



YouTube/Facebook Video Ideas

1. Anything custom you are creating
3. Wax carving
4. Wax growing/printer. This is an amazing machine. Emphasize how the investment in this machine enables customers to realize their custom design creations from CAD.
5. Countersketch - Show the ability to create a great piece from your sketch.\
6. Repairs - Talk about and Show “impossible” repairs that you can do by having special tools such as the laser welder. Use references to its ability to weld the tiniest pieces together. Most jewelers don't have this phenomenal tool. your ability to size rings and re-tip prongs without remove the semi-precious softer stones.
7. Highlight your staff - Tell what their specialties are and let them say why they love working there.
8. Talk about your name - how did you come up with your name? How many years in business and how you got your start. This is very fascinating to customers and prospects.
9. Talk about your passions - What's important to you? Your family, pets, hobbies, beliefs, charatible work.
10. Highlight tools in the shop that do unique things.
11. Highlight your goldsmiths & watchmaker - Talk about their specialties.
12. Discuss your diamond buying. How you do it. What you look for. ANTWERP
13. You buying diamonds and gold. What you're looking for and how you figure the value. Tell them what hallmarks to look for on their gold. Describe plating and gold filled. Discuss coins, 40% and 90% with dates. Nickels and wheat pennies.
14. Your beads - why you and what's so special about them.
15. Special designers that you have and their story.
16. Any cool gemstones you got in that you just HAD to have. Tell why you just HAD to have it.



17. Your watches - Why do you have this brand? What's so special about them.
18. Diamond care - What to look for with prongs. Why are my prongs catching on my sweaters? How to clean at home. Use a pin to check your diamonds from being loose. Bring it in and have us check it.
19. Colored gemstone care
20. Colored gemstone treatments.
21. Your Diamonds. Why are they special? Your diamond buy-back policy and guarantee/warranty.
22. Your return policy and why it's great.
23. Why you should insure your jewelry.
24. Funny stories about funny customer experiences.
25. You and your son. Bringing him into the business and why.
26. Getting to know your diamond under the microscope.
27. Discuss any promotion you have coming up. Tell the story.
28. Any new products you have coming in. why you bought them and why people will like them.
29. Talk about how cool palladium is. Benefits of platinum. Benefits of 14K.
30. Describe why white gold is rhodium plated and why it needs plating.
31. Talk about diamonds cuts, OE, RBC, Ideal, 000.
32. Discuss how Marcel Tolkowsky came up with the 58 faceted rbc and how ever since, nobody has come up with a better way to get the most brilliance out of a diamond.
33. Discuss Fad cuts and how they are simply an attempt to "polish a turd". They ad more facets to disguise the crappy color or inclusions. They make cheap diamonds looks better and have little to no re-sale value at trade-in time.



34. Show how the chain stores create a lighter mounting to reduce gold content to keep price low and how their goods are promotional or I-2 and I-3. Describe the “you get what you pay for” your dad taught you and how it’s still true today.
35. Talk about your watch battery policy
36. Bring the camera to a jewelry show and show us how you buy there.
37. Bring the camera on vacation and show us that you are a human being and have a great family life.
38. Talk about your ladies night and cool it’s going to be.
39. Take videos of your events and talk about them as their going on. tell us why you’re doing it.
40. Show you replacing a light bulb in the case. Tell us why they are the kelvin temperature that they are. To show you the jewelry at its best, in sunlight temperature.
41. How to look at a loose diamond. How to use a loupe. Tweezers, plunger.
42. Describe how buying a diamond shouldn’t be running around from store to store collecting business cards. Like picking out a bride by looking at their driver’s license. Describe how to pick a diamond by viewing it properly.
43. What goes into a repair? training, years of practice, patience, knowing how to achieve the desired result. cleaning, checking into system, prcing, calling.
44. The music in your store. Why did you choose it?
45. We’re painting our store or doing improvements, give us your ideas.
46. Our holiday store hours.
47. What do people get when they buy a piece of jewelry at your store. Are there any perks?
48. Goofy stuff that shows your fun.
49. Why you wear what you wear at the store. do you dress up? Casual? tie? ask people if you think you should wear a tie. Have fun with it and have them tell you what they think.
50. Bring your friends in. Tell people if they bring in their friends you’ll buy ‘em a beer or give



them something cool. Emphasize your collection of imports or micro-brews. or cigars. Or the Brewers or Packers or Falcons or sports team. Take ;em to a game.