

Tuesday, September 8, 2009

Archives Available Below

Dear Visitors,

Thanks for stopping by Red Jewel, Inc. This blog is no longer active, but you're welcome to browse the archives below. You'll learn a bit more about marketing, jewelry, and.....Red Jewel, Inc.!

Please don't hesitate to email or call (310-941-4033) for further information on our services.

Best,
Caroline Stanley
Pres/CEO

posted by Caro @ [12:37 PM](#)

Thursday, July 24, 2008

Here's To Not Being A Lemming

Remember always that you not only
have the right to be an individual,
you have an obligation to be one.

— Eleanor Roosevelt

posted by Caro @ [10:20 AM links to this post](#)

Friday, July 11, 2008

Getting Your Customers To Your Website

I watch with interest as I see the various - creative - ways that companies find to drive traffic to their websites.

One recent, creative example is TBS. There's an original show on there that I like and in order to find out what's happening on next week's show (a half hour comedy) one must go online to view the preview.

Nice, eh? This concept really works for me as I don't want to go online to get something that should be included in my television viewing experience -- I'd rather either see a bit of a show I like early online or just wait until the regularly scheduled program to see it all. Either way is acceptable.

I do remember one incident trying to get me to the web last year that failed miserably. One program I watch is a mystery/crime drama; I can't remember the plot specifics, but there was a letter that contained clues to the crime or the sub-plot on the show. However, at the end, instead of unveiling the letter on the television show, one had to go on line to view the text. I was annoyed at that. Since I haven't seen anything like that since, I guess I wasn't the only one!

The lesson I took away from all this was that for driving traffic to your website, having extras online is the way to go. Whether your

customer is watching you on TV or connecting with you in your store, don't diminish the main experience by making them visit the web to finish their interaction with you. But do give them an extra reason to visit you online - a little bonus.

posted by Caro @ [9:33 AM links to this post](#) ↗

Thursday, June 19, 2008

Thought Provoking Quote

Service to others is the rent
you pay for your room here on earth.

— Mohammed Ali

posted by Caro @ [9:12 AM links to this post](#) ↗

Monday, June 16, 2008

Shrinking Products

Further to my post last week about "getting nickled and dimed to death," here's a concrete example using...ice cream! One brand's ice cream packaging is getting smaller, offering less dessert for your money. Of course, this isn't the first time something like this has happened nor will it be the last. [The article is here.](#)

I've noticed it locally -- our favorite Japanese fast food place now does not fill the rice bowls up to the top (where before it was packed full) and you have to ask for chopsticks (when before they were on the counter).

I do realize that inflation is having an impact -- I'm waiting for it to

"un-supersize" the meals at the major fast food chains. In that case, I think the lesser economic value of a "value meal" or the equivalent may be in our nation's best interest.

One place I've seen this type of behavior over the last few years is in the clothing department at our local discount and department stores. I'd buy a particular style of a "staple" clothing -- something I'd be wearing for a long time (white t-shirts to exercise in is a prime example). I'd decide to purchase another one or two in other colors and go back to make the purchase. Voila, I'd end up with the same LOOKING top, often for the same price, but not in the same quality. Time after time this happened, where the material was thinner and less expensive. Annoying. Of course, that practice has kept clothing prices very low, much longer than I thought they'd be low.

In the jewelry world, we see this type of thing as well. It's not about putting less pearls on a strand, for example, but reducing quality of manufacturing or materials so that profit margins can stay up.

I think all consumers know, in the back of their minds, that one must pay for quality and the old saying "if it's too good to be true, it probably is" is quite correct. I have a friend who says all this is because MBAs run the world, not the people that are passionate about what they sell -- maybe he's right.

posted by Caro @ [11:22 AM links to this post](#)

Monday, June 9, 2008

Not The Same Old, Same Old

So many commercials are similar. Or even the same. Right now, the animated Mrs. Butterworth is on at least three (and yes, she's a bit creepy). But not as bad as the plastic-headed Burger King - King! However, for now, one commercial stands out.

The new Ethan Allen one. Makes me think they are rebranding themselves (or actually I guess they have been, as I am reading their releases). Their new commercial is a departure from what I remember their commercials to be.

Do you agree? I cannot find a link to send you to it...yet! I'm sure one will be up shortly.

posted by Caro @ [4:28 PM links to this post](#)

Wednesday, June 4, 2008

Getting Nickled-and-Dimed To Death

It's happening everywhere, from charging for food and bags on airlines to service charges from your bank or cell phone provider on anything that moves. Small additional charges that leave you feeling nickle-and-dimed to death.

It's not surprising that this happens, given the state of our economy. Corporations are trying to make ends meet and keep profits up and we consumers are left feeling as if we're getting hit with additional costs coming and going. And often we are.

I love the places I can still go and not feel as if I'm being nickled-and-dimed to death! Like my local jeweler. Most local jewelers are places like this.....generally they don't charge for ring cleaning or prong checks. Most jewelers I know many who would rather not get paid for something than charge just a buck or two for it, thus earning good will from their customers who return to shop again and again.

While I realize that attitude isn't generally one that larger corporations can embrace, as consumers we're getting smarter. We're learning to ask what the ENTIRE cost of a service plan or a plane ticket is, so we can compare prices in a smart way instead of thinking we've saved money until the itemized bill comes in.

The point? That corporations will have to be accountable for ALL the fees they charge and that we as consumers are getting wiser. And also a note for jewelers: make sure your store is a nickle-and-dime free zone for your customers. :)

posted by Caro @ [3:29 PM links to this post](#)

Wednesday, March 26, 2008

Sssssssshhhhhhhhhhhhhhhhh

I must be the only person who doesn't want their computer to talk, sing or otherwise entertain me with audio.

I say that as it seems that EVERYTHING today on the computer seems to have sound.

I have gotten used to commercials/ads that I click out of the way, but they are especially annoying when they have sound. So, I mostly use my computer with mute on, unless I can sneak in a bit of time playing music I choose with iTunes if I'm doing some repetitive work.

And the news! If I wanted video news, I'd watch the news on TV. I **LIKE** reading my news. Many times, if I can only watch a video to get news, I'll click on, away from the video, and read it from another source in text.

I guess my age is showing.....now I'm having thoughts of Andy Rooney.

posted by Caro @ [3:36 PM links to this post](#)

Tuesday, March 25, 2008

Quotable Quotes

Growing up, I loved that page of Reader's Digest called Quotable Quotes. I thought that everyone had something interesting to say and my love for quotes continues today. Often I find a quote so smart that I find myself incorporating the idea or thought behind one into my daily life. One such one is:

"Start as you mean to go on."

No idea who said it, but it really speaks to me. I find myself referring to that one often and the concept works for me.

Today's other great quote cracks me up, but also really speaks to me as well. Enjoy.

**"You're only given one little spark of madness.
You mustn't lose it."-- Robin Williams**

posted by Caro @ [1:56 PM links to this post](#)

Wednesday, March 12, 2008

Women Owned Businesses

There's a great article today on MSN.com about women owned businesses, written by the fabulous [Nan Mooney](#).

[It's located here.](#)

You should read it because it's a good article, not just because my name is in it. :)

posted by Caro @ [5:50 PM links to this post](#)

Thursday, February 28, 2008

Love This Quote!

**Life shrinks or expands
in proportion to one's courage.**

— Anais Nin

posted by Caro @ [9:11 AM links to this post](#)

Monday, January 21, 2008

The Power of What If

My wonderful coach often says to me, "what if?"

What if X is not true?

What if you COULD do that?

What if you did do that (the thing you don't want to do)?

What if you're assuming something that isn't true?

What if you're right?

What if you're wrong?

What if it just doesn't matter?

Essentially the use of "what if" has made me look at situations differently and then react differently to them than I otherwise would have.

It's a powerful thought, that of "What if."

It's a very helpful tool. You can ask my friends -- I'm great now at "what iffing" them. :)

posted by Caro @ [2:03 PM links to this post](#)

Thursday, January 17, 2008

Wardrobe Concept - Not Just One

Note: This blog entry originally ran on JCK's website on May 24, 2007. The blog was based on concepts from the book Jewelry Savvy (link to left). It's especially relevant to salespeople. Enjoy! :)

Not Just One

May 24, 2007

Today's blog by Caroline Stanley

You don't have to have just one of anything. This includes your wedding band. Tastes change over time. Why not go with what you like?

As you've been reading, we believe there are six guiding concepts to any jewelry wardrobe. # 5 is especially important to retailers and sales associates.

Selling the "just one" concept is how many of us increase sales when working behind the counter. If a couple is looking at an engagement ring or wedding band that's a bit above their price range, generally if you make the point that they'll wear it every single day for many, many years, you can get them to spend a bit more. It's a proven method and actually I believe it is generally in the best interests of most customers to have this pointed out.

For the opposite concept of "you don't HAVE to have just one of

anything,” well, suddenly you have to reverse this thinking, or at least think of this sales concept as a progression throughout a customer’s buying cycle.

When a couple has less money and is just starting out, that is the time to use the “just one” concept. On the other hand, when they have more money, have given tons of jewelry gifts and don’t know what to do next and want to buy something new, then THAT is the time to use the “you don’t HAVE to have just one” concept. It will help you replace, upgrade or simply add to your customer’s wardrobe.

As a sales technique, you may want to start by planting some seeds with your customer, both the buyer and recipient. Mention that you have multiple wedding bands (or whatever the item) that you wear and how nice it is to have the “original” to wear, as well as something new and fun. See what the reaction is, and move on from there. If the recipient isn’t sure about this, challenge her (or him) to try out the item for a day (or whatever time period you’re comfortable with as a store owner or manager) and see how it feels.

I’m betting if they have the thought, from you – a retailer – that this is a good idea, and permission from their significant other, you won’t be getting it back!

Today’s Jewel

Read the above carefully. Mix gently with customers. Rinse and repeat as needed. :)

posted by Caro @ [12:14 PM links to this post](#)

Sunday, January 6, 2008

Happy New Year

To us all. May THIS be the year that we all follow our dreams, realize our potential and live fearless lives -- if you're not already.

Peace.

posted by Caro @ [7:23 PM links to this post](#)

Wednesday, December 12, 2007

It Only Costs \$100 To Be An Idiot....Sometimes

At least on American Airlines. If you book a ticket for your brother for Christmas and forget to put HIS name on the ticket instead of yours. + 30 minutes talking with AA.com people to fix the problem.

Ugh. Guess I should be happy it wasn't more! So much for the cheap ticket bought with miles! :)

posted by Caro @ [4:15 PM links to this post](#)

Tuesday, December 11, 2007

Really Relevant or Strangely Psysic?

No sooner had I finished the post below than I picked up a few of my many trade magazines to read (some were a few months old).

While perusing the November issue of JCK (Salary Survey), I

found [this article](#), by Deborah E. Hecht, G.G.

It's along the same lines as my blog posting, except the details are much better, of course! A good read.

posted by Caro @ [4:53 PM links to this post](#)

Tuesday, December 4, 2007

Shrinking Salespeople?

I was recently chatting with a traveling salesman -- a member of a group whose ranks seem to be rapidly shrinking.

He was saying that if robbed, the salesman get it coming and going. Their goods are gone, of course. Then the insurance company won't want to insure them again, or at least not for a small fortune. Then the police/authorities always think they are involved somehow. And of course, if they can go out again, they have to overcome their own reluctance to do so, after being robbed.

I would not hold up well as a traveling saleperson, at least carrying a live line. There's not many jobs I'd rather avoid -- actually!

Of course, you'd think the Internet would have changed this a bit, and it has. But still there's a preference from most retailers to hold and touch the jewelry they sell to just picking items out on a screen.

Which bring me to my next thought.....are the ranks of the shrinking salespeople indicative of an increase in attending trade shows?

posted by Caro @ [12:18 PM links to this post](#) ↗

Monday, November 12, 2007

A Great Quote

Happiness is not something that someone else can
give to us.

We must achieve it for ourselves by developing
our
character and capacity as human beings.

Taro Gold

posted by Caro @ [11:04 AM links to this post](#) ↗

Wednesday, November 7, 2007

"No Problem" IS A Problem

My least favorite phrase these days is "no problem."

I have no issue with those two words; just when they are used in
place of "you're welcome" as those of a certain (younger) generation
tend to do.

And it's catching.

I'm one of those people who generally say "thank you," even in the
most casual of circumstances. I'm always thanking someone for
something, even if it's handing me change back (that belongs to me
after I've made a purchase).

In those cases, I used to expect an "Oh, thank YOU" or a "You're welcome," both appropriate responses.

These days, I'm often getting a "no problem." I know it's the vernacular, but "no problem" is really having someone turn away your thank you, rather than accepting it and acknowledging it with a "you're welcome."

It's particularly bad when it's a sales associate representing a store where I've made a substantial purchase. Or in your own store, when a customer has bought a nice diamond and a younger sales associate has rung him up. Very bad.

On the plus side, this has made me really appreciate it when someone replies "you're welcome."

posted by Caro @ [3:11 PM links to this post](#)

And One Group Is Called Designer Retailers

I must have missed this news from JCK; this is what comes from not closely reading trade magazines (that tend to pile up, so I end up skimming them).

Anyway, further to the last post, the stores that carry designer jewelry and use those lines to help define their image are called, by JCK, designer retailers. And they actually award 50 of them - each year - that particular title.

Here's the article.

Now, has someone come up with a name for the other category?

*posted by Caro @ **3:06 PM*** 

Sunday, October 28, 2007

There Are Two Types of Jewelry Stores...

.....in my opinion.

I always think it's fun to see the world in a larger picture, in their two types if you will: aisle or window. Smoker or non. Democrat or Republican. (Yes, I know there are usually more than two choices, but it's more fun this way!)

Back to the jewelry store: my theory.....

There are those stores who carry designer jewelry and those various lines that they carry create their personality.

Then there are those who market their own store as the brand and the designer lines they carry (if they carry) are secondary.

Neither is better than one or the other; that's just the two types or store that I often see. If you're a retailer, it's smart to know which category you are in and plan accordingly. Your store's personality can be promoted differently to your customers and should be.

Sort of an apples and oranges thing. Food for thought.

posted by Caro @ [10:09 PM links to this post](#)

Thursday, October 18, 2007

Oh, I'm Sorry. Here, Have A Pearl.

Reading my email, I was surprised to see that often pearls are given for an apology, at least from one particular site: thepearloutlet.com. They sell jewelry and apparently have found a market niche that I wasn't aware existed for pearls, specifically. (Generally I think the "I'm sorry" gift is big diamonds, etc., as this is the behavior generally exhibited by celebrities when they've screwed up.)

This was not the purpose of the email (it's a Fortune newsletter) but, for me, it was the most intriguing part!

[Check out the original newsletter to learn more.](#)

posted by Caro @ [9:59 AM links to this post](#)

Wednesday, October 17, 2007

You Can't Do It All Yourself

Well, actually you can, but then you don't have time for anything else. I've been feeling like I'm a bit overextended lately, then this quote came today in my mailbox and I was struck by how relevant it was, both to me and a few of my clients that came immediately to mind.

No person will make a great business who wants to do it all himself or get all the credit.

*- Andrew Carnegie, 1835-1919
American Industrialist and Philanthropist*

Good food for thought -- it's relevant to me, anyway. Now, back to work! :)

posted by Caro @ [1:50 PM links to this post](#)

Wednesday, September 5, 2007

Truer Words Were Never Spoken

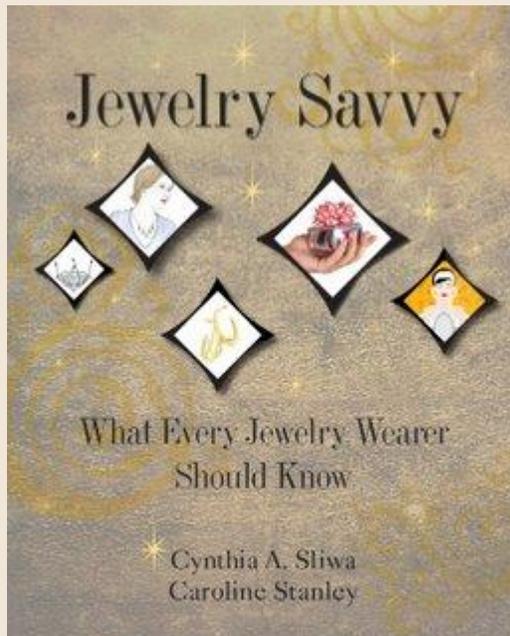
**It isn't the mountain ahead that wears you out --
it's the grain of sand in your shoe.**

Robert Service

posted by Caro @ [12:56 PM](#)

Tuesday, August 21, 2007

For Sale



***Jewelry Savvy:
What Every Jewelry Wearer Should Know***

by Cynthia A. Sliwa and Caroline Stanley (that would be me!)

For sale [here](#) (better pricing if you buy two!) or on amazon.com.

Bulk pricing is available along with other offers, especially for retailers.

Check out [our website](#) for upcoming appearances, excerpts and lots of great -- yes, savvy! -- information.

posted by Caro @ [12:29 PM links to this post](#)

Monday, August 6, 2007

Could Managing My Magazine Subscription Come Into The 21st Century, Pretty Please?

Ok, in this day of tech-savvy, over-the-top electronics and smart people, you'd think there would be an easier way to manage magazine subscriptions.

As an example: I subscribe to several knitting publications. My last issue was delayed SIX WEEKS (as compared to other subscribers in my general neighborhood). It finally arrived with a renewal notice pre-packaged in it, which must be why it took so long.

For other magazines, I'll subscribe, then immediately receive the newsstand issue, which I, of course, already own.

For yet others, immediately upon subscribing, I'll begin to receive renewal notices. That infuriates me.

Or, VERY WORST CASE, I'll see Vogue Knitting in the store before I receive my issue at home, as a subscriber. I agonize, I debate, I generally try and wait it out so that I only have my one issue that comes via the mail. But really, if I subscribe, then someone had better send me an issue slightly in advance. Grrrrrrrrrrrrrrrrrrrr.

Trade magazines I subscribe to don't seem to be much better keeping up with address changes or sending timely subscription notices, but there, I have no choice. I'll keep subscribing and

reading, once the stack of them reaches about 12 inches. :) Not a timely or efficient manner, but, well, it works for me.

For the rest, I'm not renewing my subscriptions. I'd prefer to pay a bit more at Barnes & Noble or wherever so I can have instant gratification.

Ugh.

posted by Caro @ [12:10 PM links to this post](#)

Wednesday, July 25, 2007

Is Public Bad Behavior Gender Specific?

Ok, blog alert, this is totally off topic! No jewelry mentions follow.

I know we are a celebrity-obsessed society. I've done my part to disengage: I quit reading online celebrity sites; I quit reading People magazine; I even avoid AOL's celebrity news, even when it's a featured item and it's right there in front of me. I turn the TV channel or the radio when the fluff comes on.

It hasn't worked. The foursome of famous young women who seem to stay in the news all the time still penetrate my consciousness. I am pretty sure you know who they are.

Suddenly today I it hit me -- why aren't there any young men in the news?

(Of course there are , but not to the same extent. It's not a frenzy.)

I am pretty sure this is a weird situation. I am also pretty sure that there are young men behaving just as poorly as the young ladies.

So, are they misbehaving and not being arrested?

Are they misbehaving and no one is reporting it?

Are the young men just behaving better than the other young celebs?

Is the press only reporting one side of the story?

Do we, as a society, only care if the girls misbehave?

Do misbehaving young men not sell newspapers?

What on earth is going on?

posted by Caro @ [10:31 PM links to this post](#)

Monday, July 23, 2007

Quote for Today

**"Friendship is born at that moment
when one person says to another,
'What! You too? I thought I was the only one.' "**

C.S. Lewis

posted by Caro @ [10:20 AM](#)

Monday, July 16, 2007

Adding PINK Is Not A Sales/Marketing Strategy

Ok, I can't believe it's 2007, women have enormous purchasing power and discretionary income and I have to say this, but here goes:

Just adding pink to a product does NOT make it suitable or attractive to women.

REALLY.

I was in a national sporting goods chain store this weekend. Many products that you usually see marketed to men were now just the same, except pink! I've been in this particular chain store before -- and this trend toward pink is new to this establishment, although it's certainly not a new concept.

The pinkness of the products was certainly worth a mention to our little group. I marveled aloud about how amazing it was that this national chain did not know that simply adding pink wasn't going to make women want to buy it. Where was their marketing research??? Had they grown so used to selling golf-clubs to men that they couldn't fathom how a woman bought? No women executive employees to tell them they were crazy?

One of our group agreed to the nth degree, **saying she would NEVER buy a product that had been pinked,**

just to make it appeal to women. (Note: these were not products relating in any way to purchasing for charity donations; just random for-sale items that were suddenly pinked, in all or in part.) I'm not even sure where else to go with this blog entry. It just blows my mind that anyone thinks that by changing the color of a product to pink, that it will then interest women.

Of course, slugging sales are probably a just karmic reward for this sort of poor marketing. I shall take comfort in that.

*posted by Caro @ **10:02 AM***

Thursday, July 12, 2007

Quote for Today

**"When your work speaks for itself,
don't interrupt."**

Henry J. Kaiser

*posted by Caro @ **10:17 AM***

Wednesday, June 27, 2007

The Joy of Traveling

Ok, is it just me or is choosing your seat the very best part of plane travel? I love doing that!

If it's a cheap ticket, an expensive one, or on frequent flyer miles, I still love picking out the seats. I wait with anticipation to see what

will come up as "open" on the plane diagram and then I am madly excited to pick out the seat(s).

I'm an exit row kinda gal, due to my long legs. And exit rows usually keeps the head of the person in front of you from being in your lap the entire trip.

On that subject, a recent issue of US News and World report had this sage advice for travelers: "to combat a person who pushes his seat back into your space, the overhead air nozzle makes a highly effective weapon."

Wisdom like that is worth the purchase price. I can hardly wait until my next flight. :)

*posted by Caro @ **4:02 PM*** 

Wednesday, June 20, 2007

Women Helping Women

I like to read. I especially like to read things that are out of my normal milieu -- they make me think. Always a good thing.

One of my email newsletters today hit me just in the right spot, especially considering there's a local Women's Jewelry Association meeting this evening and I get to go see a lot of my friends and share our new book with them. Many of those friends helped us get to the point where we were ready to publish and many others are helping us sell it -- we love and appreciate them all!

Anyway, I've always known I could learn a lot from other women. Men also, but with women, it's different -- more relevant and more personal. That's one reason I created Women In The Know, the day of women's education in the jewelry industry (about non-jewelry subjects), under WJA auspices.

I've digressed. Read this [**great Daily OM**](#) and sign up for it yourself! It's weirdly relevant to my life and hope if you like it, it's the same for yours.

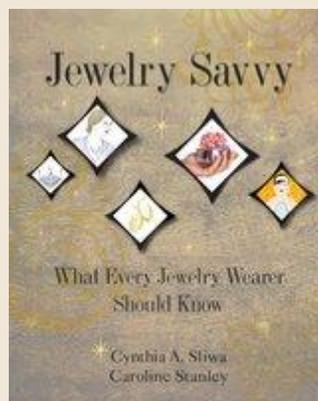
*posted by Caro @ [**10:45 AM**](#)* 

Thursday, June 14, 2007

It's Alive!

Yes, it's true. The book is printed and now is available for sale. (Applause and cheering!)

[**Visit us online**](#) to place your order or dial us direct at 310-937-8997. Quantity pricing available. Want to know more? Read on.



***Jewelry Savvy:
What Every Jewelry Wearer Should Know***

New Book Offers Fresh Perspective on Jewelry

Southern California – Third-generation jeweler Caroline Stanley has teamed up with certified image consultant and jewelry designer Cynthia Sliwa to co-author *Jewelry Savvy: What Every Jewelry Wearer Should Know*.

“The book looks at jewelry in a different way – combining product knowledge about jewelry with knowledge about wearing jewelry as well as tips for purchasing and maintaining jewelry,” says Stanley about the new book. “We also ensure that readers know that their local jeweler is a great resource for their many jewelry needs.”

Front cover of the new book by Sliwa and Stanley, *Jewelry Savvy: What Every Jewelry Wearer Should Know* Sliwa concurs. “Our book takes an individualized approach to jewelry. We emphasize flattering each wearer based on principles of image consulting, which are, essentially, principles of art. For many readers, our book will provide an exciting new perspective on jewelry and how it presents opportunities for self-expression.”

Jewelry Savvy offers a comprehensive jewelry education in its 224 pages, covering what the authors call “everything that people should know about jewelry but probably have never been taught,” from making smart choices in developing a jewelry wardrobe to creative methods of recycling jewelry that no longer delights. The book contains more than 100 images, many commissioned to illustrate specific points about choosing jewelry that flatters the wearer. Stuller, Inc. and Landau, Inc. generously contributed images to the book, giving it a wonderful visual quality.

The authors offer retail jewelers several methods for using

Jewelry Savvy in their stores:

- Offering it for sale (quantity pricing available)
- Using it as a training guide for sales associates
- Offering to better customers as a gift
- Planning an in-store event in conjunction with jewelry wardrobing classes.

The book also contains a number of Savvy Tips, offering the reader small tidbits of a smart jewelry education throughout its pages.

Jewelry Savvy: What Every Jewelry Wearer Should Know is arranged into five parts:

PART 1: Your Jewelry Wardrobe is an introduction to the basic categories of jewelry (earrings, necklaces, bracelets, etc.) and a discussion of the physical features of the wearer that might be considered in choosing jewelry. The authors also share smart solutions for jewelry that needs a bit of troubleshooting to work well and fit comfortably.

PART 2: Understanding Your Personal Style discusses the additional considerations of personality, face shape and personal color palette; wearing jewelry with eyeglasses; adorning specific body types, and putting it all together for a look that jewelry wearers will find flattering.

PART 3: All That Glitters provides a primer on metals, gemstones (with specific chapters on diamonds and pearls) and costume jewelry.

PART 4: Special Interests explores jewelry for men and brides-to-be.

PART 5: Now That You're An Aficionado investigates how to

acquire the pieces you really want; provides useful recommendations for the care and maintenance, storage and security, and creative recycling of jewelry; and discusses jewelers and appraisals.

Jewelry Savvy is written to appeal to those who are just beginning their jewelry collections as well as those who already have a jewelry wardrobe. "This book is a wonderful resource and a thoughtful present for anyone who loves jewelry. It's the perfect accompaniment to a piece of jewelry to commemorate a special occasion, such as graduation or Sweet 16, for a young woman first learning about jewelry," notes Sliwa.

"We're pleased that so many retailers have expressed interest in sharing this book with their sales associates, as well as purchasing books as both inventory and customer gifts," concludes Stanley.

The book is available and sells for \$19.99. Copies may be purchased soon at online at <http://www.jewelrysavvybook.com/>, or for faster service, please call 310-937-8997. (For bulk orders, personalized copies, speaking engagements, in-store events or questions, please visit the website for additional contact information and assistance.)

About the Authors:

Caroline Stanley, a lifetime jewelry veteran, is a third-generation jeweler running her own jewelry-marketing firm. She grew up behind the jewelry counter helping customers and learning the business. Today, Caroline writes and teaches, develops training programs, consults internationally, markets and communicates, and works with her varied clients.

Cynthia A. Sliwa is a lawyer, a certified image consultant and

the creator of Apprecia Fine Jewelry for full-figured women. She is also an avid collector of vintage costume jewelry. Cynthia provides workshops and image consulting services for jewelers and other professionals and their clients, writes for several publications, and coaches individuals on personal image.

*posted by Caro @ **5:02 PM*** 

Sunday, June 10, 2007

The Do It Yourself Approach

I find that MANY things I've done in my life have not been the easy way (you know, the hire it out and get it done quickly route) -- I'm really more a do-it-yourself person (unless we're talking about home repair; then all bets are off).

And I am not sure that's a good thing. Or maybe it is.

Sometimes, I did it myself to save money. Other times because I wanted to learn something I didn't know or how to do something. Or because it looked easy and I didn't think I needed to pay someone else a lot to get it done!

There are exceptions:

Graphic Design: While I am not a sophisticated graphic designer, I can do the basic stuff very well. I have learned to leave the really great looking designs to the professionals.

Advanced Website Programming: Again, I can do the basics and then some, it's the really advanced stuff I don't do well and I

take too long.

I am sure there's more. That's all I am admitting to. :)

In both cases, though, I find it very, very helpful to know HOW to do the advanced stuff, even if I don't do it myself.

Of course, the irony here is that my "do/learn-it-yourself" path often takes more time than just hiring it out! On the other side, I have a rather wide range of skills because of this trait.

If you're looking for some great moral to this post, well, you're not going to find it. I just felt like sharing. :) However, if you see the moral I'm lacking on this, well, drop me an email, won't ya?

*posted by Caro @ **4:28 PM*** 

Wednesday, June 6, 2007

After The Show There's.....Email?

After going to a trade show, there's always such a pile of email and mail. I was only out of the office for two days and it took me almost two hours to get through the emails when I returned.

I am always looking for ways to get a better, more efficient handle on dealing with email, so today I'll share a smart tip I received in an email newsletter (of course I did....did you see that one coming? :)

It's from Fortune Magazine's Ask Annie. Here it is:

Structure matters. Avoid sending a wall of words. Instead, start every message with a greeting of no more than 8 words. (For example: "That was an interesting meeting yesterday.") Then use the ABC method to divide your e-mail into 3 distinct sections: Action (stating your purpose), Background (presenting your key points), and Close (clarifying the next steps).

This advice applied mostly to a lengthier email, but really, what a great concept! I'm starting to use it NOW. For the entire newsletter post and other great ways to control your email, [click here](#).

posted by Caro @ [4:56 PM links to this post](#) ↗

Tuesday, May 29, 2007

Vegas Packing List

Truly, when I started this blog I meant to blog more than weekly. And after the Vegas Show, I promise to do just that. For now, I'm in a frenzy getting ready to go to the Really Big Show (*think Ed Sullivan*) this weekend!

MEMO TO SELF

I will make sure I take my:

___ Business cards (plus extras)

___ Advance copies of the new, fabulous book, [Jewelry Savvy](#)

___ Comfortable shoes and clothes that match

_____ Band-aids and general foot aids

_____ A great smile and attitude

_____ All the best jewelry I can bring!

While the show is a lot of work (less for me than most exhibitors and retailers) it is FUN!

See you all there!

*posted by Caro @ **3:59 PM*** 

Tuesday, May 22, 2007

Day of Randomness

It's been busy here at the International offices of Red Jewel. :)

Was traveling last week and trying to get everything ready for the book launch this week, so today it's a random posting.

1. Quote for today

Tact is the ability to describe others as they see themselves. —
Abraham Lincoln

Let's all keep this smart quote in mind as we prepare for the JCK Show. Surely that will come in handy at some point.

2. Great Link

I read about this company in one of our trade mags e-news. I can't

remember which and can't find it through a quick site search -- ooops! Anyway, it's a link to a new line of jewelry for **same sex couples**. Smart marketing to an (I believe) underserved part of the public that would likely buy jewelry. Smart!

3. Blogging

If you're not a blogger, give it some thought. JCK is doing a great job (of course, I think that as I am one of their bloggers!) and Modern Jeweler has a smart read, too. The recent **Centurion** Newsletter circulated by Howard Hauben is about tech and your business and covers blogging a bit.

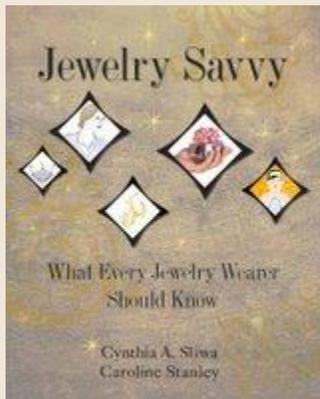
It was of interest to me, as 1) I'm a blogger (here and on **JCK**) and 2) I believe it's a fabulous way for jewelers and designers to communicate with their customers. How interesting would it be to show a piece of jewelry you're creating from start to finish on your website, day-by-day. I'd bet money it would be sold before it was finished. :)

Just a thought. Any favorite blogs you'd like to share with me?
Email me: caroline@redjewel.com.

*posted by Caro @ **9:37 AM*** 

Monday, May 14, 2007

It's Almost Book Time!



Got **Jewelry Savvy**?

Not yet you don't, as it's at the printer. Yipee!

After three + long years of work -- I see from looking at my files, that the first notes I saved were from OMG, 7/3/2003 -- we have finally said "done" and gotten our wonderful manuscript to the printer.

Click on the Jewelry Savvy link above, or our cool cover image to the right, to visit the official Jewelry Savvy Book website and learn more. Leave us a note there and we'll be happy to let you know when it's actually available.

It won't be long now -- we're counting the minutes!

*posted by Caro @ **3:03 PM*** 

Wednesday, May 9, 2007

Why Trade Press?

Recently a client wondered why it was necessary/desirable to court the trade press (so to speak). Why spend the time and effort?

Let's stop for a second and remember that trade press is made up of jewelry magazines, etc. that the industry (retailers, manufacturers and marketers, etc.) reads like *JCK*, *National Jeweler*, *InStore*, *Modern Jeweler*, etc. Consumer press is the more public press, that a general jewelry customer reads -- like *W Jewelry*, *Town & Country*, *The Robb Report*, all the great bridal magazines, etc....you know, what Jenny Doe down the block might read rather than what Jane Jeweler reads first.

It is an effort to market to the trade, although it doesn't have to be a big one. Generally a press release will be slightly different for trade press than for consumer press. Different sources for quotes, different "talking points" to emphasize in the release.

So, back to the question -- is it worth it? You bet.

If your release gets picked up and runs in trade press, you:

- 1) Have a some great publicity you can share with your customers (assuming you're a retailer). How cool it is to share your story -- "look, they quoted me" -- in one of the trade mags with your customers in person, on your website and in your company's newsletter, to name a few. (If you're a manufacturer, you can be

sure your retailers will see it.)

2) Receive some nice publicity, possibly impressing your fellow jewelers. Might also give you a higher profile with that new designer line you wanted to carry but before seeing the story, they weren't particularly interested in your store!

3) Participate in your community, our industry. And

4) Get noticed. Hey, publicity is publicity. Get it where you can.

posted by Caro @ [12:02 PM links to this post](#)

Friday, May 4, 2007

Happy Anniversary!

Happy Anniversary to Red Jewel, Inc. It's been five years today since it became my main source of income. :)

And Happy Anniversary to Dennis and me! Four years ago today we exchanged rings in front of lots of witnesses. :)

posted by Caro @ [10:56 PM links to this post](#)

Friday, April 27, 2007

Web Nagivation -- A Strangely Important Topic

Today's topic is your website navigation. Ready?

First, what is it you want your website to do? Think about it for a

minute.

Are you selling? Giving info? Is it there just to impress and get your potential customer to pick up the phone? **Essential to your success is figuring out what you want your website to do and why.** There's no wrong answer but it's smart for you to give this some thought and figure it out BEFORE you start your website, whether you're building from scratch or redesigning an older site. I promise you it'll cost you time and/or money if you don't do this step first, because when you DO figure it out, you'll have to fix the website to reflect your site's new mission.

One area of your website that needs the most thought is its navigation. (You know, the little links that help you get around -- yes, navigate -- the site.) From Day 1, your visitors are "learning" your website. You're teaching them how you want them to get around. Even if the look of the web site changes, the navigation should remain essentially the same, unless you're changing your goals. If you decide to entirely change directions, then perhaps all new navigation is a good thing.

If navigation isn't coming to you easily, try this. Write down every topic you want to see covered on your website. Then, group the like items. You might have some groups of five items and some groups might only have one. That's perfectly fine. Give them all group titles, that now becomes your navigation.

Still not there? Then take a minute. Sit back. Envision where you want your website to be in one year. In five years. You probably have an idea of what you'll add to the web. Do those new topics fit

in with your current ones? While they don't have to, it's a good idea to see where they might fall in for the future. This way, you'll have a bit of advance planning on either adding new sections or simply adding content in the future.

If all this is just more than you can deal with, talk with your web or marketing professional. They can do it for you or help you do it. **No matter how it gets done, it really should be done PRIOR to building or redesigning the site.**

Once you decide on your navigation and implement it, from time to time, you'll probably want to add new sections -- no problem. Your visitors can see something new and click on it and incorporate the new area into the way they navigate your site.

All this is about training your customer to find your site helpful. Do everything you can to make it the easiest part of their visit to your site, so they can simply focus on your jewelry, not how to find what they are looking for.

Questions? Call me. 310-937-8997.

posted by Caro @ [9:43 AM links to this post](#)

Tuesday, April 24, 2007

Quote for Today

A person often meets his destiny on the road he took to avoid it.

Jean de La Fontaine

posted by Caro @ [3:24 PM links to this post](#) ↗

Wednesday, April 18, 2007

Best Joke Ever For Retailers

From this month's *Reader's Digest*, submitted by Robert Fleming:

The stressed-out store clerk quite and becomes a cop.

"How's the new gig?" a friend asks.

"The pay is bad and the hours are awful, but

I LOVE THAT THE CUSTOMER IS ALWAYS WRONG."

posted by Caro @ [5:34 PM links to this post](#) ↗

Tuesday, April 17, 2007

Things That Make You Go Hmmmmmm.....

1. Anyone who travels has a lot of down time; generally, not because they wanted it.



2. I've really spent A LOT of time in DFW over the last decade or so.

3. It's pleasant there, good shops and bookstores. Food is passable (mostly fried, but passable).

4. I was dismayed to see the sign to the right at DFW on several layovers last weekend; good concept, bad headline. Headline reads: "Why Airlines Suggest You Arrive 2 Hours Early."

I was annoyed in general to see the sign's message and I'm really quite a good shopper. The concept would work well with another headline, I think. Or am I just too sensitive? Perhaps had one too many flights?

5. Alternate headline suggestions:

- 1) Make Your Waiting Time More Pleasant
- 2) While Security Works, You Can Shop
- 3) Enjoy Your Wait

I suppose what I hate most about the sign is the fact that it might actually be true! That's what made me go "hmmmmmmmm."

posted by Caro @ [3:08 PM links to this post](#) 

Friday, April 13, 2007

Standards

I'm annoyed once again by using my hand-me-down digital camera, inherited from my camera-happy hubby.

The camera's great and I like it and enjoy using it. The media card it uses is not, because it doesn't fit my system. To download photo, I have to dig amongst his (sorry, Honey) computer stuff to find the card reader and plug in it. If I'd thought to pack the card reader while I was traveling, I might not be so annoyed because I'd have all the materials on hand. Of course I did not.

In jewelry terms, think of this concept in far more general terms as a size 6 ring, a 5mm bead or a .77 carat diamond all meaning something different in a variety of different companies. It would be impossible to communicate or do business.

Excess equipment/adapters is one reason I'm such a fool for Sony products. Having a Sony digital camera works nicely with my Sony computer because I don't NEED a separate adapter to have the two items talk their computer language and show me photos. (They share the same type of memory card.)

I could have used that Sony camera, a smaller model that takes

great photos if they don't involve a room full of people, but when one is working for a client, well, one must use the best equipment, even if it involves more time and effort. It's worth it.

But even having limited happiness with interchangeable products, a universal standard would be better where everything was interchangeable with ease. Of course, then we'd have no need for adapters, etc., and the storage components to keep them in, labelers to tell us what they all go with and goodness knows what else. I see jobs disappearing as I type....

I know having all computer parts be interchangeable isn't happening, but it's just a pet peeve.

I do give props to a former boss of mine, Steven Kravit, for giving me food for thought on standards using the fax machine as an example. What on earth would have happened if we all had fax machines that couldn't chat with each other? I guess it would be like today when we all have to purchase some adapter (at additional cost) so the machines could chat.

Consider this, my all time favorite article, and how it relates to standards issues in YOUR life.

*posted by Caro @ **12:42 PM** [**links to this post**](#)*

Thursday, April 5, 2007

Press Kits -- A Crash Course

What A Press Kit Is and What It Does

A press kit tells the world who you are in an official way. It's usually an imprinted folder or a nice folder with one of your gift-wrap stickers (if you are a retailer) or a business card glued to the front with two pockets inside and a place for a business card. Why is a press kit important? For those times when you need to introduce yourself or your store to a particular person or company. And no, you don't have to have one *just* for the press, though that's certainly a great use.

It's best to have a few Kits made up and on hand – it's better to be proactive than reactive in this case. You'll probably want to have a few basic core items that go in every press kit and then customize other items depending on who is receiving the Kit.

What's in my press kit? Nice folder with the back side of my business card showing; Recent trade article about me or quoting me; Company/personal bio; Articles/Publications List; Services page. I will add or subtract items from this basic list. *Don't forget your business card!*

I keep a few press kits ready to go for any prospective customers that might call and need information quickly. I do not send them out as direct mail. It's a by-request-only piece, at least in my case.

For you, as a jeweler, you might consider mailing one to a

prospective customer (along with a well-written cover letter) or give one to the reporter who comes to you with a question. It's also a great way to introduce yourself and/or your company to a new designer or manufacturer whose line you'd like to carry – it makes a great impression!

Below is a short list of what could go in your own press kit. Add or subtract items so you end up with an impressive selling and public relations tool.

History Sheet/Backgrounder. This can be a few paragraphs or a few pages on the history of your store. You should include why you're in business, your store's personality and your selling philosophy. Explain your tag line if you use one.

Products and Services Brochure. You may already have something to hand to customers who want to learn more about you. Include it in your press kit. Don't have one? Make one.

Biography of Owner(s). A photo (optional) and a few short paragraphs per person are great. You also may consider adding any other important staff members to this page(s), such as your experienced bench jeweler or top salesperson.

Press Clippings. These are items written about your store (or you) in the past year (or older if the article was especially impressive). They usually are from local newspapers or magazines. You may also have some national mentions in trade or consumer publications that could be included.

Product sheet or brochures. These will help familiarize the press kit reader with your store. You might include pre-printed brochures from manufacturers (make sure they have your contact info on them or your store's sticker), any fliers you've used in recent promotions and educational material such a brochure on diamonds.

Any print ads. If you have any great ads that show off your store, be sure to include them.

One overall note: Keep everything neat and pretty. If your print ads are small and may get lost among larger sheets of paper, use a glue stick or double sticky tape to put them neatly on a piece of your stationery. While you build the kit, keep putting yourself in your reader's shoes – is it easy to follow, does it appropriately convey your store's image, is it neat? If so, you're ready to go.

Questions? If so, drop me an email. If not, class dismissed. :)

posted by Caro @ [11:14 AM links to this post](#) ↗

Tuesday, April 3, 2007

Quote-a-holic

I've become a collector of quotes. Here's the current favorite:

"To each there comes in their lifetime a special moment when they are figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to them and fitted to their talents. What a tragedy if that moment

finds them unprepared or unqualified for that which could have been their finest hour."

Sir Winston Churchill

Here's to the thought that each of us are tapped on our shoulders and are ready to go when it happens.

posted by Caro @ [4:06 PM links to this post](#) ↗

Wednesday, March 28, 2007

A Banner Day

Some days, everything works. Then there are all the other days. :)

Today is one of the days where everything is working and working well! I'm delighted to announce a new blog that my writing partner and I are authoring on JCK's site, titled **Jewels on Jewels**. It explores concepts from our new book that you can share with your customers as they build their jewelry wardrobe.

I'm also delighted to say that a **short excerpt** from our new book, **Jewelry Savvy**, is in the April issue of Jewelers Circular Keystone (JCK) Magazine. Click here for the PDF version or check your own issue on page 130. Thank you to Casey Ford of (among others) www.earringplanet.com for sending the scan as my own issue hasn't arrived yet.

For a quick book update, I'll say that we expect to head off to the printer in the next week or so and should have books in hand shortly after that. If you'd like to be notified when it arrives, fill out

a form here or drop me an email and I'll be delighted to let you know when it's available.

posted by Caro @ [2:27 PM links to this post](#)

Thursday, March 22, 2007

Busy Week

It's been a busy week, as you can see from the lack of posts.

For now, let me leave you with this helpful tool for your website.

[Click here.](#)

posted by Caro @ [2:42 PM links to this post](#)

Friday, March 16, 2007

Politically Correct Shopping

[Did you see this?](#)

It's always interesting to see what the outside world thinks about our production efforts as an industry.

I think we're making progress. Some days I think it's not fast enough.

While stories like these continue to populate the consumer media, I still have not seen anything (or even heard that many stories) where being 'politically correct' or 'green' has made much of a difference in anyone's sales.

Has it? I'd be interested to know. Email carolineATredjewelDOTcom.

Caroline

posted by Caro @ [2:30 PM links to this post](#) ↗

Tuesday, March 13, 2007

Web Is Changing Bridal Advertising

There is an interesting story in [National Jeweler](#) in the March 2007 issue on using advertising effectively to target bridal customers. (March 2007, "Out of Ink," Beth Braverman; story is not up on the web at this time.)

The bottom line? **That the younger demographic does not read newspapers and instead uses the web.** Not all agree, but I do think we can safely say it's a trend worth noticing. One jeweler, according to the story, [Days Jewelers](#), has developed some tools for brides and grooms to be and made them available on the web. Smart.

The rest of the story deals with climbing ad prices, alternative advertising methods and stores that HAVE found successes with newspaper.

(Keep in mind that bridal is not just a shopping experience for the young. It's a fairly stable market that reaches all demographics.)

Now, we all know that shopping on the Internet is exploding. Blue Nile is profitable and well-respected. And consumers can pretty much find anything they want on the web and will pay accordingly. Our shopping world has changed. Are you and your business keeping up?

This entire topic is of interest to me because of my interest in technology, shopping and the jewelry industry. It also tied in nicely with some research I saw a month or so ago from ***Brides*** magazine. According to their data, there are four notable "First Steps In Planning," after telling everyone the good news.

1. 79% buy a bridal magazine
2. 67% visited a bridal-specific web site
3. 48% bought a wedding planning book
4. 44% typed "weddings" in a search engine like Google and was off and running

Nowhere on this list does it say "visit jeweler," although doing that might result from any of the above. 32% did "go to a store to start looking" but it wasn't a jewelry-specific store.

Two thoughts come to mind after reading this. If you are a retail jeweler that depend on bridal sales for part of your bottom line, you can:

1. Try to retrain those getting engaged so that you are their first stop
2. Offer some bridal planning options on your website to entice the newly engaged to come in and shop (and hopefully buy).

I'm thinking #2 might be easier and cheaper to achieve.

posted by Caro @ [9:00 AM links to this post](#) 

Thursday, March 8, 2007

Ode To The Plastic Baggie



Working retail jewelry for a decade (plus all the growing-up behind the counter years before that) has given me a true, deep appreciation for the ubiquitous plastic baggie.

I use them for everything, even today when I'm not often behind the counter. The obvious use is for jewelry and parts/findings, but they also make great containers for small knitting parts and tools, spices, teas and especially for Tylenol I usually always carry in my purse.

Recently, I've noticed that you can buy small packs of short and wider bags especially for medication. I've been doing that for years and think they were smart to figure it that distribution route. More sales! More plastic baggies! Spread the word!

Of course, the larger bags are super also, especially for travel-sized items, giant ones can hold an entire knitting project or pounds of

cat food.

I do find that most people do not fully appreciate my love of plastic buy, nor the joy I have when I can nab a bunch of slightly thicker, newer ones from the [family store](#). :)

posted by Caro @ [9:25 PM links to this post](#)

Monday, March 5, 2007

Oscar Marketing Frenzy

Let's just have a moment of silence in honor of the marketing machine that is the [Oscar's](#) jewelry frenzy.

(Just sit quietly. No fidgeting.)

There....I feel better. While I think as a society we are WAY, WAY too fixated on celebrities, I do find it interesting to know, because of my profession, what jewelry is being worn and what trending effect it has. And the amount of work, effort and publicity that goes into promoting who wears what is truly mind-boggling.

You might be thinking, wait, wasn't the Oscars last week? Yes, it was, yet the clothing and jewelry photos are still making the rounds and we'll be seeing it for weeks to come in the celebrity-focused magazines.

I saw in interview with [Sally Fields on Oprah](#) last week after the Oscars. Sally was describing how she picked her dress up (herself, no stylist involved) and wore it with a sparkly necklace (that was not diamonds). I don't know what would happen to her today if she tried that! Imagine

that today, accepting your first Oscar not wearing designer duds and diamonds. Agh!

I know from talking to designers and manufacturers that loaning jewelry is not for the faint of heart. The ongoing publicity makes it worthwhile for those that do, but often it's a headache from dealing with the stylists who pick out several pieces (generally from different designers), to seeing if your jewelry actually gets worn to hopefully (but not usually) receiving the pieces back in good condition, or even more rarely, selling them to the celebrity wearer!

The over-the-top frenzy makes it all worthwhile for those that choose to participate. Kudos's to those who make it work and kudos's to those who go a different celebrity-less route and make that work.

Want the jewelry wrap-up? [Check this out.](#)

posted by Caro @ [11:29 AM links to this post](#)

Tuesday, February 27, 2007

Yes, It's A Blog -- B L O G

Having recently conducted several random polls of friends and colleagues, I have found out that many people are not familiar with blogs. (Even my friend Trish, who works for a technology company and does [text messaging](#) doesn't really read blogs.)

I initially found this out when Dennis (my husband) and I did a blog when we went to Japan last May. I got this most interesting email from my Dad, summing what apparently is still many people's view of a blog.

“I was suspect but I am enjoying the BLOG.”

Just like that. In all CAPS. Just how one might refer to a weird or unusual object.

Apparently, there are many of you out there who are “suspect of the BLOG.” So, I consulted [Wikipedia](#), to see what their definition is. Wikipedia is usually a great place to start research.

According to Wikipedia, a **blog** is: A weblog, which is usually shortened to blog, is a type of website where entries are made (such as in a journal or diary), displayed in a reverse chronological order.

One who writes a blog is, of course, a blogger.

The word blog can also be used as a verb, meaning to maintain or add content to a blog.

On this particular blog, you’ll find new postings on the jewelry industry every few days, but not usually on the weekends. I’d love to hear from any of you – drop me an email.

Favorite blog? Any blog experience? caroline@redjewel.com.

posted by Caro @ [10:51 AM links to this post](#)

Friday, February 23, 2007

Do I Want To Sleep At a Hotel 'Brand'?

I know you are wondering why I’d even ask. Obviously we’d all rather sleep in a hotel room or a comfy hotel bed.

It’s because of a commercial running in the Southern California market on television. It’s touting that a particular hotel chain is non-smoking. A bonus for all the non-smokers of the world. Very

nice and as a non-smoker, well, I like it.

I was completely on board with the entire commercial right up to the end, dreaming of a smoke-free trip to somewhere exotic.

Tagline: “COMPANY, The First Major Non-Smoking Hotel Brand.”

Brand? I’m not going to stay at a “brand.” I stay at hotels.

As a marketing professional, I get the “brand” part and that they are conveying a message about all their their hotels, but that’s a term that needs to stay in board rooms and in marketing reports.

Not suitable for potential customers. Does not remind you of a nice room; a friendly face behind the counter; or a fabulous restaurant on-site. So, no need to have that particular phrase in a commercial that the general public (and potential customers) can see. It doesn’t help sell the concept the way it should. It’s not connecting the customer to the product.

Obviously I’m out in the peanut gallery of advertising as far as this particular company is concerned. But really, using the word “brand” in a ad targeted toward the general public – what were you thinking??

posted by Caro @ [10:46 AM links to this post](#)

Thursday, February 15, 2007

Scrap Gold

Yes, out here in Southern California (and perhaps across the US) we're seeing ads for sending in your scrap gold and cashing it out to get, well, cash.

As a former jeweler (and someone who has certainly cashed in her share of scrap gold), I immediately took notice. Why? Because the average person doesn't usually know about scrapping gold until they want to trade something in – but now they will be aware of (or reminded about) this particular service.

In years past, a customer would go to their local jeweler with their scrap, have it weighed and decide if they like the price per gram or pennyweight. (Then, if not in a hurry, they would start calling around to all the other jewelers in the area to see what THEIR price is for scrap gold and usually go with the best offer.)

I thought these people running television commercials were smart to go direct to the public. And with the prices of metals going higher and higher and the recent trend of **people stealing metal name plates** and objects from graveyards, I wasn't really surprised. I predicted that these commercials would result in lots of phone calls to local jewelers, checking scrap prices. Has it? I'd love to hear.

For those of you that are wondering, here's a link to the company that's running the ads: **<http://www.goldkit.com/>**. If you're a

local jeweler, you might want to make sure your prices are comparable!

posted by Caro @ [11:57 AM links to this post](#) ↗

Thursday, January 4, 2007

Get Thee To The Web

Note to retail jewelers, especially those independent "brick and mortar" ones:

Get thee to the web!

You don't have to sell merchandise; instead use your Internet site to sell your company.

Even if you have just a one-page website, make sure you list your name, exact address, phone, store hours, and at least one short paragraph telling the visitor how your store is different from all the rest of the stores he or she will see on the web.

I know you are now thinking.....Why do I need the web?

Well, skipping over how popular online shopping has become, much less those very qualified customer demographics, let's look at the buying cycle. You need the web because.....**most of you don't sell class rings any more.**

A decade or so ago, most jewelers began their buying cycle with a customer when that customer purchased a class ring. This began

what hopefully was a long term relationship with your customer. If they shopped with you for class rings, they were more likely to come back and shop for other thing. The beginning of the buying cycle. Today, class rings are no long a point of first contact. What is?

Yes, you saw it coming. The Internet. Maybe your would-be website customer isn't shopping, just browsing. Your website has to be there and be informative. If you're not there, you're not a "real" company for many of today's consumers. If they can't find you on the web, they are not likely to stop and shop with you in person.

Being on the Internet isn't a choice. It's a necessity.

If you are truly stymied about getting on the web, email me. I'll help you get started.

Really.

Caroline

posted by Caro @ [7:57 PM links to this post](#)

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