienating your audience, the one simple strategy that no one's talking about, that generated \$36,279 in just 48 hours, the frustrating sticky points that limit the growth of jewelry designers and makers and how to overcome them plus the number one mistake that you're making in your business that's costing you big time and it's not what you think, so I'm excited. Anyway, we're going to do this, let's do this, let's roll, let's dial it in because we're going to be cranking up the volume on this masterclass. Head on over to flourishthriveacademy.com/desiredbrand to save your seat today and come party with me. It's going to be fun.

So today we are just wrapping up as this episode airs a really special challenge that we did this January. It's called the revenue reboot challenge. The whole purpose of the challenge was to get you in the



weeds, dig in deep to help make a sale by the end of the challenge. Now we have so many great success stories and it's been fun. Typically, I record my podcast episodes much further in advance. I'm actually recording this just a couple of days before it goes live just for funsies. And we've been having a blast over there. I love it when people say like, "Oh, I didn't realize I had so many true fans, or Oh, yeah, my mindset was really getting in the way of my success, or oh, my gosh, if I just do this simple thing, I can get a sale, and they're getting sales, which is pretty awesome. So I'm excited about that because it's super fun. But I wanted to talk a little bit more about what you can actually do now to market and sell your jewelry this year.

So everything that we teach in a desire brand and methodology is really about drawing your customer in, it's creating a strong connection with them. So no matter what you do, your customer always has to come first. Donald Miller in his book, *Building a Storybrand*, talks about making your customer the hero of your brand. Now, the biggest mistake that a lot of jewelry designers, and jewelry makers, and jewelry brands make when they don't really get this, is they talk about themselves nonstop. Like, "I like this, I like that, dah, dah, dah, dah, dah." And they're not making it about their customers.

The reason why they're not making it about their customers is because they don't know how. They don't know how to speak to them on the values that matter to them, then that to them, they don't know how to connect with them on the emotional reasons that their perfect customers are actually buying. So instead, they talk about proprietary practices, and principles, and they talk about the products, and they're focusing more on a USP instead of what we call a DSP.

A USP is a Unique Selling Proposition, which usually is focused on price, product, material, differentiators in the marketplace instead of a DSP, which is really focused around the emotional reasons people buy that creates desire and demand for your brand. So I want you to always be thinking every single time when you're writing product descriptions, or messaging, or doing any of your marketing posting on social media is that you're thinking through the lens. What is in it for my customers, what's in it for them? I'm writing this really amazing series for one of our strategic partners over here, Rio Grande, and they have a top tier program for their best customers. And I'm doing a blog series and we're talking all about



customer journey and how to suck your customer basically into the center of your brand and make it work.

So it's been a really, really fun article series, but the focus of this is really about drawing your customer and creating that connection. Because unless you do that, the tactics don't really matter. You're going to try all these tactics and all these things, but you're going to be literally be screaming and to avoid, because no one's going to be listening to you because they don't understand or know if it's for them. If you haven't seriously binge listen to this podcast because there are so many great episodes all about how to do that.

I'm not going to go into it deep right now because that is what it's all about, or just join me for the desired brand masterclass because I'm going to talk about how to do it there. At the end of the day, what I want you to come on the other side with is a clear understanding of how you really put your customers first, and that's what we're talking about. So the first thing on what's working now to market and sell your jewelry is all about building customer loyalty, or creating customer loyalty, this is the first thing.

Now in his article, 1,000 True Fans, Kelvin Kelly talks about artists, and you've probably heard me talk about this concept before, If you listen to this podcast or listen to anything that I have to say, and basically the premise of this article that was written in 2008 that has been literally, it's gone viral and so many people talk about it, is that as an artist, or creative, or creator, or musician, designer or whatever you want to call yourself, whatever kind of art you create, in order to have a successful business, you really only need 1,000 true fans who buy \$100 a year from you to make a six-figure salary.

Now I get it, not everyone cares about that, but it's a good guiding post. I think in this day and age and living in the United States or wherever you live, making \$100,000 can lead you to having a great life. As a jewelry brand, 100,000 in revenue isn't even necessarily \$100,000 take home or it's not because there is a lot of hard costs tied to that. So you can pick the number that's right for you, but when you think of your 1,000 true fans, you want to be getting the same people buying from you over and over again. So I want you to really be thinking about how you can build customer loyalty, because it's all about repeat customers and getting them on board.



So one of our graduates from our [Laying the Foundation Program](#), and she is a business, she has been in business for a long time. She took Laying the Foundation the first year we ever launched it, and her business has grown significantly. Her name is [Chelsea Farmer](#). She now is a coach in one of our programs, our desired brand coach. I should call her, because that's what we call her coaches over here. This girl has the most loyal fans. Same with my girl [Karina Harris of Waffles & Honey](#) has the most loyal fans, they both ... and Alex Camacho too. I'm like just calling out all of our students right now. [Alex Camacho of Acid Queen Jewelry](#). These ladies have insane fans to buy everything that they make. They built this crazy customer loyalty. If you're not following them and watching what they do, go follow them because they are insanely amazing. They have great brands and they're all very different.

Chelsea, her company HorseFeathers Gifts is really all about cheap and chic fun. She is based in Kentucky and she has basically the corner of the market in the Midwest, I should say probably. She's just done a great job of really building a great customer base. One of the ways that she's done that is to create a basically cycle of brand ambassadors. We did an episode with Chelsea a couple of months ago, so make sure that you listen to that. I'll actually put a link in the show notes. I actually also interviewed Karina and Alex Camacho, so I'm going to put their episodes in the show notes as well just so you can listen to what they do to really create urgency because I might reference some of the things in this podcast.

Karina is really great with the visuals of our brand and it really tells the story of her customers in those visuals and photography, and Alex is a really awesome at launching, launch and release collections. She's doing so well. Her business doubled in the last year and a half and it's insane. I'm just so excited for her growth and she's doing really, really well and basically running her business all by herself with a little help from her husband, but mostly doing all the things and scaling, she's pretty awesome.

So anyway, customer loyalty. Let's dive into that. So you might be thinking, what do you do to build customer loyalty? Well, Chelsea has something that's really amazing. She has raving fan brand ambassadors who basically work for free. The way she set up her ambassador program is really all about giving those ambassadors just credits in her shop and free jewelry, but she doesn't let anyone just be an ambassador. They have to prove themselves to her before that they are ambassador worthy in order to be



that person. So she encourages them to share, she encourages them to refer, she encourages them to be posting on social media and tagging her, and that's her litmus test of basically giving people free jewelry for sharing what they do. They have special parameters and as I mentioned, I'm going to link the episode with Chelsea on this, but it's been great because her customers just love her. They go crazy about her.

Another way that you can do this is to segment your top customers and put them in an exclusive VIP group. Now just working with Karina, I hosted my first Creatives Rule The World event here in New York city. It was a very small, intimate planning day intensive and there was a very small group of us working on building our business and growing our plan. We did hot seats and I was mentoring them, which was pretty amazing, and helping them get unstuck. Karina was talking about this VIP group and it's like a really, really small group of her best, best customers and she's segmented them into a special list and it's giving them like special offers. So there's a way that you can really reward people spending more and maybe send them gifts or not just give them discounts, but give them other perks for being a member. You can segment your VIP list into multiple levels. You can have a top tier or you can have, anyone can join the VIP list if they're on their email list and they're actually buying, but the more they spend, the more rewards they get.

You can also build brand loyalty by encouraging people to share what you do, encouraging people to post on social media, and then when they come back for a second or third or fourth time, you acknowledge them. I mean, I think the best thing to do if they're open to it is shout them out. I know a lot of my customers sometimes are a little bit private they don't love being shouted out on social media because it's high touch and they're more professionals. They're not social media savvy maybe is the best way to put it, but depending on the type of customer you have, people love that. They love to be acknowledged. So think about all the ways that you can create loyalty with your customers and get them to come back and shop again, which is really important.

So the next thing that's working really, really well is being able to tease new collection drops. Now I did this interview with Alex I think in may and she is just a master at one of a kind collection drops. In fact one of our other students, [Twyla Dill](#), who I also interviewed on this show, kind of modeled what Alex is doing. And is doing really well. So Twila has a ready to wear collection that she sells really well. She has been leveraging her in



person shows in Pike Place Market in Seattle, Pike's Place Market, I should say, in Seattle to build her email list and grow her online following. Her sales are up 10% this year, which is awesome. She started doing these one of a kind collection drops that have totally been killing it. What I love watching about Twila and Alex and many of our other students over here is that what they're always doing is teasing it out.

I was scrolling through Instagram today and I saw Alex teasing that she has a shop drop coming up soon and she's like, "Get on the list, because if you're on the list you get first dibs and first look." If you're doing one of a kind work teasing these new collections or if you're coming out with new collections every season and you can tease them and get people excited in anticipation for them to drop, it really works. You do this on social media. You can do this especially on Instagram, and stories, and in the feed. I think it works really, really well. If you have a Facebook group, this is an awesome way to kind of launch and create urgency and promote it.

If you have a ready-to-wear collection, what I mean by ready-to-wear, or you have items that can be purchased directly online, use Instagram shopping guys. It's so easy for people to just swipe up and grab it, but more importantly really focus on building your email list and creating the anticipation through your email list. So people are actually getting on the list and giving them priority to get ... basically to get the first dibs, and that's what you want.

That is why Alex can sell out of maybe 40 pieces in 48 hours or even more than that, maybe 100 pieces. Sometimes when you do this one of a kind collection drops strategy right, you can just crush it and it works so well. The next thing about it. So we talked about teasing and something that's directly related is really about anticipation and urgency. So teasing creates anticipation, urgency is creating a short window for people to buy.

A big mistake that I see people make, and even if they hear me or someone else say this over, and over, and over again, is that they have an event or a promotion or something and they're like, "I'm going to do it for a week and then ... or two weeks." And then they're like, "No one's buying." It's because the window is too big. Now, one of my favorite stores here in New York city, or actually they're all over now because it was purchased by Gap Inc, but it's called Intermix, they carry more contemporary brands. They do this thing where they ... every quarter or something, they have to buy more, save more events. So it's like the more you spend, the more you



save and it only lasts for four days. If you miss it, you miss out. And so I'm always looking for that because if I want to buy something, their clothing can be kind of expensive, I'm looking out for that because I want to be able to like buy more, save more.

So if I'm refreshing my clothing for a season, I'm going to be waiting for those kinds of things. I actually shop there all the time, but ... when I feel like shopping, but it's always helpful when you do that. But one of the reasons ... the way that they do it is that it's only for three days or four days and it's done.

I've been in there like the day after and they're like, "Sorry, too late, no worries." So ways that you can create anticipation and urgency are really mapping out a solid urgency promotion plan. In fact, we are delivering a done for you urgency promotion plan with our Laying the Foundation Program as a bonus if you get in at the right time and you can definitely check that out. But we map out the entire urgency plan for you, so all you have to do is plug and play your emails and your pictures and all that stuff, which is pretty awesome. You can also create anticipation and urgency through email funnels and automations. So let's say someone purchases something in your shop, you have a sequence that goes out post-purchase and then you give them a one time offer or short window to purchase again and do that through email automation. So this is not about you thinking about doing it, it's about automating it on the backend.

I spoke about this earlier, but one of a kind collection drops, making sure that they're selling out over and over again, teasing the heck out of those things, so that people know when they miss out, and this gets them focused on actually buying. Then having limited time or limited items available. So I just spoke about limited time, but limited items also works as well. So you can do things. I'm not big on sales, but that's why I love these ... having these micro-collections that you do that are one of a kind or just limited edition that you can put out there and sell quickly, that totally works. All this can be digitally automated, but you can do the same thing.

I feel like I talk a lot about digital and online strategies, but you can take these same strategies offline. You could do one of a kind pieces at an in person event or one of a kind pieces if you're doing wholesale. You can offer them all these things to your wholesalers or your people that are actually physically shopping with you in person and, or if you have a high



touch clientele, where you're working one-on-one, maybe less automated, but more direct relationship, you can create automations in your flow that will actually keep things going, which is awesome. So creating anticipation and urgency always works, tried and true. It's still working in 2020, so keep it going.

So I want to talk about some offline things that still work and will always work and it's a hidden, basically, a hidden gem, that's what I'm going to call it. This is definitely a manual process, but you can also automate it. Find an app that will do text follow-up for you.

Now I was near my phone the other day, and my boyfriend is looking for a pair of sneakers. Let's be honest, I told him he needed to look for a pair of sneakers, casual sneakers besides running shoes to wear around New York, and I was halfway teasing, not really, but kind of, and I got a text from a sneaker brand that I've purchased a couple of pairs of shoes from funky sneakers because I'm stylish and I enjoy my fashion, and they have really kind of cool modern ones for men that aren't too overdone. It's just a basic leather sneaker. So I was like, "I had just been talking about it and I got a text from the brand." I was like, "Oh, guess what babe, there is ... check out these sneakers. They might be a good fit for what you're looking for or what I'm telling you you're looking for. Let's be honest."

I loved it because it was just a reminder, I don't get texts from them all the time, maybe once a month, but finding texting apps to remind people who are subscribed to your email list or our previous purchasers about what you have available is a great way to encourage sales. I've bought tennis shoes from this brand via their text messaging app before and it was pretty amazing, I was impressed. So that's a really great thing to do. But I don't want you to just think about texting apps. I think text is a great way to communicate with people.

People less and less are answering their phone unless they have a scheduled phone call or unless they're in a sales position where they have to ... or in a position in their career where they have to answer the phone. A lot of people don't like talking on the phone anymore. So I really do believe that high touch follow-up can be really powerful. You can do this online, you could do this with your in-person shows, customer wholesale. Following up with your customers is important. High touch follow-up can look like a shooting a text message and individualized email and maybe it's even ... it could be a phone call to you, just a thank you phone call. They



may or may not answer. Even though I said people aren't answering phones, it's still nice to get a voicemail from someone. You might listen to it later and be like, "Oh, my gosh, no way."

I think something that works really well in, in person events, so whether you're doing wholesale or whatever is collecting information and email addresses in exchange for something. So at an in person show you can host a contest or just have some sort of giveaway or something if people don't buy, but then you can also collect email addresses and tell them like, "Look, I have great things for my VIP list, you want to join while you're there." In fact, I mentioned Twyla Dill earlier.

Twila has completely increased her, her online sales by 10% this year, which is really big because it takes a long time to build, and it's pretty amazing all just from her in person shows, and just collecting email addresses, which has been fantastic. Actually, not all from that she's doing the online strategies that we teach her too, but at the same time it's been a huge driver of traffic and more and more people who meet her in person are buying later because she sells jewelry at a place where a lot of tourists go.

So those people might be one time buyers buying in person, but when they leave Seattle they might come back and shop from her again, which is really cool, and that's what we're trying to do. The same thing with custom and wholesale, people want to stay connected to them, to their brands and their people. Other things that you could do is Facebook messenger follow-up. Some of that could be automated and then also re-targeting website traffic and so messenger follow-up.

You can get apps that plug into your website or you can also do this manually, like if you friend your customers on Facebook or on Instagram, and you can send them direct messages through the social media apps. People are always on social media and sometimes they pay more attention. Especially if you don't have their phone number. It's a great way to connect with them and create community around what you're doing. Messenger follow-ups can also be automated where you're sending a sequence through many chat or another app that plugs into your Shopify store that can work in your favor to help things keep going, which is really cool.

So you can send automated sequences. There are many rules with what they're doing with many chat now and some of these other automated messenger follow ups, but it's a great way. You can use that in the same



way to the text messages. If your customer base is hanging out on Facebook, if people open messenger messages way more than they might even read emails. So that's a great way for you to keep it going. And retargeting website traffic, you can get apps like Kit, which I'm going to talk about some applications soon that ... and also some other retargeting apps that plug into Shopify. I have a whole episode on shop our best, our favorite Shopify apps from our community that I'm going to link in the show notes here that you can listen to.

When traffic lands on your website, you can retarget them with an ad on Facebook, or Instagram, or somewhere else where they're surfing the web. Depending on the volume of traffic, this can be really effective. If your traffic is ... to your website is a little bit slower, it's hard to spend enough money, but if your ... as your traffic starts to build and you start driving traffic from multiple sources, from social, from Pinterest, from SEO, from getting exposure in magazines, or bloggers, or influencers, all those things, then you can use that retargeting to kind of follow people around the internet at a later date. It's a really great way for you to keep your products in front of people.

Then finally, I can't go without saying email marketing because that is always going to be tried and true. No matter what, people still buy from emails still. The way you get people to actually open your emails is to have a really compelling subject line. It's the number one way. I did a podcast with my friend, Laura Bellbrae, all about this and she's the master at compelling subject lines. I love getting her emails and even though she's not selling a product per se, I love getting her emails because they're curiosity inducing. I'm always like, "what's in that? What stories are you going to tell?" But great brands do this really well. Think of all the brands that you subscribe to their email list that sell products. Look at what they do in their email marketing, how they're creating subject lines that actually get open and mimic that for your brand. See how it works for you.

So email marketing still works with subject lines that are compelling to get people to open. We don't want to forget about having a strong call to action, very, very important. So I'm going to run through some apps really quickly that will be helpful for you and I'm also going to link another episode that we have all about Shopify app, so make sure that you head on over this show notes. flourishthriveacademy.com/episode225 to find all these links over there. But some of the best apps are cross selling and upselling apps or you might also like apps. One app that does this really



well is apps done by Bold, which is the app developer company. Kit is great for social marketing. This app has a lot of functionality that plugs into Facebook and Instagram and stuff like that. Many, many of the designers in our community love it for being able to connect with the ... to be able to integrate the social aspect of what they do with their Shopify site. Referral candy is great for people who want to refer a friend where they get loyalty rewards for referring people to your site.

Also, if you're doing high touch or custom and you have a Shopify site, the Form Builder app is really good for you can build in custom fields and custom forms. If you have customized integrations or if you're doing customization or custom jewelry business where you want to have someone fill out a form and so that you can book a call or something with them, which is awesome.

The next day's shipping is ship state station. If you're a lot of orders, it's helpful because it prints out all the labels for you and helps you with your follow-up automations, et cetera, in the end. Those are some of the things that are working right now. I just want to remind you that building a jewelry business really comes down to the fundamentals of what it is that you're doing. So you want to be creating that connection with your perfect customer, you want to be making what you do as a jewelry business about them, and you want to keep drawing them back and creating community around your brand, and getting people drawn in so much that you're building this, this fan base that keeps coming back for more every single season, and I love it.

So that's it for today. I'm super excited. I would love for you to join me for the desired brand masterclass. You can head on over to flourishthriveacademy.com/desiredbrand to show up today ... Not to show up today, to register for the class. I'm getting a little bit delirious over here. We've been doing a challenge for a while. Anyway, this masterclass is great, especially if you are struggling to get consistent, predictable sales, this is one ... especially online. This is a great class for designers who are really trying to find that connection or figure out what the disconnect is, and connect all the dots of the pieces to create a desired brand where people come back every single season. So building a business is freaking easy, let's do it.

Anyway, it's Tracy Matthews here. I am going to sign off until next time. Hey, I wanted to know if you could do me a favor. You haven't rated and



reviewed our podcast and you are listening to this on Apple and iTunes or Apple podcasts, I should say, they changed their name. I would love for you to head on over and give us a five star rating if you're liking what we're doing, and tell me a little bit more about what you think about the show. It really helps me cater content and know that what I'm doing actually matters and I'm not like screaming in to avoid myself because you I come here every week to deliver hopefully what you consider a good content that helps you grow your business for free, which is super fun. So I love doing it and I love hearing from you. So I'd be forever grateful. If you wouldn't mind just doing that heading on over to flourishthriveacademy.com/apple that will take you straight to the podcast on Apple podcasts and give us a little rating and review.

It also shows Apple that we are a podcast that people want to listen to you. So it helps push it up in the feed. So it helps more listeners like you hear about the shadow, which is amazing. Anyway, thanks for listening today. I am so excited. It's Tracy Matthews. I'm signing off.

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