



# Introduction

Let me introduce myself, my name is Alexander Bondar. In 2008, my wife and I started an online costume jewelry store, and since then I have been wholesaling premium costume jewelry all over the world.

With our costume jewelry, thousands of small entrepreneurs have opened their businesses being happy to do what they love.

In 15 years of work I have seen the successes and failures of entrepreneurs, customers, and competitors. And based on that experience I really wished to create a simple and straightforward guide that would help anyone who sincerely wants to dedicate themselves to the bijouterie trade to succeed.

During my observation, I was able to identify and systematize those prerequisites that distinguish successful businessmen or business-ladies in our beautiful market.

This book, in a simple language, contains practical advice based on my personal practice and observations of our wholesale customers and competitors. Following these tips can multiply the likelihood of success of your costume jewelry business.

I wish you an enjoyable read!

# Part 1. The costume jewelry market and strategy

## **What does the costume jewelry market have in store for you?**

Why do I think costume jewelry is a good business idea? There are several reasons for that.

### **Easy Entry**

First of all, costume jewelry is a business that is very easy to get into. All it takes is \$150 for a small wholesale batch of bijouterie, and you are already fully in business.

Personally, I started in 2008, having in my pocket \$300, which my mother-in-law lent me. So, it is absolutely realistic to enter this market with a small budget.

### **Low competition**

The second point is low competition.

Costume jewelry is the kind of product that allows small entrepreneurs to make enough money for themselves.

At the same time, costume jewelry is not that interesting to the big players. Large companies never focus much on bijouterie, it is always an additional product for them. And costume jewelry is not of the same interest to big businesses as, for example, clothes or shoes.

That is why the aspiring entrepreneur in the costume jewelry market usually competes exactly with his or her peers. It is just a dream for many other markets.

### **A wide and diverse audience**

A lot of different people love different types of costume jewelry. The great width of the audience provides the ability to build a scalable business. The diversity provide the ability to focus on a market niche and to gain a deep and long-lasting connection with your exact audience.

## **Freedom to choose the sales channel**

There is no limit on how to sell or promote the costume jewelry, you have a wide variety of selling media: online & offline, own shop & marketplaces. A business selling goods or a business providing services both have the ability to sell costume jewelry as primary or secondary commodity.

## **Opportunity to learn**

The costume jewelry market forgives the beginners' faults. It allows you to make mistakes, correct them, and learn from them.

That is why costume jewelry is a great business to start your own entrepreneurship activities.

## **Minimum restrictions**

In costume jewelry, the legislation is quite loyal.

It is not subject to special licensing. In the legislation of most countries, costume jewelry is not distinguished as a separate layer of goods at all. As a rule, it falls under the class of "other" goods.

It is common to distinguish trade in clothing, watches, and jewelry. However, there is no mention of bijouterie. It falls under the category of "other goods".

And that is great too, we don't need any extra restriction.

That is why I think costume jewelry is a great business idea. It is a perfect way to start your own business. Go for it!

## **Price segments**

There are three main price segments on the costume jewelry market: low, medium and high. Each of the segments has its own characteristics and gives the entrepreneur an opportunity to make money.

In this part of the book, we will limit ourselves to an overview of the characteristics of price segments. And in the marketing part, you will learn what conditions must be met for successful trading in one segment or another.

### **Cheap Costume Jewelry**

Cheap costume jewelry is bijouterie that retails for under \$15.

It is mostly mass-market. As a rule, this bijouterie is made in China.

You can find such junk-jewelry at marketplaces, in the checkout area of economy class clothing stores, in accessory stores for teenage girls.

The quality of such costume jewelry is very mediocre.

This segment is great for children's costume jewelry and simple hair accessories. When parents buy costume jewelry for a girl, they are not ready to spend more than \$5-\$10 for the product. Such bijouterie is perceived as a trinket, which is not a pity to throw away after breakage.

Cheap costume jewelry stores are often aimed at covering the needs of teenagers who hang out at malls and may spend a small portion of their pocket money on costume jewelry along the way.

Another market is the low-income audience, for whom price is a key selection criterion.

### **Medium segment**

Medium price costume jewelry is a quality product with a retail price of \$20 to \$100.

This is the most profitable and most popular segment for small business owners.

Usually, successful entrepreneurs in this segment fix on a particular target group, implementing the basic elements of marketing and promotion.

The target audience are people with average and above income levels, with taste and demand for quality and service.

## **Expensive costume jewelry**

High price costume jewelry implies selling for a retail price of \$100 or more.

These products are well-known brands, which not only have high quality, but also enhance the social status of the owner.

The target audience does not just buy costume jewelry, but also the status of a particular brand's owner.

There are quite large companies in this segment, which have been working professionally with marketing for years, building global brands.

How do you know if a brand is a premium one? There is a simple indicator. Sellers in the low price segment, often illegally, try to copy a really status brand in the high price segment.

## **Is it profitable to sell costume jewelry?**

Let's see if it is profitable to sell costume jewelry.

I work in the segment of elite bijouterie, that is, in the medium price segment. As a rule, it is a costume jewelry made of brass or steel, always with gold or silver plating.

I will now share with you the math of this medium price segment, which I am well versed in. And in the following chapters I will definitely explain why it is profitable for a small entrepreneur to deal in the medium price segment. That is, not to trade in expensive or cheap costume jewelry, but in the average price segment.

An important feature is that one purchase by a retail customer is not one piece of costume jewelry, but a set of several pieces. This works out to an average of 2.5 pieces of costume jewelry or \$80.

- Average wholesale price is \$8 (range in price is from \$3 to \$20);
- Average retail price is \$28
- Average receipt amount is \$70 (2 - 3 pieces)
- Average income from each piece of costume jewelry sold:  $\$28 - \$8 = \$20$

- Average income per purchase is \$50

If you have only one purchase a day, you will get \$2,100 a month.

This, of course, is not yet a net profit. There are other expenses. However, they are minimal at these sales volumes.

And if you succeed in getting 5 sales daily, your monthly turnover will be more than \$10,500.

## **Inelasticity of demand**

There is a concept of demand elasticity in classical economic theory.

If the demand for an item of goods changes significantly when the price changes, such demand is considered to be elastic. If the demand for the product does not change significantly when the price changes, then the demand is called inelastic.

I argue that within the price segment, demand for costume jewelry has little elasticity. That is, if the price changes up or down, demand will not change in principle.

Costume jewelry is an emotional buying market that is difficult to describe with rational theories. I have repeatedly encountered situations of increasing demand with increasing prices and vice versa.

Understanding this point leads us to the following conclusions:

- It is not necessary to achieve an increase in demand by lowering the price;
- You can try to raise prices to increase business profits.

## **Three strategies for your business**

Earlier we looked at three price segments of the costume jewelry market.

To be successful in business, the price of your products must match the value you provide your customers.

This very set of values is dictated to us by the chosen strategy. There is a coherent link:

1. Strategy
2. Values
3. Price

I will present you three strategies. Each strategy corresponds to a certain price level: low, medium, and high.

You can apply each strategy not only in its pure form, but also combine them.

You can combine a low and medium price strategies. You can combine medium and high price strategies. However, you cannot combine low and high prices in one business, because these strategies are complete opposites to each other and do not get along together.

Each of the strategies includes:

- a set of values for Customers;
- pricing peculiarities;
- advantages and disadvantages;
- opportunities and risks;
- prerequisites for success;
- requirements for the entrepreneur's abilities.

It is important to note that there is no good or bad strategy. The key factor is the appropriateness of applying a strategy to a particular circumstance. A strategy applied appropriately will lead to success.

## **Strategy #1 - low price, discount**

### **Value**

The value for the customer is a staggeringly low price.



Customers' perception of value:

- I will buy, overcoming any obstacles, for the price;
- It does not hurt to buy, even if the quality is poor;
- If it breaks, I'll throw it away;
- At that price, you'd have to buy a whole carload;
- For this price you can tolerate poor service;
- I can afford it, so why not buy it?

### **Price segment**

Cheap costume jewelry priced from \$1 to \$10.

### **Conditions for success**

The first condition for success is the presence of mass demand in response to the fact that the store sets the low prices.

The second condition is a large scale, sufficient to pay off the business at low margins.

### **Benefits**

As I wrote earlier, low prices are in demand among teens and young adults, in the children's costume jewelry segment and when selling to low-income customers.

If the sales channel has access to such an audience, then cheap costume jewelry will be in demand, despite the poor quality.

Moreover, such products can also be in demand online on mass-marketplaces, which do not have a specific focus.

The strategy's advantages include simplicity – i.e., there is no need to build a system of work with clients. The results do not depend on a particular customer. Customers are perceived as an impersonal mass.

### **Disadvantage – not suitable for small businesses**

The main disadvantage is the inaccessibility of this strategy for small businesses.

This strategy implies a low price. And, consequently, low margins.

By mistake, aspiring entrepreneurs think they will succeed by dumping, but it does not work, because small businesses are not able to generate enough turnover to break even with small markups.

Profit is eaten up by the store's fixed expenses. For example, the rental cost does not depend on the volume of products sold. However, the profit earned from medium and high prices is enough to recoup it. While dealing with cheap bijouterie, small businesses are not able to manage this.

### **The disadvantage – disloyal audience**

The problem with cheap costume jewellery stores is that they do not have customers coming back. Someone can be fooled once by a beautiful photo on a marketplace, but the costume jewelry will arrive with bubbles on the metal or crystals that have fallen out. It is clear that the client will be disappointed, regardless of the item's price.

Besides, the lovers of low prices are not tied to the sellers. Whoever gave the cheapest price, that is who they will buy from.

### **Risk – the demanding nature of customers is not reduced**

When selling cheap costume jewelry, many entrepreneurs naively believe that customers will not be picky about quality. This is a delusion.

Take a look at the costume jewelry section on Amazon. Cheap Chinese items (junk-jewelry) are sold at prices starting at \$2-3. So what? Do customers feel sorry for the seller? No, they do not – they say everything they have got into their heads in their feedback:

- costume jewelry darkens;
- costume jewelry breaks down;
- crystals fall out;

- allergies appear;
- the skin turns green at the place of contact.

### **Risk – contingencies**

What can the seller of such products expect? Only that for such a price the customer will be too lazy to complain and write feedback.

And then, the seller can reckon on the fake positive reviews to compensate for the negative ones. That means additional costs. Are you sure there is enough money for that?

The success factor in a low price strategy is the ability to count money very well. Since the markups are very small, it is very easy to go negative if you make a mistake in your calculations. Beginning entrepreneurs can very easily go into loss simply because they are inexperienced.

### **Conclusion – not suitable for small businesses**

You can notice for yourself how often low price stores close down. Though, new ones always appear in their place.

During 15 years of working in the medium price segment, my company has outlived a lot of small stores trying to dump or sell cheap Chinese items.

A huge costume jewelry retail chain with hundreds of stores or a large manufacturer on the marketplace can afford low prices due to the tremendous turnover, which a small entrepreneur cannot even dream of.

A large company has numerous departments with lawyers, purchasers, logisticians, and financiers. They organize purchases and supply channels very competently, and thereby minimize costs.

Often, the work schemes of such companies border on the “gray” zone. But competent lawyers and accountants are able to provide them with the necessary legal cover, which an ordinary entrepreneur cannot afford.

Purchasers of large companies, due to their immense scale, wrestle away very favorable purchase prices from factories. At the same time, if a small entrepreneur applies to the same factory, he or she will be offered purchase prices higher than those of a large company.

This is why big players succeed in the low price segment and small entrepreneurs go bankrupt.

Since my book is addressed primarily to small businesses, I recommend avoiding the low price strategy. The main thing is that now you clearly understand why.

## **Strategy #2 – status brand**

### **Value**

The value to the Customer is the purchase of not only the product, but also the status of this product's owner.

Customers' perception of value:

- It does not hurt to buy it for any money;
- It is expensive, but it is worth buying;
- Not only the purchase itself, but also the process is enjoyable;
- Having owned this item, I am no longer like everyone else;
- I will now be treated with special honor.

### **Price segment**

Expensive costume jewelry priced from \$100 and up.

### **Conditions for success**

Sales in the high price segment are possible only by creating an additional halo around your assortment. The sales formula is as follows: we sell not just bijouterie, but also the image of the wearer with our costume jewelry, the status.

To make this mechanism work, it is necessary to invest in marketing, especially in branding. Either the brand has prestige, or appropriate products with a history, a legend are bought. That is, products which convey a certain mood, give an image to your customers.

A typical example are the stores of famous brands in large shopping malls. Expensive decoration, a well-known and promoted brand. Possession of the product carries more meaning than just another beautiful trinket.

The same properties can have handmade jewelry from a respected jeweler.

### **The benefits are money and loyalty**

An important advantage is the high price of the product. And, as a consequence, a high markup and profit per item.

The audience is extremely loyal and financially stable. If this strategy is implemented correctly, the business receives a consistently high income over a long period of time.

### **Disadvantages – expensive and difficult to enter**

Products are very expensive to purchase. Despite the large difference between the selling and buying prices, the markup level rarely exceeds 100%.

The store equipment is expensive. The strategy is difficult to implement online. That is why products from famous global brands are most often bought in offline boutiques.

Sales in the high price costume jewelry segment are often very dependent on the business owner. It is difficult to find a decent salesperson to work with exigent customers. And even if he or she is found, the owner becomes highly dependent on the staff.

## **Risks – few potential customers**

It can be very long and expensive to promote a premium and unique product, which will be of no use to anyone. There just won't be a sufficient number of customers who are willing to share the brand values.

## **Conclusion – it is too risky for small businesses**

This strategy can theoretically be implemented by small entrepreneurs, but it will require very high competence in marketing and branding, as well as substantial financial investment.

In the market of high-quality costume jewelry (not precious jewelry) there are a few successful examples of this strategy, precisely because of the risk I have specified – a small number of potential Customers.

Though, wealthy Clients prefer to emphasize their status to a greater extent with precious jewelry. The passion for expensive bijouterie is more like some kind of dandyism.

Nevertheless, some elements of this strategy can be taken on board.

## **Strategy #3 – Focus on Clients**

### **Value**

We sell not just quality costume jewelry, but also serve all the related customers' needs.

Customers' perception of value:

- They understand my needs, so I buy here;
- They answer all my questions and help me;
- They solve related problems for me;
- I find it easy and comfortable to buy here;
- Very beautiful and high-quality products, the price is moderately high, consistent with the quality.

## **Price segment**

Medium price costume jewelry at a retail price of \$20 to \$100.

## **The condition for success – we know what our Customers need**

The customer care strategy implies that we solve all the related problems associated with the purchase of costume jewelry. Of course, the products must be of perfect quality.

Does the Customer need packaging? – It is in the store's range (or provided for free).

A customer is buying a ring as a gift, but doesn't know the size – There are sizeless rings in the store.

Are customers worried about the product quality? – The store owner had tested the bijouterie from different suppliers on herself beforehand and left only the best ones.

Do Customers want a warranty? – We have thought through simple warranty and refund terms in advance.

Do Customers like a certain model? – It has been purchased in the right quantity.

Do mothers with small children often come to the store? – We have nice surprises in store for the little ones (a treat or a small souvenir).

Do Customers want to buy amulets and costume jewelry with magical properties? – The seller is well versed in esotericism and mysteries.

Are Customers interested in natural stones? – The seller has information about natural minerals and their properties.

Customer care in this case is not just being polite. Customer care means some additional effort on our part that the Customer needs and for which she or he is willing to pay more.

The strategy requires you to deeply understand the demands of the target audience, their views. You have to be able to speak the language of the customer.

## **Advantages – high profitability, loyalty**

The first advantage is a tight connection with customers based on satisfying their needs. This means greater loyalty and commitment. Every day your loyal Customer base will grow and take your business to new heights.

The second advantage is a high profit margin, as the strategy is implemented in the average and above price segments. While implementing exactly this strategy, the maximum rate of return per unit of goods is achieved.

High profitability gives money for further business development and advertising. Low price segment businesses, that are not very well thought out, are deprived of all these opportunities.

## **Disadvantage – effort is required**

Sales in the medium price segment require advertising. Or, to put it more correctly, sales require actions to attract Clients. They have to be explained what they are paying for.

To solve Clients' problems, you should:

1. Make an effort to identify the Clients' needs.
2. Make an effort to solve the Clients' problems.
3. Communicate your benefits to your Clients.

## **Opportunity – it's not the money that matters, it's the immersion**

This strategy requires a large investment. It is not a financial investment, but an input in the time resource. Time and attention are the resources you need to grow your business in the medium price segment!

That is why this strategy is suitable for small businesses. It requires personal immersion of the owner, communication with Clients, and a scrupulous selection of a range of costume jewelry. And because of this, the strategy saves money, which is extremely important for a small business, especially at the initial stage.



## **Conclusion – it is the ideal strategy for small businesses**

Unlike the other two strategies, it is the customer care strategy that requires small businesses to have the resources they possess in abundance:

- Attention to Clients;
- Desire to do things well;
- Love of costume jewelry and a sense of style;
- Empathy.

This strategy allows you to quickly recoup your investment, which is very important for small businesses.

At the same time, it does not require filigree financial planning, professional branding and huge investments.

Exactly this strategy allows the entrepreneur to realize his or her talents and just enjoy doing what he or she loves!

## **Competition in the costume jewelry market**

The costume jewelry market is unconsolidated. A large part of the market is divided among a huge number of very small entrepreneurs.

### **How to find your competitors' weaknesses?**

There are big players on the market, such as Chinese websites or large retailers. They focus on the cheap and low-quality bijouterie segment. Their main competitive advantage is price.

In order to understand how to beat a competitor, all you have to do is get their complaints and suggestion book. If we are talking about online shopping, read the reviews of your competitors. That way you will understand what the audience of big stores does not like. And just correct all those flaws in your store. You will stop being plagued by questions like: how to sell when big online stores and Chinese websites are dumping.

## **How to compete with Chinese websites?**

In reviews of competitors, you will read that on Chinese websites people are dissatisfied with the low quality, inability to return goods, inconvenient and long delivery time, inconsistency of the website with the availability in stock, lack of service.

Customers buy a pig in a poke. In the photo, the costume jewelry may look wonderful, but in reality, it is a pitiful imitation of horrible quality.

It happens that Chinese manufacturers simply steal photos from suppliers of quality products and make a cheap copy of poor quality.

When buying bijouterie in China, people have no opportunity to communicate with the seller, to learn something, because the sellers either communicate in Chinese, or with the help of a software translator in clumsy, incomprehensible English.

These problems of Chinese sellers are a fundamental opportunity for small entrepreneurs. After all, in the foreseeable future, it is physically impossible for Chinese websites to fundamentally solve the problems I have outlined.

## **How to compete with marketplaces?**

Marketplaces have one advantage over the Chinese websites: fast delivery. However, there are other opportunities for small businesses in this struggle related to what I wrote about earlier – large businesses do not have time to focus on costume jewelry.

When you buy cheap bijouterie from a big online store, you get a piece of costume jewelry that is far from the highest quality, in a wrinkled, dirty package from the same Chinese website.

Inasmuch as large stores do not focus on costume jewelry, they are not competent to perform quality control. Often costume jewelry arrives with cracks, scratches, tarnished metal, bubbles, loose locks, and so on.

That is, the sellers deliver the purest form of defects and do not understand the indignation of the Client, because they have no competence in the segment of costume jewelry.

### **How do you beat big competitors?**

As you can see, there are great opportunities for the small entrepreneur to easily win big competitors.

No need to go head-on attack and put low prices, as many burgeoning entrepreneurs mistakenly do.

Choose the most profitable segment for yourself – the segment of elite costume jewelry. Sell quality products.

Be at work upon the service of your store. Solve problems that a large retailer cannot solve. Be competent, talk about products in an interesting way. Make beautiful packaging.

To find out what other problems your competitors cannot solve, study reviews about them, examine the book of complaints and suggestions.

### **Unique selling proposition (USP)**

Many people have heard the term. Rarely, however, is it possible for anyone to describe exactly what it is.

A unique selling proposition (USP), in my interpretation, is an advantage for your business that simultaneously meets the following requirements:

- There is an audience for whom this is important;
- Competitors do not have this advantage or are silent about it.

To formulate your USP you need to follow three simple steps.

1. Find out what is important to Clients.
2. Evaluate what competitors offer.

3. Find a place for your uniqueness: offer Customers solutions to problems that competitors have nothing to say about.

### **Step 1: Researching Clients**

If you have your own Clients, you need to collect the correspondence texts and analyze the questions, comments, praise and neatly group them, counting the number of requests for a particular benefit. For example:

- They want the costume jewelry not to tarnish – 80;
- They want gold plating – 60;
- They ask for hypoallergenic products – 30;
- Delivery within 24 hours is important – 5;
- They need leg bracelets – 3

and so on.

If you don't have your own Clients yet, then look at reviews on marketplaces – there will mostly be complaints. And yet, they can also draw a conclusion about where the key to the heart of the Client is hidden.

### **Step 2: What the competition offers**

We should look at the top of Google search results for “Fashion Jewelry,” “Costume Jewelry,” and so on. The task is to identify the biggest stores that keep a high profile for the majority of Customers.

In offline retail, you should walk through the selling spots of nearby competitors located within 100 - 200 meters or within the same shopping center.

We have to get to know what values our competitors are talking about. And which of the Customer requirements written down in the first step they are covering.

### **Step 3: USP formulation**

What is already accomplished by your competitors and yet important to your Customers, can be used just as an advantage to your business. You still have to mention these values.

Anyway, there will still be some Customer needs that your competitors do not report anything about. At the same time, in fact, they can solve these problems, they just do not tell the audience.

Customers' demands which your competitors do not satisfy are certainly the items that will form the basis of your USP.

### **Leverage for the growth of costume jewelry sales**

For your costume jewelry business to succeed, two key sources of energy are important: product and traffic. Let's look at an example of how product and traffic affect sales.

#### **Product range**

Elite costume jewelry is a market where Customers esteem range width and its variety. Suppose there are two stores with approximately the same traffic. One store has 50 jewels in the storefront, and the other has 500 ones. Now, the question: which store will have more sales?

Of course, the store with the wider range will win with a significant gap. The wider the range, the higher the probability that the Customer will like something. Such logic works when selling costume jewelry.

#### **Traffic**

Reverse situation. There are two stores with the same product range, whether offline or online. One has 100 visitors a day, and the other has 1,000. Obviously, the store that has 10 times more traffic will have about 10 times more sales.

## **Harmony of product and traffic**

So, the two key energies that have to be kept in harmony are product and traffic. What does it mean to “keep in harmony”?

This means that it is pointless to drive a lot of traffic to a store that has five jewels on display, because the money invested in advertising will go down the drain. People running into an assortment of five pieces of costume jewelry will just mostly turn around and leave.

And the reverse is true. If a store has a huge, attractive storefront, but it is located in a low-traffic area, a wide product range alone will not make you sales.

Seemingly obvious things, but sometimes we forget them. Two types of energy are important for a store: product and traffic.

All other things being equal, with a normal range width, you need to focus on the fact that the conversion in your online store should be about 1%, i.e., 1% of those who came to your store makes a purchase.

In offline stores, according to my statistics, the conversion rate is from 10% to 20%. That is, on average, 15% of store visitors will make a purchase.

## **Will cheap costume jewelry help to attract Clients?**

There is a misconception among burgeoning entrepreneurs that selling cheap costume jewelry allows an avalanche-like increase in demand. That means, if one store sells more expensive and high-quality costume jewelry, and the other sells cheap costume jewelry, then the store of cheap bijouterie will have many more customers.

This is not true.

Even if the sale of cheap costume jewelry will attract more Customers, it will be a small percentage, at most 1/3.

Given the low profit margin in the cheap bijouterie segment, the increase in the number of orders will not lead to an increase in overall profits.

It is also important to remember that the demanding nature of Clients in the cheap costume jewelry segment remains the same as in the more expensive segments. A Client buys a piece of bling for \$5 to \$10 and expects to get good quality. Unfortunately, for such a retail price it is practically impossible to provide good quality in today's realities.

Therefore, do not fall into the trap. In the market of costume jewelry, the demand is not elastic – a significant price reduction leads only to a slight increase in sales. In this case, you will get Customer complaints about the poor quality of products; and there is no margin for advertising and service.

## **Is it possible to succeed with cheap costume jewelry?**

Some aspiring entrepreneurs expect to succeed by selling cheap costume jewelry. Let's find out who benefits from selling cheap bijouterie, and who is contraindicated.

The key to success in business with cheap goods is scale. There must be an avalanche-like demand in response to a low price. Scale must recoup the low rate of return per unit of goods, because every business has fixed costs.

Cheap costume jewelry store does not need service and beautiful shop equipment. It is all about keeping the price down. Price is the main strength of such a business.

Large-scale business with low prices does not depend on a particular customer, the approach to the Client is mass, statistical. When someone does not like something, nobody fights for the Client. If you do not like it – go to someone else, and we will attract more new customers thanks to our low price.

This is the way of big retailers who sell cheap, low-quality costume jewelry. At the same time, they work for scale and gaining volume in the market.

The low prices course line is interesting and profitable for the giants of the industry. But it absolutely does not suit the small entrepreneur. And below, we will see why.

### **Why can't you sell cheap costume jewelry?**

First of all, to be successful in the low price segment, you need a cash reserve. It is impossible to create scale and recoup investments selling cheap bijouterie right away. As a rule, large companies are the ones that have such a cash reserve for several years. Does the small entrepreneur have a large cash reserve? I do not think so.

Second, in low prices segment, the game is played for the long haul. Early in the game, it involves dumping and gaining mass market share. Over a considerable period of time, the company reduces costs, gradually increases prices and pressures suppliers to reach profitability in a few years. Is it possible for a small entrepreneur to work at a loss for months at a time? No, a microbusiness has to pay off here and now.

Third, to succeed in low prices, you need filigree financial management. Large companies are the ones that have such specialists, because they are able to hire competent professionals. The small entrepreneur does not have these opportunities.

Why is the financial management so important while working in the low price segment? Every piece of costume jewelry has a low profit margin; and every seemingly insignificant calculation error can lead to collapse.

Fourth, in the low price segment, the audience is disloyal. If a competitor sets prices one dollar lower, Customers will run to them, because the business with cheap costume jewelry has no other advantages.

Fifth, dumping is always associated with so called "gray areas". On account of reducing costs, non-transparent schemes, risky tax optimization and the like can be used. All these things stand far from getting pleasure from business, which is one of the most important motivators for any small entrepreneur.



## **Newbies' misconceptions about cheap costume jewelry**

In my opinion, selling costume jewelry in the low price segment is like death to a small entrepreneur. However, not every burgeoning entrepreneur sees all the problems associated with selling cheap bijouterie, and so he or she falls into the trap again.

### **Mistake #1. Not all expenses are counted**

When I look at some novice entrepreneur who starts selling costume jewelry from a Chinese website for \$5-\$10 on the Instagram, for example, I understand that this entrepreneur will not go far and this store is not destined to live very long.

A small entrepreneur, when working with \$5-\$10 retail bijouterie, will not be able to recoup advertising and fixed costs. He or she just cannot identify all the possible costs. And the margin supply is not enough to survive even a minor miscalculation painlessly.

### **Mistake #2. It will not increase the customer base**

The aspiring entrepreneur may be under the delusion that low prices, all other things being equal, will yield many more Clients. Unfortunately, his or her expectations are not met, because in the costume jewelry market the demand is inelastic.

In the costume jewelry market, a significant price reduction does not lead to a significant increase in sales.

### **Mistake #3. Customers will not forgive poor quality**

Cheap costume jewelry is always of poor quality. Some entrepreneurs expect Customers to turn a blind eye to quality problems, since they buy cheap.

As the matter stands, this is a mistake. Customers' requirement for quality of costume jewelry does not decrease with a price reduction. And sometimes, it even increases.

Selling cheap costume jewelry leads not only to a decline in income, but also to constant Customer dissatisfaction. When it comes to selling bijouterie on the Internet, regular negative feedback will sink the business.

For a small entrepreneur, selling cheap costume jewelry is the wrong way to go.

## **What is the most profitable costume jewelry?**

Let's figure out which price segment of costume jewelry is the most profitable. The low price segment has a low profit margin. Working with cheap bijouterie is available only to large businesses that can recoup the low profit margin per unit of product due to scale.

The high price segment (from \$100 and up) promises a wide spread between the sale and purchase prices. However, Customers willing to buy costume jewelry at such a price are few. In addition, a multiple of the markup does not exceed 100%.

The medium price segment is the most profitable. We are talking about costume jewelry, which retails for \$30 to \$70, at a purchase wholesale price of \$5 to \$18.

Here you will have a fairly high turnover and a significant rate of return on each piece of jewel sold. The margin of such costume jewelry is 350% and higher.

There is an opportunity for a small entrepreneur to succeed, because the key to success is the investment of the soul and a tight connection with the Client audience.

To the incredulous reader, it may seem that I say this because I am engaged in costume jewelry wholesale in the medium price segment.

However, the logic is just the opposite. This segment is the most suitable for small business. That is why I had chosen it for myself.

And now I am sharing with you the logic behind that decision.

## **What is a successful costume jewelry sales strategy?**

An opportunity for a small entrepreneur to succeed in the costume jewelry business is to work in the medium price segment.

What is important to succeed in this segment? I always call the business of elite costume jewelry “a business with soul”.

In fact, you have to spend your heart and soul into it: you have to love the jewels, love the Clients with whom you work.

It is important to have a very strong connection with your Client Audience. We need to get an understanding of the audience at the level of needs. When selling elite bijouterie, we have to sell not just a product, but to solve a set of problems of our customers.

This is only possible if we understand our Clients both formally and informally, intuitively.

Remember: direct sales give us just that intuitive understanding of the Customer audience. In this way, the entrepreneur can satisfy a whole range of Clients' needs.

It is important to focus on a specific target audience and narrow specific problems of that audience. In return we get the loyalty of our Clients. Gradually, a significant share of sales begins to come from regular Clients who appreciate care and quality service.

And Customer loyalty is especially important for sellers from small towns, where the influx of new customers is limited.

Here's a personal example. As the director of the Glozzo store, I provide our Clients with my social media contacts and often communicate with our Clients. This gives me invaluable feedback and guides the business.

It is important to respond to Customer requests with real actions. For example, wholesale Customers asked me for packaging without the name “Glozzo”. Within a

month we made such packaging. And now our wholesale Customers do not “flash” their supplier. Without live feedback this would not have been possible.

Also, Customers often ask for a certain product type. This helps the seller to shape and restructure the product range.

If you look at Glozzo's wholesale catalog, the assortment changes every year. This is due to the feedback from the audience and our response to their needs. This is probably why we have been the largest wholesale supplier since 2008.

It is important not just to hand over the goods to the Client. It is also important to create the appropriate entourage and packaging. It is important to make the female Customers of elite bijouterie feel like queens in our store.

A full range of services related to the sale of goods is necessary. This is the key to success in the segment of elite costume jewelry, and in general for any small entrepreneur.

I believe that working with a comprehensive approach, while putting your heart and soul, with the gift of light emotions – this is certainly the key to success in the costume jewelry business.

# Part 2. Where and how to start selling costume jewelry?

When an entrepreneur comes to the conclusion that he or she wants to sell costume jewelry, it always raises the question – where to sell it?

Let's have a look at sales channels. Costume jewelry can be sold:

- in a traditional offline store or fashion boutique;
- on marketplaces (Amazon, Etsy);
- in an online store on platforms like Shopify;
- on social media, primarily on Instagram;
- as an additional product in women's stores;
- in beauty salons (manicures, cosmetology, grooming);
- in wedding salons;
- in your own online store on a separate website.

How do you make a choice, which path to follow? I think you have to proceed from your personal traits, talents, and abilities.

The most popular sales channels for costume jewelry (offline boutique, Amazon and Etsy marketplaces, your own online store, Instagram sales) are dedicated in separate parts of this book. In this part, we will look at all the possibilities in an overview.

## **Multichannel sales**

In the long run, online and offline are spliced together.

Offline costume jewelry sellers promote their businesses on Instagram and TikTok.

Online stores receive requests from Customers to see the product live.

One's own store can simultaneously sell goods on marketplaces with shipments under orders.

So, the ideal is to come to multi-channel sales, so that your business is represented in all channels – both offline and online.

You should start with what your heart is in. Rely upon your core competencies. In which sales channel can you be most competitive?

I wouldn't advise you going into any sales channel just because "it's fashionable" and "everyone does it". Your talent and true purpose are the point of the most effective application of effort.

## **Online or offline?**

In my conversations with Clients I often hear, "I want to open both an online and a traditional store". Let's figure out what the key difference is?

From the point of view of small businesses, the fundamental difference lies at the point of the main efforts' application.

An offline business requires the greatest investment (effort, time, and money) exactly at the start. It is important to choose the right location, invest in trading equipment, and often you have to pay several months' rent at once.

The first assortment of offline store will require significant investment – customers will never be interested in a store with half-empty storefronts.

Another thing is an online store. Everyone can create an Instagram profile or run their own store on a cloud platform. It does not require a lot of money.

Online sales do not require large investments in the initial range. With a competent sales pitch, you can achieve good efficiency with minimal expenses.

However, an online store will not sell on its own. You have to be prepared to make regular investments in advertising and promotion of your store. If there is traffic – there are sales, no advertising – no sales.

An offline business, on the other hand, requires less money as a regular expense. Rent and restocking are the main expense items. If you choose the right location for your outlet, you will not need to spend money on attracting customers.

## **Direct sales**

Selling costume jewelry as a private individual – this is an excellent opportunity to start a business with minimal investment. It is especially beneficial for those who are already working in direct sales in MLM-networks, as there is already formed Client base of target female audience.

You can learn how to sell, feel Customers, without investing a single dollar to open a sales point or online store.

Once you feel the sales and profitability, you can shift to a more serious level of trade, opening a store or developing a network.

My opinion is that you should always start a business with direct sales. Whether you want to open a store or an online store, direct sales is the way to get a feel for your audience. It is a solid foundation for your future business.

## **Costume Jewelry and the Beauty Industry**

Costume jewelry is an excellent companion product in beauty services: beauty salons, manicure and pedicure services, cosmetic procedures.

High-quality costume jewelry, at the same time commensurate with the cost of the main service will be a wonderful final chord to complete the image, the cherry on the cake, a wonderful emotional addition to the new image of the Client.

As for the business owner – it is a great opportunity to increase the sales check.

The main thing is to be sure of the product quality. Not all costume jewelry is capable of maintaining its perfect appearance in contact with care products, cosmetic creams, water.

Choose only very high-quality costume jewelry with gold or silver plating, preferably made of steel. Be sure to test the products on yourself before including them in your business assortment.

If you do it right, the quality bijouterie can multiply the sales check for the service. And most importantly, it will give an even more vivid impression to your Client!

## **Costume jewelry in a women's clothing store**

Costume jewelry is commonly thought to help increase the average sales check in a clothing store. This is an obvious advantage.

As a rule, sellers of women's clothing, taking into account only this factor, buy cheap and questionable quality costume jewelry. They also allocate bijouterie only to the checkout area in the expectation that a girl will buy some costume jewelry in addition to her new outfit.

However, there is another extremely important factor that is forgotten: costume jewelry increases sales of the main range – the clothes!

In my opinion, this is the main role of costume jewelry in a women's clothing store, not just the link-selling at the cash register. We have wholesale Clients who have doubled their sales by adding costume jewelry to their assortment.

Major brand stores often use this technique. Walk through famous boutiques and you will see that all of them sell costume jewelry and give it a bigger role than just the checkout area.

Buying clothes is a transitional goal for store visitors. The ultimate goal is to look stylish, to change her image. Help your Customers to solve this problem – show them the finished image. Place costume jewelry on mannequins with clothes. It can



easily be any kind of bijouterie: necklaces, pendants, bracelets. A display with earrings and rings can be placed next to the clothing item.

For example, a dress looks much more attractive in a set with a necklace. A business jacket with an accent in the form of a brooch looks much more stylish. It turns out that costume jewelry sells clothes.

The quality of costume jewelry must match the level of clothing. So, for example, stores of cheap or youth clothing can afford to sell Chinese mass market bijouterie.

But if you sell quality stylish clothes made of good fabrics, then the costume jewelry must match: plating with precious metals and confidence in quality are compulsory requirements.

Costume jewelry should be placed in plain sight and shine. Then, among other things, it will become a hot spot of your store. The attention of Customers will be attracted by the alluring shine. And they will leave the store not only with the bijouterie, but also with a dress, a blouse and a bunch of other stuff.

Notably, it works not only in offline retail, but also online: catalog photos and advertising creatives can be more vivid with an accent in the form of costume jewelry.

It is easy to work with bijouterie, it takes up very little space, and does not require investment in additional equipment. And the markups are about 350%. As a rule, the markups in the clothes are lower.

Unlike precious jewelry, the sale of costume jewelry (even with gold and silver plating) does not require special permits and recording.

Thus, adding costume jewelry to a clothing store has a number of undeniable advantages:

- a multiple increase in sales of clothing due to the sale of the finished image;
- an increase in the average sales check;
- attracting female customers to the store;

- high profit per unit compared to clothing;
- no expenses and organizational costs for entering the assortment.

## **Costume jewelry, handbags and women's accessories**

Even long ago I had noticed that leather goods, bags, accessories, hats – this is a product range that perfectly neighbors with costume jewelry.

Similar to a clothing store, the seller increases the sales check and sales volume of the main product, introducing a range of quality costume jewelry.

There is one nice nuance here. This principle also works in the opposite direction. A jewelry store can significantly increase its customer base and average sales check by adding accessories to its assortment:

- belts and waist belts;
- hats;
- handkerchiefs and scarves;
- purses;
- clutches;
- handbags.

## **Costume jewelry and wedding services**

A bride should be perfect on her magical day. That is why the task of wedding salons and wedding services is to solve all 100% of problems, to provide a comprehensive service.

Of course, one of the main roles is played by the bride's dressing. An image of the bride has always a bright accent – jewelry. It does not have to be a precious jewelry. For most cases, high-quality bijouterie is ideal.

Having no doubt, the seller's responsibility for the product quality increases greatly. The ceremony and, perhaps, the active celebration must go well, without unpleasant surprises.

The costume jewelry may also become (and most likely will become) a memorable symbol of this magical day in any girl's life. Therefore, it should withstand both the ceremony and keep its pristine appearance for a long time.

Accordingly – quality, quality and quality again. Make sure that your supplier is responsible for the products, provides a warranty. Test the products on yourself.

Thus, you will solve one more important task for your Customers.

## **What other businesses are friends with costume jewelry?**

All entrepreneurs are attracted by the extremely high margin of costume jewelry, that is about 350%, which can be the envy of many businessmen. Bijouterie is also characterized by the low investment volume and the ease of introduction into the assortment.

In 15 years of bijouterie wholesale, I have seen a lot of options for the use of costume jewelry in completely different businesses. Our products have been purchased by:

- large chains of women's clothing;
- flower stores, including online;
- sellers of cosmetics and perfumes;
- jewelry brands and chains;
- gift and souvenir stores;
- hotel chains for seasonal sales;
- realtors;
- members of cosmetics and dietary supplements network businesses;
- expensive liquor stores;
- organizers of model photo shoots;
- personal stylists;
- start-up entrepreneurs to sell to their friends and acquaintances;

and many, many more.

Costume jewelry is a very versatile and profitable product, widely applicable to all industries!

## **Dropshipping**

Dropshipping is a scheme of work in which you place photos and descriptions of the supplier's products on your website. People order from you, and you pass these orders on to the supplier for processing.

This is supposed to allow you to start a business on the Internet at once with a large assortment, while not having to buy goods.

However, in fact, such a scheme is either inaccessible to beginners, or extremely unprofitable.

The scheme may not be affordable, because the supplier is simply unprofitable to work with the small volumes that a novice entrepreneur will be able to offer.

If the supplier agrees to work on dropshipping with a small volume, then with 99% probability you get extremely inflated prices.

The difficulty with such a scheme is the dependence on the supplier. Only if the supplier provides an upload of the current product stock, it is possible to implement a working dropshipping. Otherwise, it will be difficult to work.

In addition, when working on dropshipping, it is important to automate all the processes involved in keeping the catalog up to date. Again, for beginners this is usually an insurmountable task.

My experience shows that in the costume jewelry business, those who enjoy working with jewels, have a good understanding of the assortment, and love communicating with Customers succeed.

All this is not about dropshipping, because in this scheme all the main stages of work are transferred to the supplier. Then why does the supplier need you?

## **Is it worth buying a costume jewelry franchise?**

The idea is that a franchise is a thing that a person buys and instantly sets up store. At the same time, he or she gets strong brand support, technology to open a turnkey store “out-of-the-box”, an influx of Customers-fans of the brand jewelry, unique products and a guarantee of high margins.

In reality, however, you face a number of significant limitations, which in my practice outweigh the advantages of this model.

### **Limitations of the range**

An important factor of success on the costume jewelry market is adjusting the assortment to your Client. A franchise, on the other hand, limits your right to choose the style and presentation of the assortment.

### **It's easy to open a store without a franchise**

A costume jewelry store is not as complicated as it may seem at first glance. By buying a franchise, you are burdening yourself with additional costs.

There are considerably more complicated businesses – food, gas stations, cafes and restaurants. It is very difficult to understand the workings of such a business from scratch without a franchise.

Given the simplicity of the costume jewelry business, paying for a tutorial on starting a business is a very questionable investment. Using free videos and articles on the Internet, it is quite realistic to solve all the issues without outside help.

### **Limiting markups**

Costume jewelry is an inelastic market. Without a franchise, you have opportunities to experiment with price and maximize profits. Often a franchise restricts your right to set your own prices. And the vendor's stipulated retail price may be lower than what is interesting to you.

Remember that the franchisor is interested in the sales volume, and will try to force their wholesalers to minimize markups and increase sales.

### **Is the franchisor's brand that strong?**

I have not met a really strong brand in the costume jewelry market whose value exceeds all of the franchise disadvantages described above.

### **You can do it without a franchise**

Now let's take a look at the Glozzo wholesale store. Without any franchise, we constantly provide information support: books, videos, articles, webinars, consultations. We regularly rotate collections, achieving uniqueness and quality. We allow our wholesale Customers to make a 350% markup. We have stylish unbranded packaging, our own unique collections, and accompanying materials.

Why buy a franchise if you can get all the benefits without the commitment and expense of the franchisor's wants?

# Part 3. Sales of Costume Jewelry Offline

When opening an offline costume jewelry store, major investments are made before the start of business, in the planning stage, place selection, purchase of trade equipment and the first range.

For example, when entering into a rental agreement, payment is made not only for the first month, but also for the last month.

If these organizational and financial investments are made effectively, then after the launch you do not have to worry much about traffic, as for the online store.

When working in a traditional costume jewelry retail store, you will need more communication skills, salesperson skills.

A small entrepreneur who is just starting a business is at first a salesperson himself or herself. And even if you have the financial means to hire salespeople right away, I still recommend that the entrepreneur work directly with his Customers for a while. This will allow you to better understand the market and better understand the needs of customers not only analytically, but also on an intuitive level.

If your heart is in communication with people, if you like to work closely with Customers and learn sales skills, then I will support your desire to open your own retail costume jewelry store.

In this part, we will look at all aspects of opening and developing your costume jewelry retail store. We will look at all the possible formats and estimate the necessary investments and purchase volumes.

In order to move forward, we must first get to know the Customers of our store. We have to systematize our Customers' behavior in order to understand our obligations to our customers.

# Sales funnel

Let's take a look at the life cycle of costume jewelry store Customers. We need to clearly understand how an ordinary passerby becomes a customer of a costume jewelry store, that is, to find out what stages our customer goes through. Along the way we will figure out where at each stage we have a resource for increasing sales.

## Stage 1: Passerby

The first state of the Customer is a passerby. Accordingly, there are some passersby who somehow shuttle past your store. Some pay attention to it, some don't, some come in, some pass by.

The task of the store in the first stage is to turn an ordinary passerby into a visitor to the store.

The more foot traffic in our store, the more customers we will get on the way out (all other things being equal). The more people pass by the store, the more they will buy.

Where is the resource for increasing the foot traffic of your store? Of course, it is the choice of location. To increase the number of visitors passing by your store, you need to choose the location wisely.

The location choice is the basis of your future store's success. Why? Because there are four elements in the marketing of a costume jewelry store: product, price, location, and advertising. You can always adjust the product, the price, the advertising. Try one supplier – it did not work, try another – it worked. This is normal.

However, changing the location of your store after you open is a rather time-consuming thing. In fact, it is not changing the location of the store, but closing one store and opening another from scratch.



## **Stage 2: Visitor**

The second stage of the Customer is the visitor to the store. The person walks into your store or walks up to the display of the retail kiosk. She or he is walking around, looking, choosing. If she or he likes some products, they attract her or his attention, then the visitor becomes a customer.

If you promote your business online, you can get more targeted visitors bypassing the first stage. After all, Clients will be coming specifically to you.

The task of the store at this stage is to turn the visitor into a customer.

To achieve this, it is important to build the right store operation. First of all, a “tasty” product range and the work of the salesperson. Additional elements are discounts, promotions, gifts and other marketing elements.

Perhaps working with the store visitor is the most creative and interesting task of the entrepreneur.

## **Stage 3: Buyer**

When a person has made a purchase, we have to work with her or him next.

There are several basic components in working with an established Client. First, we try to increase the amount of the purchase – to make an additional sale. Secondly, we work with Customers' claims if something is broken or they just want to return the jewelry. Thirdly, we try to make the Client come back to us again and again.

The correct result of the store's work with the Customer at this stage is an increased purchase amount and the presence of loyal customers.

## **Stage 4: A regular customer**

Regular customers – this is the stage to which we have to lead all our Customers with all our might.

The task of the store is to maintain contact with regular Customers. Marketing techniques such as personal bonuses and private sales can be a good help.

## **Leverage on offline sales**

Earlier we studied the sales funnel of a costume jewelry store. And now let's figure out how to put this knowledge into practice.

### **Increased foot traffic**

Foot traffic depends on where the store is located. Before signing a rental agreement, it is a good idea to stand at the proposed location with a notebook and count the number of passers-by per hour. Do it on different days and times of day. Count both the total number of passers-by and the number of people close to the portrait of your target audience.

### **Increase conversion from passersby to visitors**

You need to make as many passersby as possible visitors to the store. The share of store visitors among passersby is called conversion rate.

The greatest loss of potential customers occurs precisely in the transition from passersby to visitors. Often crowds of people pass by your store, but only a few come in.

### **The attractiveness of the store**

What can make passersby visit your store? The first point is a striking presentation.

Girls pass by. If the kiosk is the most ordinary, but everything there shines and glitters, very beautifully laid out, it is impossible to pass by. At the very least, it will attract the eye.

The attractiveness of the store consists of: design and signage, shop equipment, assortment and lighting in the storefronts.

There is nothing sadder than a gray and dark retail kiosk of costume jewelry, which looks more like a kiosk of shoe repair.

Another thing is a glossy, expensive cover, with a contrasting window display and abundant lighting. Such a presentation will be able to attract many more visitors.

True, the cost of decorating such a sales point rises sharply. And this brings us back to the question of which price segment to work in. It is clear that the seller of cheap costume jewelry will never be able to recoup such an investment.

### **Salesperson's job**

The right salesperson behavior works at all stages of attracting customers. For an open costume jewelry retail kiosk, the salesperson has a significant impact on whether a passerby approaches the display window or passes by.

It is one thing to have a salesperson sitting on the stool, staring at smartphone's screen. It is another thing to have a nice-looking girl with a welcoming smile and wide-open eyes who catches the eyes of passersby.

I often go to different malls. I pass by a retail kiosk of costume jewelry. And often the following situation happens.

The entrepreneur invested the money, but did not take care to ensure that the salesperson worked properly. I walk around the kiosk, looking, choosing, that is, I am a potential Customer. It looks like I want to buy a gift for my wife. Could that be? Yes, it could.

Something must have snapped into action for the salesperson. And there is a young salesgirl there. She does not even look at me. She is sitting there with her smartphone; she does not care who is walking around. And she is looking so diligent at something on her phone that I do not even feel comfortable distracting her.

I am sure that if the entrepreneur had personally stood behind the counter of his or her store, the picture would have been quite different.

Organization of quality customer service in costume jewelry store is the most important factor for success.

You can choose a cool place, you can decorate your storefront stunningly, you can buy the best products. But none of this guarantees you success as long as your salesperson is sitting in a chair nuzzled in the smartphone.

## **Assortment and prices**

A harmonious assortment and price are the main factors that influence the conversion of a visitor into a customer.

Without an assortment and the right prices, nothing will work. No matter how the salesperson works, no matter how the storefront is decorated. If the product does not suit the potential customer, the purchase will not take place.

## **Storefront decoration**

The storefront design, the products' arrangement – these are the elements that will help you to increase the number of customers and the amount of purchases without the salesperson involvement.

## **Increased loyalty**

Loyalty is influenced by all the various factors I have described. Bringing each point of contact between your business and the Customer to perfection is the way to increase loyalty and the number of repeat purchases.

Working with a customer database helps to enhance the effect; also remind Customers about your business through online channels.

## **Personnel requirements**

A salesperson is a very important element that increases the revenue of your offline business, including a costume jewelry store.

In the costume jewelry market, very few of your competitors have learned how to train salespeople more or less correctly.

A good and trained salesperson will distinguish your costume jewelry store (retail kiosk, department) from the competition and will bring a solid increase in sales and profits.

And, of course, in the early days, it is very helpful for the business owner to work behind the store counter personally.

### **Always on feet**

The salesperson must always be on his or her feet. The salesperson should not be allowed to fiddle with smartphone while the Customers are absent.

The salesperson's job is to constantly be in an open position, to be ready for contact with the Client.

### **Eye contact**

The salesperson should make an eye contact with passersby. When appropriate, she or he can say hello and invite people to explore the assortment.

In fact, during inactive time, the salesperson should be busy looking for and attracting potential Customers from the flow of people passing by.

### **Installed scripts**

The salesperson must be trained to communicate with visitors: how to greet, what to say when a visitor comes in, how to present products.

The salesperson should have an instruction manual with detailed answers to all frequent questions. This instruction should be learned by heart, like a poem at school.

### **Tidy appearance**

The salesperson must be well groomed. Appearance should be standardized. If required, the company should provide the salesperson with the necessary attributes according to the dress code.

You need to make sure that at all times the salesperson is clean, has neat hair, and smells nice.

## **Video surveillance**

It is advisable to install webcams to monitor salespeople. The cost of one camera is negligible. This will allow you to provide continuous surveillance of salespeople in all stores of the chain. And salespeople will be more disciplined, knowing that they can be seen and heard.

## **Hire the gifted**

A lot depends on people's abilities. Your task is to see and feel the abilities of salespeople candidates correctly.

The salesperson should be an extrovert, i.e., being energized by communication with Customers, not tired of people.

A sincere smile of joy should appear on the salesperson's face when a new visitor arrives. It should be not only a character trait, but also a result of training.

If you apply these simple recommendations to your salesperson (or yourself), you will significantly increase the efficiency of your costume jewelry store at all stages of the funnel. Customers will be more willing to buy and become more loyal.

## **A step-by-step plan for opening a costume jewelry store**

I will never tire of repeating that when you open a costume jewelry store, the main work is done at the start. Therefore, it is very important that at this stage, everything has been worked out clearly and accurately.

I have summarized all the years of experience working with wholesale Customers in Glozzo and made a step-by-step plan for you to open a store in the form of a simple checklist. The checklist turned out to be voluminous.

There are twenty-one items on the list. Some of these items deserve to be considered separately and in more detail.

1. Order a store project design.
2. Make a list of all the shopping malls in your city.
3. Create a presentation of the future store.
4. Send the presentation to shopping malls and start negotiations.
5. Call the rental departments regularly and remind yourself. Do this until you get a clear answer.
6. Get options from different shopping malls, inspect them on the spot.
7. Go to each at least twice and count the flow of people at the potential sales points.
8. Obtain a draft rental agreement.
9. Haggle for a ten percent discount.
10. Choose a place from the remaining options.
11. Sign the contract and make payment.
12. After signing the rental agreement, put the equipment into production.
13. Request your copy of the contract as early as possible (you will need it in order to put a cash register).
14. Apply for acquiring services installation.
15. While the equipment is being manufactured, start the process of hiring salespeople in parallel.
16. Purchase shop equipment.
17. Apply for installation of equipment.
18. Carry out all refurbishment works at night. Bring in the products and put them out.
19. Prepare the infrastructure (Internet, computer, etc.).
20. Accomplish a promotion on opening day (e.g., promoters with flyers or advertisements outside the mall).
21. Evaluate the layout of the costume jewelry. According to the results of the test, try other options.

## How to choose a place?

You are probably already familiar with the phrase “Place! Place! Place!”.

Indeed, the choice of location should be thought consciously. The flow of potential customers, and therefore the success of future sales, depends on the chosen location for your store.

I recommend that you launch in a shopping mall. Yes, as a rule, the rent in a mall is higher than in a freestanding store. But for a costume jewelry retailer, a mall has a number of advantages that outweigh the relatively high rental cost.

In a shopping mall, you will automatically get volume traffic of your potential Clients. The number of people in the mall (passersby) far exceeds the flow in most individual stores.

In malls, people are more ready to buy. The conversion from visitors to buyers will be higher.

Malls often hold events and promotions to attract additional customers. This will make it much easier for you to promote your store.

However, even in the best shopping center, sales may not occur. It is important to study in detail the particular place the landlord is offering.

It is imperative that you repeatedly go to the location offered by the mall to measure the traffic.

It is necessary to take measurements at least twice: on a working day and on a weekend. During the day, you also need to make several measurements – in the morning, afternoon and evening.

When calculating, it is important to exclude data distortion. You should not make calculations on New Year's Eve or pre-holiday days. Try to choose as neutral a period as possible.



In addition to quantitative indicators of traffic, you are also interested in qualitative indicators. Evaluate the route and the purpose of people's movement. What is on the minds of visitors right now? Are they ready to buy costume jewelry? Maybe they are passing through the proposed location to get to the WC? Or maybe the location is just on their way to a major tenant – a well-known FMCG or home appliance store?

It is important to calculate the traffic data by yourself, exactly at the point that the landlord has identified for you. The landlord's official figures on mall foot traffic usually have little to do with the situation in your particular location.

When choosing a location inside a shopping center, focus on other costume jewelry stores. Neighborhood with competitors is a good solution. In this way you can use the traffic that your competitors have already accumulated. It is especially good if there are well-known and promoted brands of costume jewellery or women's clothing nearby.

## **Costume jewelry store business plan?**

When you have data on the sales point's traffic, then you can roughly calculate the sales volume and profits of the future store.

The first thing you need to find out is how many passersby will be visitors to the store and how many of them will buy.

To do this, look at your competitors. Count what percentage of passing people visit the store (study the storefront and how many people address the salesperson). Then look at what percentage of visitors leave with a purchase.

For example, a thousand people walked past a competitor's kiosk of costume jewelry, and ten people bought it. You can estimate that about ten people out of a thousand passersby buy, which means that 1% of passersby become buyers.

Suppose you estimate your store's foot traffic at one thousand two hundred people a day. That means you would have about twelve sales per day at that location (1200 x 1% = 12).

Let's keep count. The average sales check in the medium price segment of costume jewelry is about \$70. Now we can figure out the monthly turnover of our store: 12 sales x 30 days x \$70 = \$25,200 per month.

The turnover is known. Now it remains to calculate the profit. Based on the prices of your supplier, you can calculate the product costs.

One purchase is an average of 2.5 pieces of costume jewelry. That is, you will sell  $2.5 \times 12 \times 30 = 900$  pieces in a month.

Let's assume that your supplier's (we are considering a segment of quality costume jewelry) average wholesale price is \$8.

Thus, the purchase price of these jewels will be:  $900 \text{ pieces} \times \$8 = \$7,200$ .

The next expense item is rent. Rent can cost quite differently depending on the outlet. Let's take \$1,000 as an example.

So, your store's net profit, less basic expenses, would be:  $\$25,200 - \$7,200 - \$1,000 = \$17,000$  per month.

This is assuming, of course, that you will be working as a salesperson yourself. If you hire salespeople, you have to deduct their wages from this amount.

You should also separately calculate the small regular associated costs: the cost of acquiring services, the cost of the cash register, the Internet. The amount of these costs is not so great, and you will be able to imagine exactly what they will be once you start work.

These calculations are best done in a spreadsheet. By changing the data for each location option for the store, you can choose the best location.

## **How do I sign a rental agreement?**

Signing an agreement with a landlord will require you to be careful and to know some specifics of contractual practice.

As a rule, you should be prepared to pay twice in the first month: for the first and the last month of rent. Sometimes you have to pay for the last two months at once. This is common practice; you should not avoid it.

Before entering into a contract, it is appropriate to discuss a discount. Prepare some reasonable basis for such a discount. Often the landlord is willing to move down the price a bit. This discount will be a nice bonus for you.

It is possible to negotiate that no rent will be charged for the period of your store's preparation. This is common practice. In the absence of such a clause in the contract, you should definitely raise this issue. Rental vacations of up to two months can be obtained. But, of course, this period must be commensurate with the time really needed.

Make sure that the contract shows the final amount with all indirect payments. Your task is to get a total understanding of the final cost that you will pay to the landlord.

Sometimes it can be useful to refuse the imposed services of an Internet service provider who is allowed to provide services in a mall. As a rule, such providers charge way above market prices. You can always use mobile Internet as an alternative, as long as the building has sufficient mobile signal strength.

I always look at the clause on the terms of the contract cancellation with particular care. The important point is the deadline within which you have to notify the counterparty of your desire to unilaterally terminate the contract. Make sure that you are satisfied with the terms of the contract.

Rental agreements usually limit the maximum possible increase in rental value, for example: "The landlord has the right to increase the rent no more than once a year by an amount not exceeding 15% of the current value".

The contract should include a clause that protects your interests in the event of the ownership transfer of the premises to another company, i.e., all agreements must remain in place even in the event of an ownership change.

There should be a clause in the contract that confirms your priority right to rent in case the contract expires or is terminated.

This is only part of the requirements for a rental agreement. It is also important to check the landlord itself and whether the company has property rights. It is recommended to check the owner using the database of court proceedings. This will allow you to find out what kind of relationship with counterparties your potential landlord is in. If the landlord is a defendant in many cases, you should study them carefully and take them into account.

If the economic component of some place is very interesting to you, and you are close to signing a contract, then I recommend that you consult a lawyer. Renting a store is not renting an office. Your Customers get used to a certain location. Moving a store is always a loss. That is why you should take better care of your interests and rights to the rental location.

## **Calculation of the initial investment**

Let's take a look at the main cost items in the initial launch of a costume jewelry store.

The initial investment in opening a store will greatly depend on the region of opening, the format of the store and design solutions in the development of equipment.

The first thing to count on is a double or triple rent payment. You pay for the first month and the last one or two months.

The second major investment is product range. The amount of costume jewelry you need to buy depends on the format of the store. To calculate the amount, find an existing store. The kind of a store that is as similar as possible to your future one. Just calculate how many products are in the storefront, add thirty percent. This will allow you to calculate your initial investment in products.

Designing and manufacturing equipment is another significant cost item when starting a store. The manufacturers will be able to tell you the cost. As a rule, they have several ready-made options.

I also recommend looking on the Internet for ads for the sale of businesses and trade equipment. As a rule, you can find something suitable for a much better price. This is especially interesting if you are opening your own department or costume jewellery kiosk. It is possible to buy good ready-made equipment at a bargain price.

In addition to the cost of the equipment itself, it is necessary to assess the cost of its installation, connection to networks.

A separate item is demonstration equipment: stands, mannequins, necks, busts. Depending on the format, this expense item also reaches considerable size.

Summarizing the above items of expenditure, you can calculate the final cost of the initial investment in your costume jewelry store.

# Part 4. Sales on Marketplaces

Marketplaces are the future. You have probably heard this thesis many times.

Indeed, marketplaces have come tightly into our lives: a huge choice of goods, convenient logistics. Many Clients have become so accustomed to the service of marketplaces that they have practically given up shopping offline.

By placing on marketplaces, a small entrepreneur gains access to an audience of unprecedented volume. An audience, as they say, a “warm” audience, who have come to the marketplace in search of your goods, ready to pay for these goods here and now.

Make money faster and before your competitors. The earlier a seller is on the marketplace, the deeper he or she “digs in” – the entrepreneur gets a rating, positive feedback, and experience.

## **Why sell on marketplaces?**

### **Traffic**

The main purpose of selling on marketplaces is access to their traffic. Marketplaces give traffic conditionally for free.

For example, when you open an online store, you have to organize your own advertising and pay for it. At marketplaces, everything is ready.

What's more, on marketplaces you do not just get traffic from potential Clients. You get access to an audience that rarely buys anything from individual online stores and Instagram.

Even if you have established sales of costume jewelry on Instagram or in your own online store, the marketplace will become a separate additional sales channel for a new audience that does not overlap with your existing Customers.

## **Logistics and fulfillment**

Logistics and fulfillment are another important advantage of marketplaces. Logistics is a network of delivery, pickup and fitting points, to which only sellers of marketplaces have access. Fulfillment is the provision of warehousing and customer support services. These functions of marketplaces make life much easier for the entrepreneur.

## **Payment for results**

Payment for results is a convenient model for promoting your products, which is used by the marketplace. The main expenses you incur to the marketplace are a percentage of sales. Also, small warehouse costs, transportation of goods from one terminal to another. Basically, you pay by the fact of obtaining income.

## **Concentration on the product**

The entrepreneur who sells costume jewelry on the marketplace has the opportunity to concentrate on the quality of the products, the presentation and packaging. This is especially important for aspiring entrepreneurs who already feel giddy.

## **Savings**

Trading on marketplaces means savings. As a minimum, at the initial stage there is no need to rent premises or hire employees for line work.

## **Outsourcing of Customer service**

You don't have to work with Clients – you only have to respond to feedback and questions. There are no contacts with dissatisfied Clients – that is the responsibility of the marketplace's call managers.

## **Technology**

The website's functionality, primary documents, and other minutiae are also the responsibility of the marketplace. You focus on the quality and attractiveness of the costume jewelry and the timely replenishment of the assortment. The rest is done for you by the marketplace.

## Limitations of marketplaces

There are advantages and disadvantages to any channel for selling costume jewelry. It is important to objectively understand not only the advantages, but also the dark side of marketplaces.

First, and most importantly, the Clients of the marketplace are not your Clients. After making a sale, the marketplace receives the Client's contact, and you perform only the function of a supplier. Your personal business does not add to the Customer base.

For example, in Instagram you have the opportunity to interact with Customers repeatedly, which is much cheaper and easier in terms of advertising. You can personalize ads and do mailings by knowing the Customer's contacts.

Secondly, the success of sales on the marketplace largely depends on the algorithms for ranking products in the marketplace catalog. Yes, there are ads. But the leaders receive the lion's share of income from organic sales as well. Today you are at the top, but tomorrow, after the algorithms change, you may drop. You become a competitor for the top spot in search results.

Third, also be prepared to invest in advertising to promote your listing.

## Sales funnel on the marketplace

Let's take a look at the Amazon Customer lifecycle. Along the way, we will figure out where in each stage we have a resource to increase sales.

### Stage 1. Impressions

The first stage of the sales funnel is when a potential buyer looks at our listing. This can happen in the following situations:

- the user did a keyword search, and our product was shown at the top of the search results;



- the user has rambled through the catalog sections, and our product is present in the initial part of the catalog in a certain category;
- the user saw our ad on the marketplace.

The seller's task is to increase the number of listing showings to potential Clients. Increasing the number of users at the first stage of the funnel automatically increases their quantity at the next stages.

## **Stage 2. Clicks**

Once your listing is in the user's field of view, the user can click on the product and move up the sales funnel.

We can influence the number of clicks by improving the graphic design of the listing, as well as by working with the product name. That is, by working on those elements which the potential buyer sees in the search results of the marketplace or in the category.

It is necessary that against the background of competing listings, it is ours that causes the user to want to go and look at the details.

## **Stage 3. Purchase**

After clicking on the listing, the user ends up on the detailed product page. Here we influence the Customer with the following elements:

- photos;
- video;
- description;
- user questions and answers;
- feedback;
- the completeness of the product characteristics;
- availability of a size range (important for size rings).

By improving the presentation of the product, we increase the likelihood of a sale.

# How to increase the click-through ratio of listings in the directory?

Promotion on the marketplace begins with an increase of the click-through ratio of listings in the directory.

To raise a product in the catalog section, its total rating on the marketplace must be higher than that of competitors in the same category.

The total rating in most marketplaces is influenced by the following product indicators:

- the sales volume in units;
- the sales volume in money;
- the total sales volume of the seller;
- feedback rating;
- no complaints about the product;
- the period of presence on the marketplace;
- the regularity of updates.

As we see it, in order for a product to go up in the catalog and be sold more, what do we need? That is right – the product is already being sold more than others and gets good feedback.

First of all, yes, it is a “catch twenty two” situation.

Second – this principle of ranking products in the catalog is used on most marketplaces.

Third, there are opportunities to break that circle, even if you are a novice seller and you do not have any sales yet.

## **“Golden Time”**

The first opportunity to be at the top of the directory for newcomers is provided by the marketplaces themselves.

A very important feature of many marketplaces, including the most popular ones, is support for first-time sellers. As a rule, within the first month or two weeks of operation, the marketplace encourages the seller by stimulating demand for new products.

For example, occasionally products from new suppliers that do not have accumulated popularity ratings and feedback are ranked higher than sales hits in the catalog.

This is what I call the “Golden Time” phenomenon.

This is done to give a new seller a chance to prove himself/herself. And, if the newcomer takes advantage of this opportunity, the products have a chance to establish themselves closer to the top of the catalog and begin to make a quick profit.

Why is it important to know? Many novice sellers, after registering an account on the marketplace, procrastinate in launching sales, figuring out the intricacies and nuances.

According to many Etsy sellers, it is very important to take action as soon as you register your store. Try to work out all the issues in advance, so as not to delay the start of sales. If you do not do this in time, an inactive store will sink to the bottom of the rankings, and you will have a hard time promoting your assortment.

If you have already made a mistake and haven't used your account on the marketplace for a long time, it is wise to register a new account to take advantage of “Golden Time”.

## **External advertising**

The second way to get the first sales and feedback on marketplaces is through external advertising.

You can contact an advertising agency and order the promotion of your costume jewelry in various advertising systems. There are a lot of opportunities. Here are, in my opinion, the best of them (in order of priority):

- Advertising with bloggers on Instagram (I will consider in detail in the next section);
- Google Ads - search advertising;
- Facebook Ads;
- TikTok Ads.

As for advertising from bloggers, I would recommend even a burgeoning entrepreneur to implement it on their own.

For the technical advertising in search engines and social networks, I suggest addressing to a turnkey advertising agency. The online advertising market is very developed, and there are a lot of good offers.

## **First purchases from your acquaintances**

If you are just starting to sell on the marketplace, you can ask people you know to buy your products and leave positive feedback.

The algorithm is as follows:

- your friend buys a product on a marketplace;
- gets a jewel;
- writes positive feedback;
- gives you the jewels when you meet him or her;
- you give a friend money for the purchase of a costume jewelry.

This is a good method of getting the first rating on the marketplace. Although it belongs to the “gray” promotion methods and is performed at the risk of the seller.

There is an important point to consider:

- The friend's order should be placed from a device on which you have never logged in to the marketplace as a seller (preferably, your friend or relative should order from their home or workplace).

That is, your relationship with a friend (in terms of the marketplace) must be excluded.

## **GiveAway services**

Giveaway services do essentially the same job as shopping with your acquaintances. The difference is that this method is easy to scale. And it also eliminates the risk of the marketplace detecting the connection between you and the buyer.

Giveaway services refer to gray promotion methods. Their essence is that the seller places (secretly from the marketplace) a link to his product in one of these services.

Service users make a purchase of promoted products.

The seller compensates users for the cost of buying the product and pays a small commission. Part of the commission is the users' remuneration, and other part is payment for the service.

The following options may be available according to the terms of the giveaway services:

- after redemption, the buyer can leave agreed feedback and put an agreed score;
- after redemption and feedback, the item can be returned to the seller through the marketplace.

## **What kind of feedback do marketplaces allow?**

Popular marketplaces actively fight the scam of reviews. There is a good way to bypass the automatic review system.

Here are a few rules, the simultaneous implementation of which multiplies the placement of feedback on any marketplace:

- the feedback is not written in perfect language and contains typos;
- the feedback is not too “praiseworthy”;
- negative words with negation are used to praise the product.

Let's elaborate on the last point.

In the feedback you can write only positive phrases: “The jewel is comfortable to wear, long-lasting plating, completely safe”. This is called excessive praise.

To retain the essence, but to avoid recognizing the feedback as untrustworthy, you should add negative phrases with negation. For example, express the same feedback in the following way: “The costume jewelry doesn't scratch anywhere, it doesn't disturb. The plating did not fade like cheap costume jewelry. It is not tarnished by water. In general, I was not upset, it is worth the money”.

The second version of the feedback at the same time:

- will cause more trust on the part of the marketplace;
- will work better for the potential buyer as well, shutting down her or his main concerns about the jewel.

## **How to increase the search hits in search results?**

For more search engine hits, you need to work on the SEO of your listing. SEO are methods of improving the visibility of your listing in search results, so that by entering relevant search terms, users of the marketplace see your products.

You can and should work on search engine optimization in two ways:

- expanding the list of queries for which your product shows up in search results;
- increase the product rating, so that your product rises not only in categories, but also when searching for search queries.

How does it work?

You make a list of queries for which two conditions are simultaneously satisfied:

- these queries are entered by buyers of marketplaces;
- these queries are directly related to your product.

If the first condition is not met, then there is no point in promoting the product on the query that is not entered by users.

If the second condition is not met, then users in search results will see your product on the wrong request and just ignore it. There is no point in this either.

Agree, if you had a list of search queries entered by users of marketplaces, you could easily select from them those that are relevant to your costume jewelry.

But where do we get these requests?

It is very simple! On my blog, I have posted for you completely free lists of costume jewelry buyer searches on popular marketplaces: Amazon, Etsy, Walmart.

Go to my blog and download for free:

- Amazon request list;
- Etsy request list;
- Walmart request list.

Link:

## **SEO listing on marketplaces**

SEO (search engine optimization) has been and remains one of the most effective ways to promote listings on all popular marketplaces.

Even in view of the development of paid advertising tools, SEO has a higher return on investment and brings significant sales.

On any marketplace SEO is achieved by including user search queries in the main sections of the product card:

- title;
- description;
- characteristics;
- user questions and store answers;
- Customer feedback and store responses.

Try to use every opportunity to include key requests in different elements of the listing.

The name, description and product characteristics are usually filled in once at the beginning.

However, feedback and questions are handled regularly. You can feel free to ask questions from your own accounts (accounts of people you know), including key search terms. Answers to questions and reviews may also include keywords.

Nevertheless, you need to know when enough is enough and feel the relevance of the use, as some marketplace fix and pessimize too indiscriminate SEO adherents.

To make your job easier, we have collected several thousand costume jewelry-related searches entered by shoppers at the most popular marketplaces.

You can download the list on my blog by clicking the link.

## **Internal advertising on marketplaces**

The most popular marketplaces have a system of internal advertising for sellers.

The most interesting option is a paid promotion of goods at the very beginning of the catalog or in a block on the product cards of competitors.



This means that you do not have to painstakingly work on SEO. A novice seller can simply post a product and find himself or herself at the top of the catalog in their category for a fee.

There is another conclusion. Only middle and premium segment sellers can use advertising and get the biggest sales. As we have seen, sellers of cheap costume jewelry simply do not have enough margin for advertising.

Advertising on different marketplaces has different effects. You should definitely try different types of internal promotion.

Search engine promotion requires a high quantity of each model. The logic is this:

- a high product ranking is required to climb in search results;
- a high rating is accumulated by making regular sales: natural and artificial;
- to make regular sales, you need large inventory balances.

For promotion by means of internal and external advertising you do not need large volumes. It is quite possible to start with just a few pieces of each model.

The algorithm for launching sales using paid advertising looks easier and more natural:

- we place 10 models on the marketplace, 5 pieces each;
- we run the same ads for all products;
- all the models are sold out;
- some of the costume jewelry will pay back the advertising, some will go to zero and minus;
- we leave models in the range that have shown a profit;
- we restock these profitable models in significantly larger quantities: 20, 30, 50, 100, 1000 pieces – it all depends on your budget and ambitions.

## **Listing design**

The design of product listings has a direct impact on sales. Full-featured filling of a detailed page with decorations multiplies the conversion rate from click-through to sales on marketplaces.

The main elements of the product card, affecting the decision of the Client to buy are:

- photos;
- video;
- title;
- description;
- feedback;
- characteristics;
- Q&A.

### **Main photo**

The first photo is displayed in the catalog of the marketplace. This photo should be given special attention, since it is the one that will encourage the Client to go to the card to study the details or put the product aside in her or his favorites.

In the main photo, the costume jewelry should be shown large. That is, it should occupy the main area of the frame. The gaps from the edges should be minimal.

It can be a photo of the product on a white background. You can also use an unusual background. The main thing is that the background should not draw attention to itself.

A good solution would be a photo of the costume jewelry on the model. But it should be an enlarged photo in which the product is clearly visible. A model photo will give the Client the opportunity to assess the actual size and appearance of the item – that is always a good thing.

Typical mistakes are:

- the jewel in the main photo is too small;
- too bright background;
- the costume jewelry on the girl or mannequin is not closed in (for example, the product is earrings, and the photo shows a full-length photo of the girl).

You should select the main picture very responsibly. It will be shown in the directory marketplace.

## **Photos and videos**

Undoubtedly, bijouterie is a product that is bought by the eyes. Quality photo content plays an essential role.

It is important to present the costume jewelry from different angles.

First, the Client will form a more realistic idea of the product. And therefore, the likelihood of purchase will increase.

Secondly, you need to demonstrate both the technical aspects of the product and the aesthetic. In this way, the jewelry will look more attractive.

The ideal set of pictures of the costume jewelry on the marketplace looks like this:

- the main photo on a white background or a girl (close-up);
- the general plan on a girl or a mannequin in several images;
- an item photo on a white or off-white background from several angles;
- video of the items on a girl;
- a photo of the packaging in which the Customer will receive the product;
- a photo with a description of the product composition and its benefits.

Here, it is appropriate to clarify that our Clients receive our finished product and model photos and videos, which can be used to sell on marketplaces.

You can put your logo and some additional signs of personality on the photo and video.

We have also uploaded all the product and model videos in a single folder, which can be used both to demonstrate products and to create promotional videos. You can download all the videos at this link.

## **Feedback**

Respond quickly and constructively to questions and feedback from your Customers. This will help promote the product card and increase the trust of potential buyers.

Even if the feedback is unfair, respond with the utmost correctness, always taking the side of your Customers.

Always give thanks for a good review, for example:

“Hi. Thank you for your choice and for your feedback! Wear it with pleasure! Sincerely, Glozzo jewelry.”

If the feedback is negative, always keep being professional. A good example:

“Hello! Thank you so much for your review. We are sorry that the jewel did not meet your expectations. We will take your feedback into account and work on improving the product to make you happy in the future.”

## **Product name and description**

The product name should succinctly reflect the main competitive advantages of the costume jewelry. All advantages should be mentioned in the description one way or another.

If you have been thorough in formulating a unique selling proposition, then you know what the benefits of your costume jewelry are. But if you are just starting out, you will have to work hard to gather this information from scratch.

However, it is a little simpler than that! We have already done this work – we have studied marketplace vendors and their products.

Here are the key advantages that will allow you to outperform your competitors in costume jewelry sales:

- 18-karat gold plating;
- stainless steel;
- costume jewelry does not tarnish;
- hypoallergenic costume jewelry;
- the inlay is cubic zirconia;
- pearls are artificially grown;
- products are suitable for everyday wear;
- 180-day quality guarantee;
- costume jewelry is water and sun resistant.

The costume jewelry properties and materials should be indicated in the names and product descriptions – so you can significantly increase the selling properties of the product.

Remember that the title and the product description is an important element for search engine promotion. Therefore, the title should also include key queries from the list.

And this is the list we have prepared for you! All of the marketplace users' search queries related specifically to costume jewelry. You can download the queries by clicking on the links:

- Amazon request list – [here](#);
- Etsy request list – [here](#);
- Walmart request list – [here](#).

### **Questions and answers about the product**

You have the ability to add any questions to a product from your personal customer account or from a family member's account.

I recommend you adding a few questions and answers after creating the card to help reveal the best features of the costume jewelry.

Here are a few examples.

**Question.** Hello, does the metal not tarnish over time?

**Answer.** Glozzo costume jewelry does not tarnish and retains its original appearance for a long time. This jewelry is triple gold plated. You can bathe and sunbathe in the jewelry; it is perfume - and other liquids-resistant. Glozzo costume jewelry will delight you with its beauty for a long time!

**Question.** I have sensitive skin; can I be allergic when I wear it?

**Answer.** Glozzo costume jewelry is made of hypoallergenic stainless steel with 18K gold plating. It is absolutely safe for the skin, does not cause allergies when worn and is suitable for people with sensitive skin.

**Question.** Will it fit a 7.5-inch hand?

**Answer.** Yes, the silver bracelets are adjustable from 7 to 9 inches. Some of the bracelets in the set can even be shortened in length to 6.3-6.7 inches. All 5 bracelets in the set are adjustable.

**Question.** Are the pearls natural or plastic?

**Answer.** This necklace uses artificially grown pearls, plastic pearls are not used. The costume jewelry looks expensive and solid.

The Q&A should not only reveal the products in the best way, but also include search terms in the interest of SEO.

Writing full-fledged Q&A texts requires product knowledge, search engine optimization skills, and simply the ability to compose effective texts. It is not an easy task.

And we decided to save you time and money!

We have prepared for you question and answer templates about bijouterie on the example of our sales hits. You can download the templates, tweak them a little bit to fit your specific costume jewelry and get the maximum effect in sales and SEO on marketplaces. Download the Q&A templates at the link:

<https://glozzo.store/blog/q-and-a-marketplace/>

## **Customer behavior patterns on marketplaces**

Depending on the chosen strategy (cheap costume jewelry, status bijouterie, focus) you should focus on the target audience of the marketplace, taking into account its behavioral characteristics.

If you have read the first chapter of this book carefully, you already understand that the most efficient efforts are in the medium price segment and the focus strategy. Anyway, we will look at all the options.

### **Cheapskate seekers**

If you decide to sell cheap bijouterie, your listings must fit the behavioral model of the relevant audience.

Your potential Customers in this case are simply sorting products by price, from less to more.

In order to get in the eyes of Customers, your task is to engage in the search for popular queries or directly in the category to take the first place on the cheapness.

As a rule, the following strategy applies:

- one or more marker products are introduced into the assortment, which are sold at cost or even at a loss;
- marker products should be the cheapest items in the category, at least be on the first page when sorted by price;
- the rest of the seller's goods are also sold cheaply, but at a profit;

- the design of marker product listings is aimed at getting the Customer to go to see all of the seller's products instead of ordering marker products (for example, the cost of shipping a marker product can “eat up” the entire benefit of the purchase).

Implementing this approach would require the retailer to invest very heavily in assortment and advertising to provide the necessary scale to break even.

Also utopian idea makes it impossible to find a really good quality costume jewelry.

Applying this strategy will force the seller to put extra effort into masking the negative feedback by means of fake engagements. Look at the reviews of cheap costume jewelry on Amazon: there is negative feedback on quality, then a batch of positive fake reviews, then real negativity again, and then a batch of fake high marks again.

Therefore, it makes no sense for small businesses to sell cheap costume jewelry.

### **Buyers of the best products**

If you want to make money selling costume jewelry, I recommend the medium price segment and the focus strategy that we covered in detail earlier in this book.

When selling quality costume jewelry, your job is not to fight for a low price, but to work quietly for a high product rating.

With a good product the rating will grow by itself. Positive feedback from Customers will not take long to come back.

Your task is to distinguish yourself from your competitors. Stand out with the best SEO, the best product presentation, advertising, and product quality.

Your Customers will sort items not by price, but by rating, starting with the highest ratings.



All you have to do is calmly apply all the techniques I wrote about in this chapter. Then you can easily get the attention of a solvent audience, and you can relatively easily begin to recoup your investment from the first sales on the marketplace.

## **Schemes of the Marketplace**

Amazon and some less popular marketplaces have two basic models of operation: from the marketplace's warehouse and from the merchant's warehouse. Amazon calls it FBA (Fulfilment by Amazon) and FBM (Fulfilment by Merchant).

Some marketplaces like Etsy only provide work from the seller's warehouse.

Let's look at the advantages and disadvantages of each scheme in terms of costume jewelry sales, so that if you have a choice to make it consciously.

### **Working from the Marketplace warehouse**

Working from a marketplace warehouse (particularly on Amazon) has a number of advantages:

- greater confidence of the Clients;
- higher ranking in the directory;
- the best delivery conditions from the Customers' point of view.

The disadvantages can include:

- freezing of goods in the warehouse;
- inability to sell the same product in parallel through other channels;
- a large investment in the products, which can be sensitive for beginners.

### **Work from the seller's warehouse**

Working from a seller's warehouse on Amazon is an option. For Etsy, popular among sellers of costume jewelry and handmade goods, this is the only possible way to work.

Delivery from your warehouse has a number of advantages:

- it requires less investment in the assortment;
- you have the ability to sell goods through many channels in parallel;

There are also disadvantages:

- you get more workload while sending orders than when working from the marketplace's warehouse;
- on Amazon, products from the seller's warehouse, all other things being equal, being sold worse.

## **Conclusion**

I recommend working from your own warehouse to all my wholesale Customers who are taking their first steps in business. Because it allows you to move the business gradually, without investing large sums of money.

And the possibility of cautious gradual movement for aspiring entrepreneurs exceeds all possible difficulties.

In addition, aspiring entrepreneurs have yet to find the most effective sales channel for themselves. This means the opportunity to try different channels with the same assortment is critical. This is only possible when working from your own warehouse.

After developing the business, identifying priorities, an experienced entrepreneur can always switch to the delivery scheme from the marketplace's warehouse to optimize the further work of his or her costume jewelry store.

## **Similar costume jewelry for sale cheap?**

On the marketplaces, in the same sections of the catalog, costume jewelry of different price segments coexists. And yet, of course, in the picture, the cheap stuff looks perfect, just as good as the premium costume jewelry.

Sometimes sellers of quality products on marketplaces are frightened when a competitor sells a similar piece of bijouterie at a fraction of the cost. The seller

becomes anxious about his or her future. The reason for panic is the delusion that Customers will not see the difference.

How to perceive such a situation? It is very simple – just ignore it. The competitor who started the low-end costume jewelry game did not read the first part of this book and made a mistake.

Two options are possible:

- a competitor sells good costume jewelry, similar to yours, and is just dumping for some reason;
- a competitor sells cheap junk that is only good in pictures.

In both cases, a lower price automatically disables your competitor from competing with you. Once the selling price has gone below average, your competitor's products have moved into a lower price segment and become uninteresting to your target audience.

If a competitor's product is of good quality, he or she will go bankrupt sooner, so let it be. Anyway, I do not believe that anyone would want to trade at a loss.

In the vast majority of cases, it is just cheap, low-quality costume jewelry with “polished” photos. There is no need to be afraid that it is similar in style or design to your product – your Clients simply will not look at the cheap junk stuff, they are used to another level. And if they burn their fingers once, they will appreciate your work even more.

## **10 secrets of daily sales on Etsy**

Etsy is a very interesting marketplace for sellers of quality costume jewelry. The site is positioned as a community of people who care about small businesses. The description on the site itself says that unlike other popular marketplaces, Etsy is not a supermarket. There are millions of people here selling what they like. And

Customers can find something out of the ordinary for themselves and contact the sellers directly.

The Etsy strategy is very much in line with what a seller of quality costume jewelry should do: love his or her business, put heart and soul into the business, and take care of each and every Customer. That is why we are going to focus on this wonderful marketplace separately.

I want to share with you the specific things you need to do regularly to get daily sales of costume jewelry on Etsy.

### **Paid listing update**

It often happens that your bestsellers on Etsy, which have been at the top for a long time, begin to lose sales. The product has not gotten worse, according to advertising statistics it gives the same high conversion rate.

However, perhaps a competitor has come along who has invested more money in promoting their listing, and your costume jewelry has gone down in the catalog.

In this case, a paid update of the product (the renew function) works. The cost of such an update is insignificant, but significantly raises your popular product in the catalog.

Perform such updates with some regularity, as soon as the top product begins to lose sales.

### **Using tags**

Actively use a variety of tags for your listings. Tag texts should be relevant to users' search queries.

Where do we get these searches? We have collected and prepared for you a huge list of Etsy buyer search queries specifically related to costume jewelry. You can download the list on my blog at the link:

<https://glozzo.store/blog/jewelry-seo-keywords-for-etsy/>

## **Variety of product range**

Variety of product range is generally a working tool. The wider and more diverse your assortment, the more likely you are to sell. This is especially true for Etsy, where range diversity affects the store's ranking.

## **Promotion via Pinterest**

Experienced Etsy sellers have noted that posting photos with a link to products on Pinterest works effectively for them.

Pinterest is a place where people often look for design ideas, unusual items and, importantly for us, gift ideas and unusual jewelry.

Posting on Pinterest can have a bombshell effect. Your post, once it is on a popular user's feed, can become a sales force.

## **Changing content**

On Etsy, it is important to change, add, and edit things in the content of the listing on a regular basis. This has a direct impact on the rating of the listing and the seller as a whole. Etsy rewards sellers for constantly working to improve their offerings.

## **Change in price**

An interesting technique is the regular slight change in price.

It works like this. Some users add your listings to their favorites. When the price of an item changes, they will get a notification, and once again they will remember your store.

You can change prices every three days:

- first, raise prices by 20 cents;
- then three days later drop them by the same 20 cents;
- in three days, raise them again;
- and so on.

## **Range rotation**

In the chapter of this book dedicated to procurement, I will talk in detail about the structure of the assortment and the importance of updating it.

At Etsy, having new products in your catalog on a regular basis is a factor that directly affects your ranking. So, do not forget to refresh your range. How to do this, and in what amounts, I discuss in detail in another part of this book on working with assortments.

## **Improving your photos**

Etsy encourages sellers to constantly work to improve content. Your competitors will not stand still.

I recommend regularly reviewing Etsy's search results and comparing the display of your listings with your competitors.

We regularly work on the quality of our photos, hold new model photo shoots and give you the opportunity to use our photos for free.

Do not forget to download new photos from our website to improve your listings on Etsy.

Also work on your own photo content, as visuals are key success elements on Etsy.

## **SEO**

SEO on Etsy is just as important as on other marketplaces. The key factors for successful SEO are:

- product names;
- tags;
- descriptions;
- category selection;
- Q&A;
- feedback.

On our website you can download a comprehensive list of search queries for SEO listings with costume jewelry on Etsy:

<https://glozzo.store/blog/jewelry-seo-keywords-for-etsy/>

## **Paid advertising**

Paid advertising is the main promotional tool on Etsy.

You have to sell costume jewelry in the medium price segment and above to recoup the investment in promotion.

This is also true for any other sales channels.

On Etsy, you work on product quality and presentation. You shouldn't actively apply discounts. On the contrary, look for opportunities to emphasize the exclusivity of costume jewelry and its quality.

Use your top listings in advertising. Aim to ensure that the most popular products you use for advertising are always available in abundance.

With the heartfelt approach that I share and that the founders of Etsy support, you have every chance of succeeding!

# Part 5. Selling costume jewelry on Instagram

The most popular social network among costume jewelry sellers is Instagram. Why is this the case?

First of all, the format of presenting information in Instagram plays a role. Visual content (a picture or video of a product) is the main element when selling costume jewelry on the Internet. A photo plays a much more significant role than a text description in the sale of goods that we choose with our eyes.

Instagram grows by 1/3 every year. That is good for the seller – your audience is growing on its own.

When I post on my social networks, I see more significant feedback on Instagram. By feedback I mean likes, comments, personal messages, and orders. Active feedback is successfully cultivated by Instagram, and subscribers are happy to play this game.

Instagram is a mobile audience, a solvent audience. Many smartphones include payment tools, which is also convenient and great for bijouterie sellers.

In Instagram, it is important not only what we sell, but also who sells it. So, when presenting products on Instagram, do not forget to present yourself personally, the human component of the store.

Remember that selling costume jewelry for small businesses is a business with a heart and soul, with a human face. Your kindness, responsiveness, and decency must always be shown to Customers.

## **How much costume jewelry is needed to sell on Instagram?**

To understand the volume of jewelry supplies for your store on Instagram, you need to start from the sales goal.



I suggest remembering the 1/3 rule or the 30% rule, which I talk about wherever possible: in my book and in many videos on my channel.

The essence is as follows. If you want to sell a certain amount of jewelry, then you need to buy 3 times more. In the presence of adequate traffic, approximately 30% of the stock of your jewelry store is sold per month.

I give examples:

if you want to sell 100 pieces of jewelry per month, have 300 items in your stock,

If you want to sell 10 pieces of jewelry per month, have 30 items in your stock.

Why does it work? Firstly, a customer in the jewelry market never buys from an empty showcase.

Secondly, the more diverse your range of jewelry, the higher the probability that the client will like something from the presented.

## **How to double the sales with the same budget?**

On Instagram there is an opportunity to cheat the 30% rule.

The classic online store has a strict catalog, products are divided into categories, a separate page is provided for each product. Therefore, in a regular online store for the monthly sale of one hundred pieces of jewelry, you must have strictly three hundred products in stock. And there's no getting away from it.

On Instagram, there is an opportunity to cheat a little. The content of your account is a continuous stream of photos and videos. You can create the illusion that you have much more jewelry than you actually have.

Just post different photos, new images with the same jewelry in a loop.

Let's say you have 50 pieces. Make 50 posts with jewelry in one form, then post videos from other angles, then show the goods on a model, then make collections of fashionable looks. Combine different formats: Photo and video Reels.

You can simply repeat the same posts that you had before. Firstly, new subscribers who have not seen the old publications will appear on your Instagram account. Secondly, old subscribers could have simply forgotten those photos and videos that were before.

Thus, by purchasing only 50 pieces of jewelry, you can easily create the impression that you have 100, 200, 300 or more styles. Thus, 30% of monthly sales can be considered from already not fifty but a hundred pieces. Thus, you double sales with the same inventory.

## **Profile picture**

Let's explore how to design a costume jewelry store profile on Instagram. We will start with the profile pic.

Use a logo as the avatar of the jewelry store. You shouldn't put your own photo in a jewelry store avatar.

The store logo in the profile should immediately make it clear what your store is all about. It will be very good if, in addition to the graphic element, there will be a textual name and a description of your store.

By the way, this means that the name shouldn't be too long, so it can be placed on the avatar in a readable font.

## **Account name: what are you selling?**

The account name is highlighted in bold when you view an Instagram profile. It's not enough to include your store name in the account title.

Use this field to explain what you're selling. In your profile name, it's helpful to list the jewelry items you sell and other keywords that people will use to find your store.

You can leave the name of your store out of your account name if it's already in your logo. Potential customers can type the words "costume jewelry," "jewelry," and

“earrings” into a search. By including these words in your store name, you increase the chances that it's you who will be found.

If you want customers to easily find you by name, it's a good idea to supplement your profile name directly with the store name.

Examples of good descriptors are:

GLOZZO JEWELRY;

Stainless steel & gold-plated jewelry;

JEWELRY AND GIFTS;

Costume Jewelry | Accessories;

JEWELRY & WATCHES.

## **Business descriptor in the bio**

Business descriptor answers the following questions.

What we sell? Your product or service.

To whom you sell? Your clients, their geo, interests.

How you sell? Delivery, offline store, etc.

When you get to the profiles of some jewelry «stores» on Instagram, it is not clear at all what kind of profile it is.

The logo shows a girl or, at best, a photo of jewelry from the Internet. There is only a name in the profile description. What is it: a store, personal account, spam or abandoned profile?

A descriptor is a condensed definition of your business, within one short and clear sentence. The descriptor should give an understanding of what, to whom and how you are selling.

An Instagram jewelry store descriptor should also include brief delivery information.

An effective descriptor model looks like this: «Luxury jewelry store, free shipping over US»

The descriptor is placed at the top of the profile description so that it is visible without tapping on the «more» link.

## **Delivery terms and region**

The problem of so many costume jewelry stores on Instagram is that the region in which the store is located is not specified.

If you design your profile image and descriptor well, but don't specify the region of delivery, more than half of the potential customers will refuse to buy.

You should put delivery terms in your profile as well as in every post. Most people won't write you a direct message to clarify this information, they will just exit your store.

People want to see and understand right away whether delivery is possible to their region, in what way, and, preferably, how much it will cost.

Let's look at examples of good informative delivery descriptions for a jewelry store:

Free delivery in Miami. Delivery within the USA

FREE delivery to the USA and Canada

Delivery over US is \$5, from 3 items - free

## **How can people contact you?**

It is definitely necessary to include your contact information in profile description: how a potential customer can communicate with you.

If for some reason you don't want to make your phone number visible, then have a dedicated phone to indicate a number to call or write to you on WhatsApp.

If you want to receive only text messages, turn off the cellular service on your phone and operate your phone over wi-fi.

If you don't want to specify any contacts, then at least write the phrase: "Please, DM to purchase".

There should be a clear call to action, a simple explanation of how to get in touch with you.

The optimal solution includes:

WhatsApp Business enabled,

a mobile number to call,

and an invitation to direct messages.

Give people a choice and write clear instructions on how to contact you for ordering.

## **Direct messages**

The worst thing your jewelry store can have is a comment like: «Write to WhatsApp, I don't read Direct».

Not using the native way of communicating on social media means killing sales at the root. Never do that if you want to use Instagram to its fullest potential.

Direct messages must be read by the shop owner or manager. Messages need to be responded to.

Do not forget to check new message requests.

## **Products categories on Highlights**

Use the «Highlight» section of your Instagram account to present your costume jewelry from different angles:

- by category (earrings, necklaces, bracelets, etc.);

- by style (bridal jewelry, vintage, baroque pearls, chains);
- by collections (Crystal Shik, Grande Stella, Vintage Fantasy);
- by materials (silver-plating, gold-plating, crystals, etc.).

«Highlight» is a great opportunity to showcase your entire assortment as a whole and systematize it in some way. There are no other tools to systematize your assortment on Instagram.

What categories can a customer buy? Earrings, rings, necklaces, bracelets, brooches.

When forming the initial assortment, primarily you should present all categories equally, and earrings and necklaces – twice as many as the others.

Demonstrate jewelry not only by category, but also by style and current trends: bridal jewelry, vintage, adjustable rings, chains, tiered necklaces, and others.

## **Reviews on Highlights**

Positive reviews are one of the main selling tools on Instagram. Ask for the feedback from your customers. Publish these reviews everywhere: in posts and in stories.

All received reviews must be placed on the Highlights, on the very first position. So, your potential customers will find out what pleasure they will experience if they buy products in your jewelry store.

Encourage reviews, provide discounts and gifts for customers who are willing to give you reviews with photos or videos.

One of the best ways to get feedback is to start selling on Instagram not by advertising and attracting a new cold audience, but by connecting with the existing one. These can be your loyal customers from another business or just your work colleagues, friends and acquaintances.

When you post reviews, it will generate additional trust of potential customers to your store. And new reviews will start to accumulate like a snowball.

## **Information in the pinned posts**

Instagram posts allows you to pin several posts to display at the very beginning of your account.

Soon after starting a business on Instagram, you will realize that customer questions are often repeated. It would be great to centrally present and systematize the most demanded information for customers. This is more convenient for both customers and the seller. But standard Instagram tools do not provide such an opportunity.

For these purposes, I highly recommend using a pinned post with answers to frequently asked questions.

In the pinned post, you can beautifully and systematically place all the information for your customers: both in text and in graphic form. There is mandatory information required for distance trading. Be sure to mention the basic information about the work of your store:

- delivery (methods, cost and delivery time),
- payment (payment methods, payment upon receipt),
- return policy,
- frequent questions about products (materials, brands, quality).

The availability of systematized information will immediately highlight the professionalism of your jewelry store against the background of competitors.

## **Presentation of the store in a pinned post**

Create and promote Reel that shows your jewelry in full glory. Ideally, if you manage to creatively approach the creation of such a video so that it gains views organically.

Many people use pinned posts to submit their most popular videos. But the number of views, likes and saves is not the number of sales. Selling and entertainment as buyers and viewers are not the same thing.

In a pinned post, you need a Reel video for your customers, not viewers. It should be a video with a commercial basis, demonstrating the best characteristics of your jewelry, both technical (composition, coating durability, warranty) and visual.

## **Reviews in the pinned post**

You should also repost reviews in the pinned posts. You can automatically create Reel from up-to-date reviews. You can manually make a carousel of photos.

I have repeatedly noticed that posting reviews in one form or another instantly stimulates the activity of buyers - requests to DM, subject questions and orders grow by a multiple.

## **What kind of costume jewelry is sold on Instagram?**

Instagram is a “big village” in a good sense. Potential customers want the jewelry that celebrities wear. Users remember and recognize jewelry that often flashes before their eyes.

In previous times, only TV programs had an impact on customers: accessories on the leading popular programs, celebrities. Fashion magazines, individual bloggers and stylists decentralized people's opinions about fashion.

Now the same thing is happening centrally on Instagram.

Instagram creates a kind of collective image of jewelry that should be considered fashionable and beautiful for our potential customers.

It is such jewelry that should be in stock of every seller.

Special emphasis should be placed on the quality of products.

At a retail price of \$20 - \$100 you can sell only high-quality jewelry. And the quality needs to be approached quite meticulously. It is better to choose jewelry with a gold or silver plating. There should be no bubbles on the metal, darkening, scuffs and so on. Jewelry should keep its original appearance for a long time.



The quality is not to be trifled with. Instagram is a public platform. You are always in front of the eyes of a large audience. Negative quality reviews from a popular blogger can negate a lot of your efforts.

## **How to find trendy costume jewelry?**

It is very important for the Instagram store to choose exactly the trending jewelry. These are the kind of jewelry that your customers consider beautiful, interesting, fashionable, trendy.

It is important to look at the situation from the perspective of customers, not your own.

How to understand which styles of accessories are interesting to your client audience? You need to study what your subscribers and, first of all, customers see when they scroll Instagram.

Open your clients' accounts. Go to the Subscriptions section of each profile. Create a list of celebrity accounts and popular hashtags that your customers subscribe to.

Now choose the most popular ones and subscribe to the same celebrities, bloggers and hashtags. See who they are subscribed to and subscribe to the same accounts.

Now you will see the world through the eyes of your customers. You will have an intuitive impression of which jewelry is interesting to your purchasers.

## **Ways to advertise costume jewelry on Instagram**

When the owner of a jewelry store on Instagram comes up with a question about advertising, there are several options for the development of the path.

The first way is official advertising. On Instagram, you can advertise officially through the app itself. There is a "Boost post" button for this. And you will be able to create an advertisement with just a few actions. How effective – we will understand further, but this opportunity is there.

Instagram has an opportunity to advertise your store through the Facebook advertising cabinet with extensive customization options for professionals.

Advantages of official advertising: Facebook and Instagram themselves support it and do not come into conflict of interests with the social network itself. This is a manageable way – it is possible to plan a budget, to understand a clear result over time.

The result of official advertising is not always satisfactory. A qualitative result is obtained over time. Through constant work and testing.

Unofficial advertising includes advertising from bloggers, mutual PR and others. The advantages of such advertising are the possibility of a higher payback. There are enough examples when advertising jewelry from a blogger brought seven dollars of income for every dollar invested in advertising. Invested \$1,000 in advertising, received \$7,000 in sales.

Advertising from some bloggers allows you to get subscribers cheaply. There are examples of getting a lot of interested subscribers for 5 cents each. For example, a blogger's advertisement cost \$1,000 and brought 20,000 new subscribers to the store. Such efficiency is difficult to achieve in official advertising.

The disadvantage of advertising for bloggers is unpredictability. It is necessary to sort through several bloggers to find those whose advertising gives results.

On the website of the store "Glozzo" there is a table with the cost of advertising from many Instagram bloggers. The same table shows the reviews of real advertisers with quantitative results. The table was compiled by us based on data from open sources. Write to our managers at [office@glozzo.store](mailto:office@glozzo.store) or DM me @alex\_bondar\_07, and we will send you this table for free.

Another good way to advertise when you don't have an initial budget is to work with your base.

Use the opportunities to work with the existing audience:

- your own acquaintances, friends, colleagues;
- customer base from your other related business.

These are the main ways to advertise your jewelry store on Instagram. Next, I will talk about each method in more detail.

## **“Boost post” in the app**

You can easily get started with the official advertising on the Instagram app. Just click on the "Boost post" button under your post. This is not always the most effective way. But it often works well.

As a rule, the simpler the ad setup, the more expensive the result is. It turns out to be quite expensive to attract subscribers “head on”.

When advertising in this standard way, the application will offer you to target the audience of interest: age, regions, interests.

The problem is that the interests you have indicated are combined according to the "or" principle. For example, you will specify the interests of "Jewelry" and "Online Shopping". And you will expect that the targeted traffic of people who like to buy jewelry on the Internet will go.

But it was not there. In our example, advertising will be shown to everyone who is associated with accessories: buys, sells, makes with their own hands, and so on. And also, to everyone who makes purchases on the Internet of various goods: jewelry, cars, refrigerators, pipe fittings. Such an audience turns out to be too wide and not targeted in any way.

Now you understand how blurry targeting in advertising through the application turns out to be. Therefore, there are more effective opportunities.

## Advertising with Facebook Ads

You can avoid the problem described in the previous paragraph if you advertise not through the application, but through the Facebook Ads advertising cabinet.

You need to:

- Register on Facebook,
- Create a company page,
- Change the status of the store's Instagram account to "Business",
- Link the company's page to the store's Instagram account.

Start Facebook Ads on behalf of the company for which the Facebook page was created. Facebook Ads now allows you to create ads for your Instagram through Facebook Ads, which has more powerful customization options. You need to create an advertising audience for which you will promote your publications. In Facebook Ads, you can create audiences only for those people who have several required interests at the same time.

For example, you can set up ads for an audience that is simultaneously interested in jewelry, likes to shop online and consists of married women with children. By the way, this is a hint from one of the successful targeting sites for advertising jewelry on Instagram.

The Internet is full of guides on how to perform all the actions that I described above. If you want to triple the effectiveness of your Instagram ads, you will have to cope with it. Alternatively, you can contact professionals to set up such advertising.

Facebook Instagram account allows you to attract visitors to your website or receive direct requests from potential customers in Instagram itself. For example, after clicking on your advertisement, the client will open a correspondence with you in DM, and the advertisement will be shown to those people who, according to the system, are most likely to write a message.

## **Advertising your offline or online store on Instagram**

Often, the jewelry store on Instagram is not just an independent unit, but an additional sales channel for the offline store or the online store.

In this case, it is very effective to advertise Instagram among those customers who have already made purchases in your offline store or visited the website of an online store.

Provide an opportunity to collect customer contacts in your store. In online commerce, the collection of contacts occurs by itself when placing an order, because it is necessary for delivery and sending notifications.

In offline trading, you need to make an effort to get contacts. The rule of good form is feedback from customers: the seller should be interested in what attitude the customer has to the purchase after a while. Use this occasion to ask for customer contacts in an offline jewelry store.

Customer contacts are used not only for mass mailings. With phone and email uploads, you can launch targeted advertising on social networks and Yandex, which will be shown only to your customers or a similar audience. Such advertising is configured in the Facebook Ads dashboard.

Promotion for existing customers will help attract repeat sales. And advertising for similar audiences will form a high-quality flow of new customers, similar in their parameters to your existing customers.

## **The cost of advertising agencies' services**

I talked about how you can effectively advertise your jewelry store on Instagram using the Facebook Ads advertising cabinet. For a beginner, this is quite difficult, there are a lot of technical questions.

The first option is to watch articles and videos of professionals on setting up targeted advertising for Instagram in Facebook Ads, which are presented in abundance on the Internet.

A faster way will require additional costs. You can apply for the services of an advertising agency or a private specialist. You need to be prepared that the cost of advertising agency services, as a rule, is at least \$500 a month. A private freelancer can do the setup a little cheaper.

The main thing is to focus not only on the price, but also on reviews about the performer.

Even from a good advertising agency, you should not expect miracles. Specialists are able to work in an advertising office, set up advertising, possess the necessary technical and analytical skills.

But it is the responsibility of the customer to give the technical task. The better you understand your target audience, age characteristics, interests, geography, the more detailed task you will be able to set up.

You should be prepared for the fact that advertising on Instagram is a constant experiment for which you will pay monthly. Over time, you will definitely find the right advertising settings that will bring the desired effect. Agree in advance with the performer how long you are ready to wait for a high-quality result.

## **Instagram bloggers for a costume jewelry store**

At the moment, the most profitable way to advertise a jewelry store on Instagram is advertising from bloggers.

In my opinion, this is the only effective way to recruit a mass of interested subscribers for an Instagram store that does not have a separate website or offline representation.

The main difficulty is to find effective bloggers.

If you managed to find bloggers and successfully advertise, then you get a sufficiently interested audience ready to buy.

On the day of advertising from blogger you can actually get dozens of orders. The order depends on the scale of the blogger, the quality of the task and the work of the blogger himself.

The achievable profitability of such advertising is seven dollars of sales for every dollar invested. The minimum interesting payback threshold is \$3 sales per \$1 blogger's fee.

Finding the right blogger is a job. You need to have a budget reserve for experiments and search for the very bloggers who will give you the most effective and high-quality result.

## **The cost of advertising from Instagram bloggers**

Let's figure out how much it will cost to advertise a jewelry store from bloggers on Instagram.

There are a great variety of bloggers on Instagram. There are small ones who are ready to work by barter or for a small payment of \$10 - \$15.

There are bloggers who have already collected a huge database, and they can charge twenty to fifty thousand for their advertising.

Well-known bloggers with coverage of millions are worth thousands US dollars.

The price spread is huge. The main thing is to pay off investments in advertising proportionately. If we invest one hundred dollars, we receive seven hundred dollars in sales. Invest one thousand – receive seven thousand.

On the "Glozzo" website, especially for our wholesale and potential customers, we have made a table from open sources with the cost of advertising from some top and not only Instagram bloggers. In the table you will find reviews from real

advertisers about how many subscribers they received, for what money, how many sales there were and with which blogger.

Use our table with market prices and statistics of Instagram bloggers. You can download it for free in my blog on Glozzo here:

<https://glozzo.store/blog/free-instagram-influencers-list/>

## **How to find a blogger for advertising**

How do I find a blogger to advertise my jewelry store? There are several ways to do this.

The most straight-forward way is to enter the word "blogger" in the Instagram search. This is an inefficient way. It will be difficult for you to systematically analyze the result. After all, there is no data on the effectiveness and reach of the bloggers found. Or maybe there are only bots in the blogger's account at all?

There are blogger search services. These are intermediary exchanges where bloggers and advertisers find each other. Such services provide quite extensive statistics, they help to weed out bots and cheating, and collect more or less objective statistics about the reach of a particular blogger. The method is working, you can use it. But there are other options.

With the help of intermediaries for a moderate surcharge, you can give a fairly effective advertisement of your store on Instagram.

A good intermediary takes over the routine of working with a blogger. This is very good, sometimes you can pay for it. But only if the intermediary is ready to work efficiently.

You should not react to any advertising offers that fall to you in the form of spam in DM. Fraud in this area is flourishing. You risk losing money if you are not careful.



Use our table with market prices and statistics of Instagram bloggers. You can download it for free in my blog on Glozzo here:

<https://glozzo.store/blog/free-instagram-influencers-list/>

## **The subtleties of working with an Instagram blogger**

If you want to promote your jewelry store on Instagram through a blogger, then you have two ways: to work through an intermediary or directly.

You can contact an intermediary or a manager who orders advertising from bloggers. I told you how to do it in the previous chapter.

You pay about 20% extra to the intermediary for helping to coordinate with the blogger all the routine issues necessary for effective advertising. This raises the question of the quality of the intermediary's work. How ready he is to be a good performer.

Many bloggers have their own managers who help coordinate the nuances of advertising, conclude a contract.

Whichever way you choose, you need to give a clear technical task for the blogger. It should be a clear scenario: what exactly do you want to hear from a blogger about your products and the benefits of your store.

The most popular and effective advertising now is in stories. Usually, three stories of 15 seconds are allocated to the advertiser. It turns out a maximum of 45 seconds. A blogger should present your jewelry succinctly and attractively in the eyes of potential customers.

It is important to emphasize that the blogger participated in the story personally. Because many bloggers tend to attract their relatives, friends and acquaintances to advertising.

It is important that the blogger demonstrates jewelry on himself, this is the key point. And this should be said five hundred times and written to the blogger.

Ideally, sign a contract with a blogger, but not all of them are ready for this yet. Some bloggers and advertisers simply do not have an official registration in the form of an individual entrepreneur.

The most important thing is that if there are any points that you want to draw the blogger's attention to, you need to repeat it many times. In advance, then again and directly on the day of publication.

Even if everything is spelled out in the contract, repeat it many times orally and in writing. Do not expect punctuality from bloggers. It's a big job to get the blogger to fulfill exactly the task that you set for him.

You should not expect accuracy from an intermediary either. If you contact an intermediary, then you need to do the same thing: repeat everything several times.

Remember that a blogger will not come up with an advertisement for you. The more detailed and better the terms of reference, the better the result will be in the end.

## **Why are there no sales?**

What if there is a gorgeous Instagram account, but there are no sales?

The account is beautiful, stylish pictures and videos are published, and everything looks just delicious. But 1-2 likes are visible under the posts, there are no sales.

Lack of promotion is usually one of the most important mistakes I meet with the owners of the jewelry store on Instagram.

And this is a very important point that I want to draw your attention to.

There are two main sources of sales in our jewelry business, two types of energy.

The first is the assortment. And we know that jewelry is the business in which the client appreciates the wide variety of the assortment.

The second very important source of sales is promotion or traffic. If there is a product, no matter how wonderful it is, and there is no traffic, no promotion, there will be no sales and there is no need to wait for them!

If you take an offline business, a traditional retail store, then the traffic issue is solved at the stage of choosing a location. When we chose a good, passable place where our target audience is, the traffic issue as a whole has been resolved.

When we talk about Instagram sales, the traffic issue arises after the account is created. And it is the owner's daily job to create a flow of customers. While there is no promotion being done, there is no point in counting on Instagram sales. Without traffic it makes no sense to improve content or jewelry presentation, playing with prices or looking for the cause in assortment.

The purpose of this chapter is to remind you again towards the end of the book about the importance of promoting your jewelry store on Instagram.

## **Likes or sales?**

What mistake do entrepreneurs who start their way make? They look at other accounts with large numbers of subscribers and decide to cheat the first 100 or 1000 subscribers.

Because someone said that there must be a lot of followers. Someone said that you definitely need to get likes so that others will like. Someone said that it is necessary to fill the comments with bots.

You've probably seen stores where the post was made 5 minutes ago and there are already 500 paid bots comments?

Let me remind you, sales are brought by delicious assortment and commercial traffic. These are two components of success.

Imagine how much effort it takes for a novice entrepreneur to figure out the way to wind up bots for himself. It takes a lot of energy. The focus of attention is shifting to a fruitless task. Fundamentally it gives nothing to business.

Instead of spending an effort on bots it is easier just to contact an advertising specialist or order a story from a blogger. These actions are technically more simple and bring much more benefits.

Therefore, the most important thing is not to perform ritual actions, not to chase the displayed number of likes and subscriptions, but to chase real people's interest and sales.

And sales are made by sought-after product and commercial traffic.

I know stores that actually sell. And so you go into such accounts and what's there? There is no mountain of comments, cheated likes. And these stores sell a lot.

Therefore, the visibility that we often chase sometimes has nothing to do with the internal content and real success.

Sometimes the right action is performed dozens of times easier than the wrong one.

# Part 6. Product range and procurement

## **Influence of assortment on sales - the rule of 1/3**

I recommend that beginning entrepreneurs, and not only beginners, apply this rule – the rule of 1/3. What is this rule? During one month your store should sell 1/3 of the inventory. What does this tell you? If your percentage of inventory sales is less, that is, for example, you sell for a month not 1/3 of your range, but only 1/5, that is 20%, or you sell only 10% of your range – it indicates that you have not enough traffic.

You have to worry about investing in advertising. In this situation, it makes no sense to form wider assortment – it will lead to nothing if you already have a low sales percentage. You need to work on attracting traffic.

If you realize that you cannot get traffic from anywhere, it means that you have an oversupply of goods and you need to stop buying goods or buy less than you sell for a while in order to reduce the assortment. There is nowhere to bring traffic, for example, in offline stores. Although in this situation, too, you need to think about advertising. Conversely, if you see that your store sells more than 1/3 of your inventory every month, it suggests that you have, roughly speaking, excessive traffic and not enough product for that traffic. It tells you that simply by increasing your inventory you will increase sales with the same traffic.

If your store sells more than 1/3 of a vendor's costume jewelry a month, or if your store, as a whole, sells more than 1/3 of its inventory a month, consider expanding your assortment. Just by expanding your assortment, you can increase your store's sales, without investing in any additional advertising.

This is the 1/3 rule. It was formed from the statement that Customers do not like to buy from an empty showcase. The larger the product range, the more likely it is that the Customers will pick up something suitable for themselves.

By comparing your sales to this 1/3 figure, you can adjust and make decisions about whether you should expand or reduce your range, whether you should increase your traffic or leave it unchanged.

## **How much costume jewelry should I buy for the store?**

Let's calculate how much you need to invest in the purchase of costume jewelry to make your first assortment.

The rule of thumb is to multiply 1/3 of monthly sales in pieces by 3. Let's say we expect to sell 30 pieces of costume jewelry each month. That means we need to buy 90.

The average wholesale purchase price of costume jewelry in the elite segment is \$8 per item. You simply multiply the quantity by \$8 and you get the necessary procurement investment.

In our example, 90 pieces of costume jewelry multiplied by \$8 give about \$720 for the first purchase.

Let's look at some more examples:

- to sell 100 pieces of bijouterie a month for \$3,000, you need to start with a one-time purchase of 300 units worth \$2,400;
- to sell 10 pieces of costume jewelry a month, you must first buy 30 pieces worth \$240.

How many pieces of costume jewelry do I need for an offline store of a certain size?

The density of jewelry placement will determine how much goods you need to purchase. The density of placement depends on the items' prices. If you sell more expensive products, the density should be less. The cheaper the costume jewelry, the more densely it is placed in the display case.

Look at the stores of your competitors or other businesses in other shopping malls. Find the options that are most similar to your business in terms of price level.

Estimate the area of the store, count the number of jewelries in the display case. Remember that there should be a hidden small stock to constantly replenish the display case. Write down the data in a notebook.

Now you will be able to estimate how many jewels you need per square meter of store area. You will spend 1-2 hours of your time on this and you will come to a full understanding of how much costume jewelry you need to purchase for a store of a certain area and a certain format.

Also, by looking at your competitors, you will get to know the business better. You will immediately highlight the techniques competitors use in costume jewelry display and sales.

## **Price markups on costume jewelry**

The average retail markup in the elite and medium segment is 300% - 400%. In other words, the purchase price should be multiplied by about 3.5.

Buying in bulk for \$10 per item, it retails for about \$35. Buying in bulk for \$6 per item, it retails for about \$21.

It is very important that the quality of the costume jewelry really corresponds to the declared price: bijouterie should keep its original appearance for a long time, be fashionable and beautiful.

Remember that in the medium price segment it is not enough just to provide good jewelry, it is important to solve the complex needs of our Customers, about which I wrote earlier.

Maintain close personal contact with Customers, get into the needs and requests of each person.

## How to form a range of costume jewelry?

In order to form a range of costume jewelry, which will be in demand, it is important to comply with several parameters, not just one.

It is often like this – a wholesale costume jewelry buyer says, “I want unique costume jewelry,” or “I want quality costume jewelry,” or “I want expensive costume jewelry.” Often, they operate with only one parameter.

In fact, you need to strike a balance and harmony on several parameters:

- price groups (present costume jewelry of different price within the medium segment);
- proportion of costume jewelry of different categories;
- proportion of novelties and time-tested hits;
- stock reserve size;
- availability of both unique and popular models.

## Costume jewelry store price groups

It is also necessary to observe the proportions of purchases in price levels. It is important not just to buy costume jewelry at the same price, you still need to observe some harmony. You can have a certain share of expensive or even very expensive costume jewelry, as well as a certain share of products that are cheaper than the average level. I will continue to talk in detail about how to make the right price proportion.

In the range of costume jewelry store should be cheap, expensive, and the average price products.

### **80% is a basic assortment**

About 80% of your assortment is typical medium price costume jewelry. The retail price is mostly between \$30 and \$80.



Exactly this bijouterie makes your main profit. It is your main working tool for making money.

### **10% is cheap jewelry**

About 10% of your assortment should be sold for under \$30. That means, at the lower end of the elite costume jewelry segment. Some jewelry may go into the segment of cheap costume jewelry at a price of \$15 - \$20.

These jewelries will be indicator products. They show Customers that you have fair pricing in your assortment: the cheap stuff is cheap, the good stuff is expensive.

Cheap products can also be magnet products. You can sell products that you have managed to purchase from your supplier on special sale, but which are of high quality. This will be very attractive to Customers.

You can buy a few pieces of costume jewelry, like your competitor's, and sell them cheaper – thereby making yourself stand out from the crowd.

### **10% of expensive jewelry**

Approximately 10% should be left for expensive costume jewelry. They may not be bought as often, but they are the attraction center in your store.

They can be unusual, prominent, overly luxurious. Offline, such products can be used to attract attention, to create a wow effect.

In addition, expensive costume jewelry emphasizes the status of your store.

And with their high price they shade the main layer of the assortment, and it is much easier for the Client to shop for jewelry in the medium price range. The ordinary products seem much cheaper against the backdrop of the more expensive ones.

## **How many pieces of each product do I need?**

When initially forming an assortment, buy in bulk different costume jewelry in small quantities.

The first exception is selling from the marketplace warehouse, where often the size of stock is a factor in ranking your product in the catalog.

The second exception is your intention to advertise the costume jewelry by the blogger. In this case the blogger's subscribers will buy this very model with more activity. So, it is advisable to purchase it in large quantities.

In the standard case on the costume jewelry market, Clients "buy" a variety of assortment. The logic is this: the wider your product range, the higher the probability that the Client will like something from your assortment.

Therefore, it is not advisable to spend money on the first purchase to deepen the inventory of specific models.

As you work, you will understand which models in your assortment are hits, and which should be left in the permanent range. Hit and permanent costume jewelry can and should be bought in larger quantities, based on the speed of their sales.

While you do not know this, it is advisable to form the assortment as varied as possible. The fewer pieces of each model you buy, the more diverse the assortment will be.

## **In what proportions to purchase different categories?**

Often our wholesale Customers ask in what proportions to purchase costume jewelry in different categories.

It is important to take different categories of jewelry, not just one, such as just earrings or necklaces.

Each retail sale is two to three pieces of costume jewelry. Customers will form sets.

Costume jewelry in one of the categories can serve as an entry point into your store. For example, a girl pursued the goal of buying new earrings.

But once in your store with a diverse assortment, the Client also buys a necklace and a bracelet. That is, the presence of different categories increases the number of sales.

Therefore, it is important to buy different categories of bijouterie in your range: earrings, necklaces, rings, pendants, bracelets, cuffs.

Based on the average sales figures of our wholesale Customers, I can recommend the following proportion:

- earrings and cuffs – 30%;
- necklaces and pendants – 25%;
- bracelets – 25%;
- rings – 20%.

This proportion is necessary only for beginners. Over time you will accumulate your own statistics. The experienced entrepreneurs have their own ideal category ratio.

## **Uniqueness or popularity?**

There are two extremes in costume jewelry business:

- the owner of the business tries very hard to surprise his or her Customers with unique designs and styles;
- the owner of the business buys only popular and familiar designs, refusing to experiment.

Trends should be the main focus. At least 70% of the assortment should be represented by styles that are understandable to most Customers. This will ensure audience interest and demand.

Unusual and unique costume jewelry is not always on-trend, not always understood by your audience. Do not go overboard with uniqueness, as you risk losing sales.

On the other hand, unique costume jewelry can become another point of attraction to your store. The presence of unusual models will help you attract new Customers, as well as discern new opportunities to expand your audience.

## **Renew and restock the assortment**

Some entrepreneurs are primarily focused on having new products at their disposal all the time. Their work is aimed exclusively at making sure that the assortment is constantly renewed. Hand-makers often commit this sin by producing items in only one copy. At this extreme, an entrepreneur is bound to lose income due to the lack of jewelry models that could be in demand on a regular basis.

It also happens that the assortment of the store is extremely conservative and does not change from month to month, from year to year. This approach leads to a decrease in loyalty and repeat sales. Customers would be happy to shop regularly. But if the assortment is the same, it quickly becomes boring.

To achieve harmony in this parameter, I propose to highlight the key product groups:

- test assortment;
- novelties;
- permanent assortment;
- top hits.

### **Products for the test – 10%**

You should have a small budget for test purchases of the new product range.

I recommend that you try some product groups on a regular basis. Even a seemingly dubious assortment is sometimes worth checking out – what if it works. What if things that you imagined in one way turn out to be completely different.

### **Novelties – 30%**

New products should periodically appear in the store.

What are novelties for? Novelties encourage your loyal Customers to buy, they create motivation to visit your store again and again. Once upon a time Customers had bought some costume jewelry from you, but today they came to your store and saw new items.

### **Permanent assortment – 40%**

You should have a permanent, time-tested assortment. It is the costume jewelry that sells best. It is the jewelry that you purchase over and over again, proven by your own statistics to be a best-seller.

These products are guaranteed to attract new Customers. These are your best jewelries, your best products that have proven to be profitable over a long period of time.

### **Top hits – 20%**

Among the permanent products, you should distinguish a class of top hits, which you should have in excess stock. This is the 20% of goods that can bring in up to half of your store's profits.

Your job is to make sure you always have them in stock at all times. In case of any supply problems or if at some point you do not have enough money to buy goods, you should still have the top hits available.

The absence of these products immediately affects the overall sales.

Such costume jewelry should always be placed in the most prominent place. This applies to both online and offline sales.

## **How to distinguish quality costume jewelry?**

Let's find out what kind of costume jewelry can be called quality and how the quality affects the product prices.

Often, quality costume jewelry is compared to items found in cheap bijouterie stores, on Chinese websites, or in large stores that have also slipped into the low-price

costume jewelry segment. Sometimes sellers get a complaint that Customers have seen their costume jewelry cheaper.

It often happens that under the same photo there can hide a piece of jewelry in a completely different design.

If you look at Chinese websites, about 99% of the assortment with marvelous, beautiful, delicious photos, in fact, turns out to be a total trash, as confirmed by our test purchases.

Let's take a look at what quality affects.

First, the plating. The plating can be made in many different ways. It can be the most ordinary copper, or a noble jewelry plating of silver, gold, or even platinum. It bears mentioning that a product looks equally beautiful on the picture. But in reality, cheap costume jewelry will tarnish and can cause allergies.

If you buy costume jewelry remotely, from a photo, pay attention to whether the rhinestones and crystals have attachments, special clips. If a rhinestone or crystal is attached simply by glue, they often fall out very easily or, in reality, are simply not glued on correctly.

With the same designs, rhinestones and crystals can be fixed with special position keepers, which are clearly visible in the picture. Such costume jewelry is immediately upgraded in class and has a higher price tag. Its quality is better, it will retain its original appearance much longer, and there is a greater guarantee that your Client will enjoy this product for a long time.

To have only quality costume jewelry in your store, you need to carry out quality control at the entrance. That is, when a batch comes to you, you need to inspect it. It would seem obvious, but not all entrepreneurs understand this. Every item that comes into your store needs to be checked and inspected by yourself, without relying on anyone else.

At Glozzo, we do the work of creating a select quality assortment for our wholesale Customers. Buying from us, entrepreneurs are guaranteed to receive high quality costume jewelry that they can be proud to sell expensively.

I believe that an entrepreneur should wear costume jewelry and test it. That is what my wife does, for example.

And you can even do extreme tests using perfume, water and see how the product behaves in real life; would you be happy with this costume jewelry in the place of the Client.

All costume jewelry that comes into my store, my wife is sure to wear and test it on herself. If some products cause doubts, then such bijouterie just does not get into the Glozzo store. This approach allows us to create a really high-quality assortment of costume jewelry.

## **How do you know if costume jewelry is selling well?**

Let's figure out how to understand whether a particular piece of costume jewelry is selling well or poorly. Especially often this question arises when the assortment includes costume jewelry from several vendors. How easy is it to compare them with each other?

The norm is considered to be a monthly sale of  $\frac{1}{3}$  of the inventory. Accordingly, if vendor's products sell more than  $\frac{1}{3}$  of their inventory each month, then you need to expand that vendor's assortment. This means that simply by expanding the assortment you can increase your own sales, until the share of these sales is reduced to  $\frac{1}{3}$ . It will gradually fall as you expand the range.

The biggest mistake entrepreneurs make when they calculate whether a supplier's products sell good or bad is when they count sales in pieces, not percentages.

Consider the following example.

Vendor #1: 100 units in stock; 20 units sold during a month.

Vendor #2: 10 units in stock; 7 units sold during a month.

Question: Which vendor's assortment should be increased and which should be decreased? Which supplier's products sell better?

Some entrepreneurs may conclude: one sold 20 products, the other sold 7. 20 is more than 7. So, the first supplier is better. And this is a typical mistake.

If we count as a percentage, then: 7 out of 10 is 70%, and 20 out of 100 is 20%. Now we can see that a small supplier is more efficient, and should be increased. 70% is a multiple of 20%. By the rule of 1/3, increasing that small vendor's assortment will increase sales.

Exactly this approach allows you to make a more or less quality choice and understand how much demand for the products of a particular supplier, which costume jewelry sells well and which does not so well.

## **How do I find a wholesale vendor?**

The most important question of procurement is how to find a wholesale vendor of costume jewelry.

Of course, the most reasonable option is to search on the Internet. As early as 15-20 years ago, it was not easy to find wholesale suppliers. It often required traveling and visiting exhibitions. Now the majority of vendors are online in one way or another. And if they are not, it is quite strange.

Today you have the whole world in the palm of your hand, indirectly through your smartphone or computer. You can choose the best costume jewelry supplier in the world!

Do you agree that it should be an amazing coincidence that with all the variety of countries, production technologies, design ideas, your region had the best vendor in the world?



That is why I invite you to the online universe for costume jewelry supplies. The browser window allows you to evaluate the vendor from all sides.

I share three possibilities for finding a costume jewelry supplier:

- Chinese marketplace websites;
- web search (Google, Yahoo, Bing);
- social networks (primarily Facebook and Instagram).

## **Chinese Marketplaces**

Price is the main advantage that attracts potential wholesale buyers to Chinese marketplaces. Indeed, given a lucky set of circumstances, or as a consequence of long and hard work to find a manufacturer in China, it is possible to purchase cheaply and qualitatively. However, my 15 years' experience tells that it is impossible to do this in short order, and only remotely.

First, it is important to understand that a low price does not mean that it is a wholesale price. A low price in China most often just means poor quality. And the wholesale price does not always have to be low.

What good is it if you buy \$1 a piece of costume jewelry that turns out to be terrible quality, tarnishes the first time you wear it, and stains your skin green?

Second, some Chinese suppliers have no minimum amount. How is that? Anyone can buy even at retail? Chinese vendors skillfully manipulate the concept of "wholesale," hiding under the mask of "wholesale" the retail of cheap consumer goods available to everyone.

Well, what kind of quality can you get for \$2-\$3 at retail? Look at the reviews of such costume jewelry on Amazon: pictures of greenish skin from poisons and chemicals are actively interspersed with pictures of broken pieces, frayed plating, fallen crystals.

## **Web search**

With the help of search engines, you can access a wider selection of costume jewelry suppliers. As a rule, these will be online stores.

And that is a good thing. If the online store is of high quality, it means that the vendor has the resources and competence to support it. This indicates that the owner is more thoroughly invested in his or her pet project.

One of the disadvantages of web search, I would say, is the tendency of most search engines to provide local results, i.e., suppliers from your region. Therefore, in order to expand the geography of your search, you can use both the settings of the search engine itself and the VPN in combination with incognito mode to see offers in individual regions and countries.

Web search often helps to find very interesting and unexpected proposals of unique and stylish costume jewelry in bulk.

## **Instagram and Facebook**

Social media search is different. This method of finding suppliers would be a great addition or even a full-fledged alternative to the classic web search.

Personally, I just love finding information, contractors and vendors on Facebook and Instagram.

First of all, social networks give you the opportunity to get to know not just the storefront, but also its inner world. You can even talk to the owner of the business.

On social media, you can ask questions and get answers from vendor representatives or the community.

Good suppliers and contractors actively share useful information related to products and services. This is an added advantage for aspiring entrepreneurs.

Personal connection with the supplier, store owner and production are additional guarantees of reliability and human decency.

I have noticed another thing about Facebook. It happens that on the first search you cannot find what you want. But it only takes a couple of hours, and you are shown ads for exactly what you need: a product supplier, a service provider, or a service. I have often found solutions to my business problems precisely because of the amazingly effective advertising in Meta products.

## **How to check a wholesale vendor of costume jewelry?**

As you already understand, in today's environment it is advisable to purchase costume jewelry remotely in bulk. Purchases are often made from other countries. International delivery makes it impossible to pay on COD terms (Cash on Delivery). Therefore, the question of checking the supplier is more than a little obvious.

Let's examine a potential vendor in great detail and determine what criteria you can use to minimize any risks.

### **Are you sure it is wholesale?**

As I wrote earlier, first we have to make sure that we are buying costume jewelry exactly in bulk, and not just cheap low-quality costume jewelry retail to everyone. That is, to verify that our vendor is limiting B2C sales. It can be a minimum order amount of \$150 - \$200, as with less investment is nothing to do in the business.

A sign of a truly B2B trade is the availability of useful information for costume jewelry business owners.

The real wholesale trade is evidenced by the obvious focus of marketing specifically to B2B customers. In the ads we see information about markups, sales opportunities for bijouterie through different channels.

Remember that often the word "wholesale" in a store slogan serves only as a bait for a retail audience that wants to buy cheap.

## **Official Registration**

The supplier must have an official registered company. The company name must be published on the website. It must be an officially registered business (limited company, public company, etc.). It is the company listed on the website that must be the payment recipient when making payments.

## **Trusted payment methods**

It is good if the wholesale supplier accepts payment in several ways through well-known payment gateways. For example, PayPal or Stripe.

In order to connect online payments via such well-known payment services, companies undergo an in-depth due diligence. You cannot just put a Stripe or PayPal card payment form on your website off the street.

Therefore, reliable services for accepting online payments are a strong argument in favor of trusting the vendor. It is highly likely to rule out the possibility of fraud.

## **Personal data policy**

A reliable vendor always has an offer, terms of use and personal data policy posted on the website. This serves as a formal confirmation that your contact information will not be leaked to spammers.

It may seem to someone that this is just a formality. However, the presence and implementation of such formalities indicates that the company has a legal service. And this in turn can be one of the signs of a thorough approach to business.

## **Simple returns**

An important point is dealing with returns. Make sure your wholesaler is willing to accept returns. Ask what happens if your retail Customer brings you a return.

A good wholesaler will provide quality assurance for you and your retail Customers.

## **Own warehouse availability**

Make sure that the potential supplier sells costume jewelry from its own warehouse. This is very important, because otherwise it is just an intermediary who resells.

All right, if such an intermediary would just make a markup and resell really good costume jewelry at a slightly higher price. More often it is a person or company that knows nothing about the bijouterie quality. They just resell any junk.

A vendor without its own warehouse and product range will not check the assortment. Its functions include collecting the orders, distributing them to factories, receiving, re-forming orders and sending them out.

Typical representatives of such intermediaries are websites that indiscriminately host (in semi-automatic mode) all possible offers from Chinese marketplaces. And, of course, they have no warehouse. For each order they make inquiries to vendors, which then leads to defective, regraded and incomplete orders.

## **Focusing on a segment of certain quality products**

In order to sell quality costume jewelry, it is important to deep dive into the specifics of these products.

Beware of suppliers with too wide assortment. It is impossible to present a really high-quality range, selling costume jewelry, bags, umbrellas, shoes, and God knows what else.

It should be questionable if a supplier sells both cheap and expensive costume jewelry together. These are completely different types of products, requiring a different approach to packaging, transportation, presentation, and quality control.

When mixing expensive and cheap costume jewelry, 90% of the vendor's turnover occurs in low prices. And, therefore, even buying expensive products you get the quality and presentation of cheap junk-jewelry.

When you see a supplier with a catalog of 30,000, 50,000, and even 100,000 items, you should immediately understand that this is just an intermediary. In reality, these products are not in stock and no one has checked their quality.

As a person who has been working in this market for over 15 years, I can tell you with confidence that no supplier will ever be able to offer you even 15,000 models of real quality costume jewelry.

When you see such a bloated catalog, you have to understand that everything is mixed in there. And most of the models are of poor quality and unsellable goods, which no one buys.

In addition, most of this assortment is completely outdated costume jewelry that was in fashion 5 - 10 years ago.

Why would you purchase such an assortment? Why should you spend your own money, time and effort on it? And then listening to Customer complaints and wondering why this product sells so poorly.

## **Publicity**

Another good sign that a company is open and ready for dialogue is the publicity of the first person. In our world of social media, it is quite feasible – the main thing is that the supplier is willing to communicate with its Clients.

Moreover, I believe that such openness is almost a prerequisite for trusting a vendor.

I have introduced this tradition in my company. My contacts are posted on the website, any Client can contact me. I am happy to personally answer questions, take a complaint, review suggestions, or simply meet and greet you. My personal attention is a sign of respect for each of our Clients.

Only personal contact helps the wholesalers to receive feedback from their Customers, to form a relevant proposal, to be constantly in demand.

When purchasing costume jewelry in bulk, make sure that the wholesale supplier is willing to do whatever it takes to benefit your business.

## **Problems when buying cheap costume jewelry in China**

### **Sham wholesalers**

When looking for a wholesale vendor, half the time you will encounter a regular retailer in the low-price segment. Such stores use “wholesale” mask as a way to attract an audience.

Let’s forget for a moment that in low price segment the quality of costume jewelry is unacceptable. If any retail Customer can buy products from a supplier, especially a promoted one, then what is the point of your business?

### **Intermediaries without a warehouse**

Now there are a lot of firms posing as costume jewelry vendors. In fact, these firms are simply laying out their pictures of products from Chinese sites, taking no responsibility for either the quality or the consistency of the products with the photos.

In addition, they have no warehouse. They buy products for your money from real vendors and manufacturers.

Is the absence of a warehouse an advantage or a disadvantage? The warehouse seems to be a cost. And its absence is an opportunity to lower the price.

However, any experienced entrepreneur understands that renting a wholesale warehouse is pocket change compared to the cost of goods, shipping, advertising, and employees. Actually, there is no additional benefit to you.

Besides, where does such a supplier check quality? Do they even look at what products come from vendors? My unequivocal answer is no. This is confirmed by our test purchases, when from such pseudo suppliers something that cannot be

called costume jewelry arrives: crumpled, broken and torn with a huge number of defects, in an incomprehensible package.

Bottom line: you pay your hard-earned money and get a pig in a poke. Not even a pig in a poke, but a guaranteed disappointment. After all, everything looked so beautiful in the photo, didn't it?

### **Product is beautiful in the picture, but it's horrible in real life**

How do vendors even manage to make beautiful pictures with products of such poor quality?

In addition to the excellent work of a photo retouch artist, Chinese sellers often use one trick – to present the product they make a quality piece of costume jewelry in a single copy.

And customers receive a completely different version – made of cheap materials, with bad crystals, glue leaks and scratches.

It goes so far that such suppliers show the perfect sample not only online in the photo, but even to potential customers during live meetings!

So, when buying in China, it is important not only to meet with the manufacturer once, but also to inspect the production itself. And then, make not just one, but several test purchases.

### **How does costume jewelry from most suppliers look like?**

- the factory packaging is crumpled and dirty;
- the costume jewelry is covered by dust, so you have to wash your hands after working with the products;
- the products give off a characteristic stench;
- there is no quality control – you were just resold the junk jewelry at a higher price.

This is the so-called “factory” quality that 98% of Chinese manufacturers are known for. You must not buy anything from such suppliers – you will lose money.



## **98% of costume jewelry shipments look like this**

When they sell costume jewelry somewhere for \$1-\$3 be prepared for the following:

- 40% of products is outright defective: broken, bubbles on the metal, peeling paint, rust, tarnish, scratches, chips on the crystals, missing some rhinestones, glue stains, dark streaks, deformation of jewelry;
- 30% of products is of dubious quality, they look so shameful to sell and often give off a stench;
- only 30% of costume jewelry, at best, can be sold to Customers with minimal markups.

70% of your money goes in the trash. God forbid to sell such things – you will be tormented by dissatisfied Customers. Part of the Customers will be calm, and another part will be justly indignant and take away your last strength!

If you work in the medium price segment of costume jewelry, then you simply do not have the right to sell it.

The aim of such vendors is to pour in more traffic, attract Customers, quickly sell them a single order and make money on that.

### **Quality is possible, but it's money, effort and time**

I think the biggest problem is that, without exaggeration, 99% of the assortment sold in China is low-quality costume jewelry.

Indeed, in some cases it is possible to get goods at a bargain price, but it takes a lot of work. It does not come out all at once. The right channels are found by trial and error, by repeated personal trips to production facilities.

And for getting favorable terms, of course, you need a purchase volume that is higher than a small wholesale: 50 pieces per model or more.

If you are seriously planning to buy costume jewelry in China, make regular test batches from different suppliers, so that over time by investing your own money,

effort and time in finding vendors you can form a really high-quality assortment. Only through such long and hard work can you solve the problem of poor quality.

## **How to choose costume jewelry for the store?**

### **Rational approach**

The rational approach in purchasing is to rely not on your own taste, but on sales statistics.

Where do you get these sales statistics if you are just starting out in the costume jewelry business? The answer is that the task of gathering statistics should be done for you by your vendor. If you work with a supplier offline, you can (and should) always ask about which products get the best sales. And, of course, trust is important. Because often, under the guise of better products, suppliers try to sell unsaleable stuff.

In online stores, this question can be solved easily. For example, in Glozzo there is a special section for wholesalers called "Sales Hits". The "hits" are the products that sell better than the others. What is important, these are really our sales hits. These are products that sold better than others according to statistics that we painstakingly collected over the past thirty days of trade. And the items are ranked from best sellers to slightly lesser sellers. If you take all of the hit items, in total, they sell five times more often than all other items on the website. And that is a great benefit for our Customers, especially those starting out in business.

How are our statistics counted? Every day we make a stock report. The stock report is a statistic for each product: the balance in stock, sales per day, profit. With these statistics, we can easily calculate the performance of this or that product for the month. What is important? That we do not just count the number of products sold. We count exactly the profit, which one or another product has brought. For example, it allows us to exclude from the hits those products that sold a lot at a big discount. It seems to me that this is the most objective technology for calculating sales hits.

## **Emotional approach**

The emotional approach is that you choose costume jewelry to your taste. How does this happen? You open the vendor's website and browse through the products. And most of the products act as a kind of stream, in which nothing catches your attention. On the background of that flow, there are bright spots that give you what is called a "there it is feeling." "That's it!" – you think when that feeling arises. Accordingly, it is such products, which are bright spots for you and you make a purchase. You will compose your primary assortment from these products.

What are the pros of this approach? Costume jewelry is a product associated with emotional purchase. Your retail Client will buy from you emotionally, spontaneously. The Customer will not explain to herself or himself that these are such and such parameters of the costume jewellery, or that it is made with such and such percentage of gold. The Customer will not say, "Here, the solders are made on four sides or on two sides".

The Client will look and see the brilliance of the costume jewelry, the color, the design. Girl will subconsciously relate the product to her image, which she has not completed. She will also have a "there it is feeling".

When you buy costume jewelry emotionally, you begin to think as your Customers do. You get used to the image of the Client. This is one of the main advantages of the emotional approach to buying bijouterie.

It will be easier for you to sell the product that you have chosen for your taste. You have already compelled yourself that it is good. You genuinely like the costume jewelry. And, of course, it will be very easy for you to present such bijouterie to your Customers. The words that you say to your Customer will turn from simple words into magic ones. These words and your look will very clearly convey sincerity of feelings, emotions, sensations. The Client is sure to feel it and makes a purchase with a great desire.

The downside of the emotional approach is that sometimes the seller's tastes do not match the Clients' tastes.

### **Optimal approach to procurement**

When selecting an assortment for your costume jewelry store, I recommend combining emotional and rational approaches. This way you can really put together an assortment of costume jewelry that will sell well.

I recommend combining emotional and rational approaches, i.e., to match your taste with what is on your vendor's "Hit list". That way you kill two birds with one stone.

On the one hand, you buy a product that you are crazy about, which you can easily present to your Clients. On the other hand, you support your opinion with objective statistics.

By combining emotional and rational approaches, you get a fairly reliable methodology for effective assortment purchasing.

## Part 7. Working with Clients

The most important condition when selling elite costume jewelry is a tight connection with your Customers, understanding their needs not only formally, but also intuitively, as I said earlier.

That is why when we work with our Clients in the segment of elite bijouterie, we do not just sell goods, we do not just focus on the sale-purchase transaction of our products, we always make sure that the Client gets positive emotions together with the goods; we build our Client's interaction with our product and related emotions that she will experience while wearing our costume jewelry as far and as deeply as possible. It is of significant importance what the Client will feel, how she will be able to present herself in this or that image, what she will tell her acquaintances and friends about our bijouterie.

The difference between working in elite costume jewelry and selling cheap bijouterie lies precisely in the fact that we are able to foresee quite a deep picture of the world as it is seen by our Client. We are sure to sell not just goods, but a complete image. Owners of clothing stores or beauty salons are well aware of that; they introduce jewelry into the assortment helping them to create a completed and delightful image, which was initiated by the clothes or the new Customer image in the beauty salon. We necessarily present a premium service, i.e., we make sure that the girl who buys costume jewelry from us feels like a real queen after visiting our store. It is very important; it is the most important emotional component when buying elite or premium costume jewelry. The jewelry has to be not just a product, it has to be a certain story, a mood.

As for natural stones, sellers do a good job of selling the item's magical and healing properties.

For example, in Glozzo costume jewelry we have created several branded collections. Each collection has its own story, mood, style and unique emotions that it gives to Customers.

Be sure to assist your Clients in selecting costume jewelry, advise them, and help them create a complete image.

These are the key techniques that allow you to effectively sell elite bijouterie and deeply understand the needs of your Customers.

## **The main quality of a costume jewelry seller**

Attentiveness is a key quality that a costume jewelry seller must possess. Attentiveness is the willingness to hear and understand the Customer needs in relation to the purchase of bijouterie.

If we hear needs, we can respond to them and improve our business. By doing so, we strengthen the connection with the Customer audience. This connection is necessary for a business to work for a long time, and Clients will come back again and again.

Let me give you an example: I personally constantly communicate with our Clients, my contacts are publicly available on the Glozzo website. In the process of this communication, a lot of changes have been made to our business.

We have reformatted quite a significant part of the assortment based on our Customers' requests.

Many Clients said that they wanted packaging without our brand name, to which we quickly responded and made such packaging. Now our wholesale Customers can safely trade using our cool packaging without revealing their wholesale supplier in any way.

When you are attentive to Customers, you learn about their needs and improve business for Customers. In doing so, you achieve success.

## **Selling emotions**

In my Glozzo store, my employees have eight principles for working with Customers that they must know by heart and follow. These principles establish the mindset for working with Clients in situations where there is no detailed instruction. This is how we achieve the highest level of Customer service.

The first principle is that we don't just sell product, we sell pleasure.

This means that the costume jewelry salesperson is constantly aware of how the Customer will feel when faced with the result of the salesperson's actions.

Many companies focus only on making the sales. The transaction cycle in such stores ends at the moment when the Customer has paid for the goods.

This is a wrong strategy; it is ex ante losing in the market of elite costume jewelry. If you want to successfully sell high-quality, good costume jewelry, then you must be able to work with Customers far beyond the payment moment.

It is important to build a picture of the world way ahead, from the Customers' point of view, being aware of what the Customers will experience when they get the product, what they will tell their friends and acquaintances. Not just immediately after the purchase, but two weeks, a month later.

And what will the Customer experience when she or he gets an answer to her or his question in your store? Will the Client be satisfied, delighted, disappointed?

Be prepared to sell not only the product, but also to give positive emotions.

## **Solution language**

When answering a Client's question or solving a problem, we act according to the principle "do not come with a problem, do come with a solution". We make the Client's life as easy as possible by solving all possible difficulties ourselves.

We do everything for the Client that we can do ourselves. We do not ask the Client for information we can find out any other way.

Example. A Customer is asking where is her or his order, which was sent six days ago.

Incorrect: tell the Customer the shipping code and say that she or he can track the shipment on the delivery service site.

Correct: ask permission to find out information and get in touch in a few minutes.

Find a Customer's order. Track the order by shipment code. Understand what the tracking data means. Given that the Customer really wants to know “when can I get my order,” instead of “where is my order,” calculate the approximate arrival date.

Then inform the Customer: “Your order is in the logistics center. In about two days the order will arrive at your post office and will be delivered. You will also receive an SMS-notification from us about the order’s arrival”.

## **Never say no**

If right now we do not have a solution to the Client's problem, we do not refuse – we ask for time to think about it. First, we find out the details. Then we think about solutions.

Example. A Customer is asking for a product catalog without prices, which we do not have.

Wrong: to tell the Customer something like “sorry, we can't provide you with a catalog, we hope for your understanding”.

Right: work in a “do come with a solution” style. Namely, find out the Client's problem that she or he wants to solve by getting the catalog, possible consequences and limitations. Come up with solution options.



For example, we ask clarifying questions and find out the essence of the problem: the Customer needs to show the products to the boss.

The consequences: if the boss does not see the products, he or she will not approve or place an order with us.

We find out the limitations: it turns out that a digital catalog, but without prices, will do.

We suggest the following options: sending photos of the best-selling items in an email; inserting photos into a cloud document and sending them; asking the programmer to hide prices for a certain registered user on the website, and so on.

## **Exceeding expectations**

The strongest sales technique in elite costume jewelry is the exceeding expectations method.

The most trivial example is to give your Clients some gifts. Even a small lollipop, or a nail file, or some postcards with kind words: wishing love, health, and happiness to your Client.

This approach will help you exceed expectations, create a “wow” effect, provide additional emotion, and set you apart from other stores. Every day, think about how you can exceed your Customer's expectations. You will get loyal Customers who appreciate your attitude, love and attention.

And, of course, always keep your word. One among the ways to make your Clients happy is to keep your promise and exceed their expectations a little. Conversely, not keeping a promise is extremely frustrating for the Client.

## **We always trust our Customers**

The painful issue of trade is the issue of trust to the Clients. It certainly was not formed overnight and will not be solved overnight.

It is my belief that when selling elite costume jewelry, you have to be sure to trust your Customers.

How does the distrust manifest itself? One day I went into a retail store of a fairly well-known chain. I started walking around and looking at jewelry. Instead of smiling and greeting, several salespeople from different corners began to watch me intently, as if I wanted to steal something. I felt like I was under the gun, and it was not very pleasant.

In some stores there are conflicts over returns. The Customer brings the product for return. And instead of sympathy the salesperson begins to suspect the Customer of dishonesty. They say, you wore it once to an event and now you are returning it.

99% of Customers are absolutely honest people. If they bring returns, it is justified. It is an unpleasant procedure – the Client goes with the expectation of questioning, conflict. The Client does not need suspicion, but sympathy.

Even if there are 1% of Clients who abuse our trust, it is not a reason to spoil the lives of others.

By selling elite costume jewelry, you get a deep-pocketed audience that does not massively abuse.

When you operate in the elite or premium bijouterie segment, you have enough margin to offset the problems associated with the 1% who will abuse your kindness.

Trust your Customers. Trust creates a tight continuous connection with your audience, which will allow you to succeed in the elite costume jewelry market.

## **Look for the Customer's dissatisfaction reasons in yourselves**

The reasons for any Customer dissatisfaction we should always look only in ourselves, and in general, for the causes of any our problems.

After all, the Client experienced negative emotions from working with us. Even if nothing happened, but the Client is dissatisfied – we are to blame. And we have to fix it.

If the Client does not like the product – it is our fault, because we did not post a believable photo or a distinct description on the website. The order was not delivered on time – it is not the courier service's fault. We are to blame because we entrusted the Customer to this delivery service.

## **Retain a Customer for Life**

Work in such a way that the Client stays with you for life. This principle prompts the right decision in situations where you have to choose between immediate profit and long-term benefit.

This principle forms an honest and respectful attitude to the Customer. It forces you to concentrate not only on the moment of selling costume jewelry, but also on the Client's emotions that she or he will receive after purchasing the product. It suggests that the seller should build a picture of the Customer's world into the future, with no time limit.

A costume jewelry store that lives by this principle will be set up for honest work, will be associated exclusively with quality costume jewelry. Such a seller will always be open in communication with Customers.

With this human attitude, the entrepreneur will forever attract grateful Customers.

Are you ready to call the Customers a month after the sale and ask how they are doing, whether they like wearing the jewelry after the lapse of time?

If the answer is yes, then you have inner confidence in the quality of your work and products – that is a good sign. And if such a question causes subconscious fear in someone, then you need to change the principles of work.

Does the Client come back to us again and again throughout their lives? Only in this case we do our job well. That is the attitude with which we carry out every action with respect to our Clients.

## **The word “Customer” is capitalized**

This is the final principle of Customer service that we apply at Glozzo.

In correspondence, in communication, in instructions – we write this word with a capital letter everywhere. And for good reason. The Customer is our chief judge, our chief boss. The Customer pays our salaries and bonuses, pays for rent and workplace amenities. And every action in the company is saturated with our gratitude to the Customer.

Good costume jewelry sellers are a community that strives to please their Customers. All the work of the business is lined up to keep the Customer happy.

And also, most importantly, this word must also be pronounced with a capital letter. This is a significant detail.

## **Guarantee**

Provide your Customers with a quality guarantee that lasts longer than usual standards. After all, you are confident in the products' quality. Share this confidence with your Customer.

A lifetime warranty is not the smartest approach for costume jewelry. After all, it is not a precious piece of jewelry. However, you can set a warranty period of 180 days or a year.

Gold plated costume jewelry from a trusted supplier will last a long time. My spouse and two daughters take great pleasure in arranging extreme tests for our bijouterie. During one of these tests, the necklace was worn, practically kept in place, for more than 6 months.

My girls swam, sunbathed in their costume jewelry, and took a bath. The plating did the job perfectly. And even after six months the product looked like new.

In international trade, we can technically give a guarantee of no more than 180 days, because there must be a limit to the duration of the contract.

Anyway, it is a good enough warranty period, which allows Customers to buy costume jewelry with confidence.

If you sell Glozzo costume jewelry, you can safely apply the 180-day warranty for your retail Customers, because if a retail Customer makes a claim, we will reimburse you for the cost of the product!

## **What to do if the Customer saw your product cheaper?**

Many Customers who sell costume jewelry in traditional offline retail stores periodically encounter situations where they are compared to online sellers, to Chinese stores and to big retailers.

All entrepreneurs who sell costume jewelry may face a situation when a Customer comes in and says, "I saw the costume jewelry you sell on a Chinese website for less".

This situation can be emotionally unpleasant, especially for aspiring entrepreneurs. Let's figure out what to do about it, how to react, and how to discuss it with the Client.

First of all, it should be assumed that the person telling you this has never bought anything from a Chinese website.

Earlier I told you about the problems with the quality of goods and the fact that 99% of the products available in China are junk-jewelry of poor quality. Behind the same picture there can be completely different version.

The Chinese websites themselves began to offer possibilities to buy the same design in different versions: “ordinary quality” (a nightmare) and “good quality”. Concurrently, the picture is the same.

The Customer did not see your jewelry, but saw a photo that looked like your product. If she or he had actually ordered that piece of jewelry, she or he would have encountered poor quality. The Client would not have had any questions for you at all.

Therefore, we clearly understand that the Customer has never ordered costume jewelry in China, if she or he is under the illusion that one can buy quality jewelry at a low price.

The salesperson may politely ask: “Did you order exactly this costume jewelry on the Chinese website? Have you seen the quality of this jewelry, is it really the same as ours?”

The next step for the salesperson is to use the situation to present the advantages of your products. There is no need to talk about the Chinese website any more. You should only talk about the advantages and qualities of your costume jewelry.

If the Client came to you, it means that she or he has a distrust of the Chinese price. After all, if the Client had actually ordered a high-quality bijouterie on a Chinese website for less, she or he simply would not have approached you.

The fact that the Client has come to you with a question means that she or he doubts and wants to hear why it is worth buying from you, rather than trying to bring it somehow from China or somewhere else. And you have to take this chance to explain, to be understanding and respectful of this Client’s doubt and to present your products.

There are situations, of course, when it is just trolling of competitors or envious people. This is especially common on the Internet.

For example, if in the comments on your social networks the person does not calm down in any way, tries to inflame the topic – accept that this is trolling, and ban the provocateur.

## **What should I do if the Customer wants to make a return?**

What to do in a situation where a Customer brings a return?

First – remember the principle of trust. If the Client brings a return, that means she or he is not satisfied with the quality; or else a girl just wants to return, because she came home, tried on one outfit, another one and realized that the jewelry does not fit; or else she wore earrings for a day and realized that it is uncomfortable for her ears, and she would like to return or change to another model – do not be suspicious about it. 99% of Customers are telling you the absolute truth.

You should not think that the Client is kind of a person of no scruples, who took a product from you for one day, for some event, wore it out and returned it, as if to rent. You should not use this stereotype in relation to the Client.

Trust what your Client says. Realize, try to put yourself in the Client's shoes. After all, bringing a return is quite difficult psychologically. A Client who plans to make a return can be rude, negative. This is due to the fear that sits inside the Client. Help to dispel this fear.

Immediately begin by apologizing to the Customer for this situation, that she or he had to make a return. Instantly explain to the Customer that you will accept the return without reservation. Tell her or him that you understand how unpleasant it is to make a return.

You will see that the situation will even out, the degree will go down, and the Client will be very grateful to you! And perhaps, instead of getting her or his money back, the Customer will decide to buy a replacement piece of costume jewelry. Or, having received money back, after some time, realizing that you are really good to deal with, the Client will decide to make a second or a larger purchase.

Therefore, the situation of the Client's dissatisfaction should be used to warm your relationship with the Client, to demonstrate your high professionalism. This will set you apart from the vast majority of competitors.

## **What should you do if the Customer demands a discount?**

What should you do if a Customer comes to a costume jewelry store and asks for a discount? It seems like she or he is already making a purchase, but at the last moment the Customer asks for a discount.

Let's go over the basics. If you made the right choice in favor of the elite costume jewelry segment, it means that you have a fairly high margin. Therefore, you have the ability to meet the Customer's requirement and give a small discount. Just as a matter of courtesy.

Now, how should you give this discount? I do not recommend giving an instant discount. That kind of step would discredit your prices.

So, you can offer some conditions to give a discount. For example, payment only in cash. The discount in this case is justified by the savings on acquiring.

You can work in a different way and say, "You have a really good purchase, but if you take not one piece, but two pieces of costume jewelry, then yes, I can give you a 10% or 20% discount".

Offer to replace the discount with some gift. Offer, for example, a free gift wrap.

In any case, there should be no a direct refusal. But you should always take care that the easily obtained discount does not give the impression of unfairly high prices.

## **Get an opinion on the purchase**

Common decency is to call or write to the Customer and ask for their feedback when they have received the item in hand. This is especially true for the online store and social networks, where the moment of ordering and the moment of receiving the



product are separated in time. If a young man buys costume jewelry as a gift for a girl in an offline store, you also have a good reason to get the young man's contacts to get in touch and ask how the gift went.

Asking for feedback, you show that you care. You show that you really care.

This also confirms your willingness to take responsibility for the quality of your work. This is very valuable especially in online trade, because Customers sometimes suspect online stores of bad faith.

Therefore, always ask Customers for feedback about the purchase.

# Part 8. How do they make millions on costume jewelry?

In this part of the book, I will share with you the most fiery and effective techniques that can blow up any costume jewelry store's sales!

It is important to remember that to apply these techniques, you need to build a base: to provide your costume jewelry store with product range and traffic.

The most universal way that anyone can apply here and now, without any unique knowledge or skills as a salesperson, is to expand the assortment and increase traffic.

These ways to increase sales always work in a costume jewelry store under all conditions.

When buying costume jewelry, Customers appreciate the variety of assortment. The wider your range, the more diverse the product lineup, the more diverse the categories, styles and brands that are represented in your store, the higher the probability that the Customer will be able to find something suitable.

If you do not know what to do to increase sales, feel free to expand your assortment and bring in more traffic. Remember the 1/3 rule.

## **How to make a sell-down event?**

Bargain-sales are able to raise the income of a costume jewelry store to a new level. All successful entrepreneurs talk about it. However, it is not enough to talk, you have to do it! So, the ideal sell-down event should contain three points:

1. Offer.
2. Deadline.
3. Callout.

## **Offer**

An offer is any benefit that interests a potential Customer, for example, a bonus, a gift, a discount, a discount card, an intangible incentive... It is important that the offer should resonate with your audience.

## **Deadline**

Evoke emotion! The deadline should explain to the person why she or he needs to act right now. This can be a time limit, a product quantity limit, an offer only for the first N people, and so on.

## **Callout**

Callout – Define the final goal of your action. Think about what the person is expected to do, and ask her or him directly to do it. Give clear instructions. And remember that the action must be simple and unambiguous.

In the online store: “To participate in the bargain-sale, click on the “Participate” button”. On Instagram: “To participate in the bargain-sale, comment on this post, subscribe to this account, like this post!” In the offline store: “Stop by the Grande Stella costume jewelry store at 77 Juicy Road.”

## **Slogan**

A good move is to create a branded campaign name, such as “Black Friday” or “Happy Discount Day”. When you create a playful name or marketing slogan for your promotion, you turn the sale into a kind of game. It lifts the mood and increases the sales promotion efficiency.

## **How to host Black Friday?**

How can a small costume jewelry store participate in Black Friday and still make money? What are the problems with this sales promotion?

During Black Friday, there is a fierce fight for Customers' wallets. If you do Black Friday on the same day as others, be prepared that Customers will be torn between the hundreds of stores that offer discounts on that day.

I lead you smoothly to the conclusion that participating in Black Friday on a general basis will lead to poor results. You have to stand out somehow.

I recommend you hosting a Black Friday promotion in your store a week earlier. What do you gain from it? The money that people are saving for Black Friday will pour into your store, when the people see the sales promotion.

Be sure to emphasize that your discounts and sales are fair. Black Friday has discredited itself in many ways, because the prices remain the same, only larger prices are printed and crossed out on top of them.

Be sure to act unexpectedly. Unexpectedly for your competitors. Let them think that you will participate in Black Friday on the day when everyone else has it. They should not suspect that you will launch the campaign a week earlier and thus entice all the Clients to you. Those Customers who expected to spend money on Black Friday will spend it exactly at your place.

Be sure to use not only discounts, but also try to offer gifts. Sometimes gifts are more appropriate than discounts.

Never announce Black Friday in advance. Many people make the mistake of announcing a sales promotion a week or even a month in advance.

If you make announcements well in advance, you will deprive yourself of sales for one or two weeks before the promotion's start, and this is absolutely unnecessary.

These are the secrets of Black Friday for a small costume jewelry store.

## **The most profitable promotion in the bijouterie store**

I believe that one of the most powerful ways which can blow up sales at your costume jewelry store is through free jewelry giveaways.

One way to use it is a “1 + 1 = 3” promotion: when you buy two pieces of jewelry, you get the third one as a gift. For the record – it is important to make sure that the gift jewelry was sold at a high price and is therefore very valuable.

A 10% or 20% discount in the form of a sales promotion is not all that attractive, but a whole piece of jewelry as a gift – it already sounds much juicier. Especially considering the retail price of elite costume jewelry reaches \$30, \$50, \$100 per item.

You should allocate a separate showcase or a separate product category that you retail at about \$30. From this category or showcase, the Customer can choose a piece of costume jewelry for free while buying two other pieces of bijouterie.

Now it is important to approach this business wisely. If we just give away jewelry for free, the financial result of this sale will not be good. The gift should not be the piece of costume jewelry that you bought in bulk for \$8 - \$10, but the jewelry that you purchased at a deep discount!

## **How to purchase at a deep discount?**

Let me tell you an example from my own practice: once, one of our regular vendors stopped cooperating with one of the foreign manufacturers and switched to another manufacturer.

The new manufacturer was completely uninteresting to us, and the old one was interesting. The vendor had large leftover stock of the old production, which they decided to sell off at a deep discount.

We immediately reacted and purchased a huge batch of costume jewelry at a paltry price. We began to offer this jewelry not at the usual wholesale price, but at discounts as well. As a result, we had an explosive growth in sales of not only of these products, but also ordinary products.

Due to the fact that we “snatched away” this costume jewelry at a very favorable price and shared our strike with our Clients, we earned very well.

You can do the same! At Glozzo, you always have the opportunity to find products with very attractive discounts in the “Sale” section. You can pick up products that retail for \$30 - \$40 and buy in bulk for up to 75% off – for \$2 - \$4 instead of the regular price of \$8. This is the opportunity we give you: to buy a category of chic costume jewelry and offer it to your Customers as a gift.

Now let's calculate the financials. Let's assume you are having a bargain sale called “Buy two pieces of costume jewelry and get the third one for free.” The average retail price for one piece of costume jewelry is about \$35. That is, the Customer spends \$70 on the purchase of two items and gets the third one for free. Your profit from these two items of costume jewelry will be about \$54.

You give an item of costume jewelry that, from the Customer's point of view, costs \$35 – it is just wow! And you had got it at the purchase price of \$4. Your profit becomes \$50. That is, you earn \$50, but you get an avalanche-like influx of Customers, because everyone is just shocked by your sales promotion!

You are giving away free costume jewelry with a retail price of \$30-\$40!!! This is a smashing sale for most Clients. Any girl will find an explanation for why she should participate in this promotion.

It is very important to start such a sale unexpectedly, to prepare for it quietly. Especially if you work offline, because your competitors will burn with envy.

If you are doing it right, you will notice that salespeople from neighboring stores will walk by and constantly squint in your direction.

Gifting jewelry instead of discounts is a very powerful technique, especially  $1 + 1 = 3$  formula. However, it is important to purchase this gift costume jewelry to your advantage, to apply entrepreneurial talent.

Such [super discounts](#) for wholesale Customers are offered in my store Glozzo in the “Sale” section.

## **Mailings two days before the holiday**

One of the strongest sales tools in any store is newsletters. Social media posts perform the same role for your subscribers.

I recommend utilizing SMS and messenger messages rather rarely. E-mail newsletters can be used more actively. The difference between these channels is that when you send SMS, Customers do not choose the moment of contact with advertising and are often annoyed. Letters are viewed at the Client's convenience and are considered quite soft and unobtrusive advertising.

It is helpful to do mailings before major holidays like Christmas and Valentine's Day. Ideally, do it two days before the holiday.

On the holiday eve, there are bound to be those who buy gifts on the very last day and do not have time. They will be very grateful to you for this special offer, because you will solve their problem of where to buy a gift.

## **Doubling the purchase receipt**

Offer the Customer who bought the costume jewelry to make another similar purchase. Not just for herself, but for someone else.

And if the person has just chosen a gift for someone else, on the contrary, offer to choose a product for herself.

If you look closely, this method can double the amount of the purchase. A Customer in a bijouterie store might think, "What cool earrings I've chosen for myself. Oh, I'd rather buy necklace for my mom, she has an anniversary coming up." Your job is just to push the Client to this idea.

The best motivators to buy another item of costume jewelry right now:

- for mom,
- for a friend,
- for a daughter,

- a gift for the upcoming holiday,
- it looks better if two pieces of jewelry (bracelets, pendants, rings, necklaces) are worn at the same time.

Offer Customers to buy some jewelry for someone or at least a set for themselves.

## **Offer expensive jewelry first**

One of the techniques that marketers recommend to increase sales and profits of costume jewelry store, is offering the Customer products arranged from expensive to cheap, in descending order of price.

If the Client has a request, you should not immediately recommend the cheapest products. Offer more expensive analogues first. This way you can, gradually descending the price ladder, find the price level that is most comfortable for the Client. It seems to be more reasonable to get to this level starting from the upper boundary, rather than from the bottom. By doing so, you increase the total amount of the purchase.

The costume jewelry store must have 10% of the items that are priced much higher than everything else. When you talk about expensive products first, you make it more comfortable to buy products in the middle price range. Thus, you kill two birds with one stone: you get closer to the price range acceptable for the Customer from the top, not from the bottom, and make it easier for the Customer to buy in the middle price range on the foil of more expensive products.

## **Neutralize the companions**

One of the biggest problems for costume jewelry sellers in traditional offline retail store is neutralizing the companions who come with your potential Customer. As a rule, the Customer is a girl who comes accompanied either by a boyfriend or husband, or with a child, who are not very interested in your bijouterie store. For this



reason, of course, they by all means encourage your potential Customer to leave the store as soon as possible.

Accordingly, you as a salesperson, must be ready for this. For example, offer children a vase with candy. This means the child will be happy to come to your store. Even if he is a boy, not a girl. Girls may be happy to come and just look at your jewelry. But the boy will also be very happy, and he will call mom to this wonderful costume jewelry store, because there he can get a free gift candy, while mom will be trying on new costume jewelry rejoicing at her new image.

For men, for husbands, you can provide some interesting men's magazines. Something to brighten up a man's wait while his girlfriend tries on costume jewelry.

Work to neutralize the companions so they don't distract the girl from her purchase. Believe me, if you succeed in doing this, you will notice how often your potential or existing Customer's entire family will visit your wonderful costume jewelry store.

## **Adapt the store for gift shopping**

The smartest way to increase your costume jewelry store profits is to solve the problem of jewelry giving. Provide an opportunity for your store's Customers to buy gifts in your store.

Let's puzzle out what problems exist with the gift of costume jewelry.

First, when giving a piece of jewelry, one can miscalculate the size.

Secondly, men, if they want to give girls a piece of jewelry, do not understand anything about costume jewelry and are afraid to buy something wrong.

Thirdly, a girl will not want to give her friend the same or similar jewelry.

Fourthly, when you make a gift to someone who is not your closest person, you cannot guess at the jewelry style. That is, it can be hard to get into the taste preferences of the gift recipient.

These problems have a solution. You need to adapt your costume jewelry store to make it easy and enjoyable to buy gifts.

Have a reasonably good stock of sizeless costume jewelry. If you sell rings, sell sizeless rings as well, do not limit yourself to fixed size rings. If you sell bracelets, sell bracelets that are adjustable in width, embracing. Sell more necklaces, pendants, chokers, earrings – i.e., those pieces of costume jewelry that are versatile in terms of gift recipient sizes.

Be sure to sell gift certificates – men will appreciate it. You immediately remove the headache of choosing a gift. Often gift certificates are bought in large quantities for events and corporate parties. You can make a fairly heavy sale at once, especially before the holidays.

Sell jewelry of different styles. The more diverse your assortment, the more likely it is that the Client will choose something appropriate. Be sure to have a range of universal and conservative jewelry that one can give to a person whose taste is not very well understood.

Have an assortment of casing jackets, gift wrap, greeting-cards – anything that will allow to buy a completed gift from you. The more comprehensively you solve this problem, the more purchases, especially before the holidays, you will get. That means a larger share of the Customer's holiday budget will be spent at your place rather than at other stores.

## **Collect Customer contacts**

Enable your store to collect Customer contacts. In online commerce, collecting contacts happens by itself when the order is placed, because it is necessary for delivery and sending notifications. In offline commerce you have to make an effort to get contacts.

I have already told you that it's a good rule of thumb to collect feedback from Customers. The seller should be interested in how the Customer feels about the

purchase after some time. Avail yourself of this reason to ask for the Customer's contacts in the offline store of costume jewelry.

Encourage Customers to join your social media communities, where you can also reach your audience with interesting events and sales. Social networks allow you to get to know your Customers better and more systematically.

Customer contacts are used not only for mass mailings. With a database of phone numbers and emails, you can run targeted ads on social media and Google that will be shown only to your Customers or a similar audience.

## **Ask for feedback two weeks after the sale**

An important property of costume jewelry is its ability to delight the Customer for a long time, preserving its pristine appearance.

Being responsible for the product quality, it is important for the seller to know the Customer's opinion of the purchase, not only at the time the product is handed over, but also about the impressions of using the jewelry for a considerable amount of time.

I recommend writing or calling the Client about 2-3 weeks after purchase to find out how the jewelry behaves when used.

It is a really strong move from a marketing standpoint, meaning it significantly sets you apart from the not-so-skilled service.

Secondly, it is a sincere Customer care. This means that you have a deeper sense of the Customer's world than other businesspersons.

It is also a good excuse not just to show your concern, but also to get the Customer's contacts.

## How to start a business from scratch?

I want to share with you what I think is the perfect way to start your own business. It seems to me that this is the way to ensure the easiest and most comfortable transition to your own business.

I have noticed that this approach works great with costume jewelry and other business lines. I mean, it is universal. People who apply it, as a rule, establish the longest and most stable business. And the future size of the business depends on your desire to grow and your ambition, not on chance.

My opinion is that starting a costume jewelry business with a full-fledged offline or online store is not necessary. You can first sell jewelry without an online store or a store at all. "Sell to whom?" – you should ask. To friends, colleagues, a target audience within some corporate co-workers. And when you really feel the demand and the Client, then move on to more costly steps.

It is very easy to start and to try. You don't have to quit your job or give up everything you do. It is enough to buy a small wholesale batch of costume jewelry. You will get not just a product, but an opportunity to try a new way of life, a new social role without consequences.

And it is not just a new life style. It is an opportunity to fulfill many of your dreams. Gain more free time, stop depending on your boss. Finally, significantly increase your income and improve the well-being of your family.

I started my own business in 2008 with the direct sales method. When you sell directly one-on-one, talking to the Customers, you get to know them. When you have your first hand-to-hand sales, then you are already comfortable moving on.

Now, there are many alternative opportunities to sell costume jewelry online, combining the business with your main job or raising children. Marketplaces, cloud services and platforms, and social networks offer huge opportunities to launch easily and quickly. And companies like Amazon will take 100% of the logistical

burden. You, on the other hand, will be able to concentrate on your favorite products and listings.

Look where you are more attracted – offline or online. If online, then the easiest thing to do is to open a representative office in social networks. And social networks are nothing but the automation of direct sales. And in the future, such a business could well grow into a full-fledged Internet project.

If you are close to the path of live communication with Customers, you can think about opening a small kiosk or department of costume jewelry. Move gradually. Try to participate in some exhibitions, which do not require large investments and trade equipment. Let it be an intermediate stage of your development.

For example, in 2008, we took part in a wedding exhibition where we tried to sell costume jewelry. At that time, we did not have an online store, we did not have equipment, we just had costume jewelry. We saw the demand again: even at a wedding exhibition, not bijouterie-themed, there were a lot of buyers of our costume jewelry. It inspired us to go further.

Gradual, but continuous movement is the basis of business success. If you want to go bust – just shoot from the hip. If you want to succeed – take small steps. But, most importantly, take them every day!

# Thank you for reading my book!

Add yourself to my social media accounts and share your opinion of your reading.

Links to my pages:

\* Facebook: [facebook.com/bondar.glozzo](https://facebook.com/bondar.glozzo)

\* Instagram: [instagram.com/alex\\_bondar\\_07](https://instagram.com/alex_bondar_07)

# Glozzo wholesale costume jewelry

For more than fifteen years we have been successfully helping our wholesale Customers to open their own costume jewelry stores and make money from their own business.

## High-quality materials

Jewelry "Glozzo" can be proudly sold at a high price.

We use only premium materials:

- three layer 18-karat gold stainless steel,
- 925 sterling silver plated brass,
- diamond-shine cubic zirconia crystals.

Selling jewelry of such quality, you will enjoy the business and the smiles of your grateful customers!

## Glozzo jewelry doesn't tarnish

Our stock and office are in hot Thailand. That's why our jewelry truly resists the burning sun and salty oceanic water.

Jewelry by Glozzo doesn't tarnish or fade. The plating is long lasting. It will make your customers happy for a long time!

## Safe costume jewelry

Our jewelry is made of hypoallergenic alloys. It is nickel free.

My wife and my two daughters use our jewelry, take a shower, swim, stay in the sun - there is no fading, the plating stays as is.

And of course Glozzo jewelry is hypoallergenic and totally safe. How else? After all, my children use and love our jewelry!

## **Selected costume jewelry for premium boutique**

We have our own branded collections of accessories that will make you stand out from the competition.

Each collection has its own style, character and mood.

With your order you'll receive a colorful brandbook with a presentation of all our actual collections.

## **Own warehouse**

We work only with our own warehouse, unlike many well-known cheap intermediary online stores who only aggregate all the junk jewelry photos from Chinese websites without any quality control.

Our own warehouse is a guarantee for you, that you will receive:

selected high quality jewelry;

exactly the items you ordered;

fast shipping within one working day.

## **Free shipping worldwide**

We have different shipping options: fast postal service (USPS, UPU), EMS, UPS, DHL, etc.

For all orders greater than \$300 we provide options of free shipping methods within 2 weeks worldwide.

## **Return without money burned**

If we made a mistake, then we are responsible for it.



In case of defects you will not need to return the defective items. Just send a photo on our WhatsApp - we will make an immediate refund.

## **Guarantee for your retail customers**

If your retail customer complains to you on jewelry quality, then we will also make a refund for you absolutely free of charge. To do this, it is also enough to send us a photo.

## **Secure payment methods**

We accept payment via Stripe and PayPal services, which are popular all over the world.

To join these services we've passed a serious security check.

This guarantees the safety of your funds and the reliability of Glozzo Limited Company.

## **Comprehensive support**

We provide support to aspiring entrepreneurs in the costume jewelry market.

We provide a lot of useful articles and videos, free webinars and free business courses for costume jewelry sellers.

We produce and share free training materials in various areas connected with costume jewelry selling: online & offline, Instagram, Amazon, Etsy and other marketplaces.

I always personally stay in touch with you on my social accounts.

## **Caring managers**

The main priority of our store is taking care of you!

We do everything so that you not only buy jewelry and accessories, but get positive emotions!

Our whole team loves their work very much, we put our soul into the work.

Perhaps that is why we receive such warm reviews from our customers every day.

## **Top 2% of manufacturers from all over the world**

According to statistics, our jewelry is included in 2% of the highest quality jewelry in the world. The highest quality of jewelry is appreciated by the wealthiest and most sophisticated buyers.

For years in this business we have learned everything about costume jewelry. When forming the assortment, we have reviewed and tested the quality of more than 200 manufacturers around the world. And we selected only the best collections to offer our customers.

## **Up to 350% retail markup**

Wholesale Customers value us for the quality, professionalism and high profitability of products.

For every item in the catalog we specify the recommended retail price. We recommend but not limit - you may set any retail price you consider proper.

Our recommended prices have been worked out by many years of practice and therefore help to sell costume jewelry successfully.

## **New items every day**

Every day we update the assortment and sell only the most up-to-date jewelry collections.

Follow the link for daily updates: <https://glozzo.store/new-arriavals/>

## **Stylish packaging without the brand**

Our jewelry comes in a beautiful package. You can offer our products to clients right away after receiving the supply.

There is no indication of the name "Glozzo" on the packaging – you will not show your supplier to customers and competitors.

A branded colorful booklet with a description of brand collections is attached to the order, also without specifying the name of the supplier.

## **Sell under your own brand**

We do not restrict in any way the right of our Customers to sell jewelry under their own brand.

## **Sell on marketplaces (Amazon, Etsy, etc.)**

We do not sell on marketplaces ourselves. This is done by our wholesale Customers and only under their own brands.

You can use our photos, videos and text materials without restrictions.

## **Getting started is easy**

Go to the website [glozzo.store/wholesale-us.html](https://glozzo.store/wholesale-us.html) and register to get access to the wholesale catalog. Our managers will be happy to help you decide on the assortment and answer all your questions!

I wish you and your business all the best!