


today's objective


- ▶ Equip you with the knowledge
- ▶ Walk you through the process
- ▶ Give some examples
- ▶ Inspire you to dream bigger.

\$40,000+

- ▶ Takes guts
- ▶ PATIENCE
- ▶ I can help you
- ▶ It can be fun
- ▶ YOU CAN DO IT!



define what winning means to **you**



How much money do you want to make? Profit?


Customers - Who do you want to serve?

What kind of store do you want?

Your life - Define how you want to live & work

Your End - How do you want to end your jewelry business?

You don't *have* to own bridal



Colored gemstone jewelry

Custom

Beads Silver Price Point Tourism

Repair

What does the psychological landscape look like?

Is there a bridal king in your market right now?

Do you currently OWN anything?

Consider your assets?

What "share of mind" do you own in the market?



Determine your market potential

Make a list of all your competition

Your best guess of what volume they're doing

Tax records


Your media sources

Your vendors

Multiply population of your market by per capita jewelry spending



Blend it all together



Your Budget



Rent must be a factor in your budget

Consider YOUR tolerance for risk

Whatever it is..... it IS

From this day forward, promise yourself that whatever you do in marketing.....



Crappy Advertising

Group Ads

Service Quality Value Selection

Short Run Radio and TV Promotions

Not creating a budget

Just Say No




Guilt Purchases

Trying to reach everybody (a little of each medium)

Pictures of your empty showroom

Ads with more than ONE idea

How well is your team trained.....



CONSISTENTLY?



Diamonds Sales
 Product Marketing
 Merchandising Repairs

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YOUR INVENTORY



1% of the population is gonna get engaged
 Price point bridal \$1500 +
 Flyers Rehearsal
 Brand **YOU**
 Look to majors for styling



Bridal Facts from Shane Decker

BRIDAL CUSTOMERS HAVE THE LOWEST CLOSING RATIO FOR INDEPENDENT JEWELERS

2ND VISIT BRIDAL CUSTOMERS HAVE THE HIGHEST CLOSING RATIO

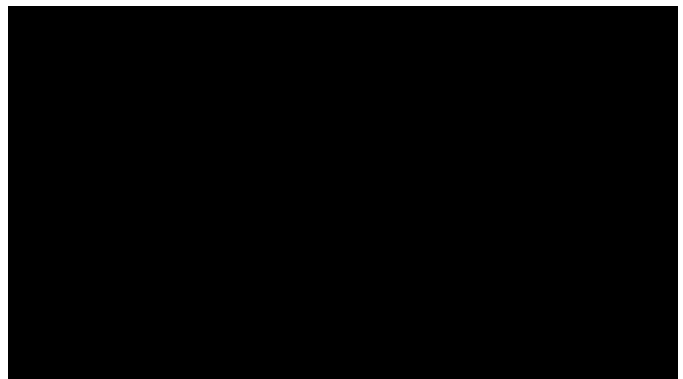

If you want to OWN bridal

- ▶ You must LOOK like a bridal store inside and out
- ▶ You must have the right styles
- ▶ You must have the right price points
- ▶ A great warranty
- ▶ Your styling needs to appeal to bridal customers



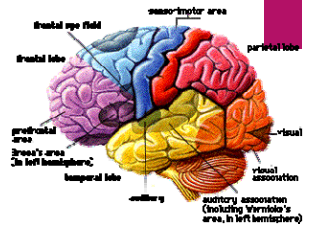
YOUR MESSAGE

- ▶ CRUCIAL to successful marketing
- ▶ Must be SALIENT
- ▶ Must answer "What's in it for me?"
- ▶ Be EMOTIONALLY driven
- ▶ Crappy message = more \$\$\$



Broca's Area of the brain

Broca's area is located in the frontal lobe of the left hemisphere of the brain. It is responsible for the production of speech. Damage to this area can result in Broca's aphasia, a condition characterized by difficulty in producing speech.



- Every message you put out must be more interesting than the current thought in their minds.




Back it up with logic



SEA OF SAMENESS

FIGHT AD-SPEAK

IF IT SOUNDS GOOD TO US, BORING

EXPOSED TO 3,000+ MESSAGES PER DAY





70% of all households have a TV on after 7pm



HOW to AVOID Ad-speak

Speak like your speaking to friends
Record the ads yourself

BE REAL

People's BS meter is very sensitive



Tell YOUR story
Uncover to Discover

- Get away to somewhere quiet. Somewhere relaxing and write your story.
- How you get started
- Why you love the jewelry business
- Why do you come to work each day
- Your people
- Your products
- Your services
- Stories about things that have happened.



LITMUS TEST

If another jeweler can say
the exact same thing in their ads,
You need to dig deeper
to find what makes YOU unique.

DIAMONDS
ROCK
-- Where Cincinnati Gets Engaged --



Which medium is best?

- The one(s) you can OWN (Station, daypart, program, network, page etc)
- The one(s) you can afford to be in ALL the time. FREQUENCY
- The one(s) you can best tell your message in.
- The one(s) that costs the least per thousand.

Technology Empowerment

Young people are very tech savvy. They use personal devices and they are on-line almost every day of their lives.

- ▶ Take picture of the ring on her hand with the iPad.
- ▶ Email or text it to her. She will tweet, email, Facebook.
- ▶ Counte Sketch
- ▶ Custom & Cad

Your Website

- ▶ Your website MUST be KILLER!
- ▶ Mobile compatible
- ▶ Shop-able
- ▶ Not sending browsers to other site
- ▶ Show YOU and your team
- ▶ Videos
- ▶ SEO Search Engine Optimization
- ▶ Google Adwords
- ▶ 20 somethings
- ▶ Web pages busiest from 9pm to 1am
- ▶ Blog

facebook

facebook




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What will happen???????



Nothing for at least 6 months
People will mention they heard you
Competition will wonder
You'll think you made the biggest mistake

What ELSE will happen??



Sales will start happening
You'll start seeing new people
Typically bad months, not so bad
You won't need Christmas to save you



Peace of mind.

Consistent growth that will
Become EXPONENTIAL



- Store video meetings
- In-store marketing consulting
- Creativeedgeads.com



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