Google Drive



Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level

Efy Tal

Download now

Click here if your download doesn"t start automatically

Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level

Efy Tal

Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level
Efy Tal
If you have ever wondered how some jewelry lines just seem to be carried everywhere, this book reveals it all. How did they find reps to sell their line all over the country? Do they participate in jewelry trade shows and show rooms? Where do they find help to produce their jewelry? Why are some seemingly unremarkable brands carried all over the place while other designers of exquisite jewelry remain in obscurity? Having the talent to create beautiful designs is simply not enough. You will need some skills and some know-how to take your business to the next level. This book will give you the behind-the-scenes information, tools and all the specific resources to get these questions answered ~ plus show you how to create a viable brand and business you can live on. Contents Include: ~product development ~branding and marketing ~how to create sample boards ~ins and outs of industry trade shows ~securing sales representatives ("reps") ~show rooms ~jewelry manufacturing and mass production ~the various ways to move your merchandise ~how to automate your business Efy Tal is the creator of the popular jewelry brand Efy Tal Jewelry - Pure Expression. Using the passions for her art she started Pure Expression from the ground up, using no investor money. Her brand is carried all over the country. She happily splits her time between growing her company and raising her little girl. After discussing some basics she moves to “Product Development and Design Tips”, which highlights important design considerations that will decide the trajectory of your brand and business. Efy then shares trade secrets on “Creating Samples”, from line sheets to the very essential jewelry sample boards carried by sales reps and used at tradeshows. “Branding and Marketing” is a vital part of cultivating a successful business. In this chapter, she breaks down some fundamentals of brand management, including your packaging, making a highly professional look-book for a reasonable price, press, and developing your ‘story’. Hot on the tail of those subjects, Efy turns to the nitty-gritty of “Production” and “How to Automate Your Business through Employees”. She shows you where to find manufacturers and offers helpful hints about how to stay sane dealing with manufacturers, both in the US and Overseas. Plus, she teaches how your employees will use the systems you've put in place to run your business for you as it prospers. Before covering the all important “Jewelry Reps” it’s time to learn to “Get Your Line into Stores on Your Own” and then of course Efy will reveal everything you need to know about Jewelry sales representatives: where to find them, what to expect when they’re working for you, and how to have a successful relationship with them. This frank discussion of jewelry reps will be one of the most important things you'll learn for the success of your business. “What to Expect at Tradeshows” delves into the organized chaos of jewelry and accessory shows around the nation. Though they may seem overwhelming at first, Efy breaks down what goes into making a show a success and will help you decide if this scene is right for you. Finally, this incredibly comprehensive conversation on the jewelry world is wrapped up with two final chapters on “Account Management” and “Selling Discontinued and Overstock Items”. Secrets of a Successful Jewelry Brand is a must have for anyone who wants make their jewelry business into something extraordinary and turn their dream into a reality.

Download Secrets of a Successful Jewelry Brand: How to Take ...pdf

Read Online Secrets of a Successful Jewelry Brand: How to Ta ...pdf

Download and Read Free Online Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level Efy Tal

---

From reader reviews:

Henry Jensen:

This Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level book is not really ordinary book, you have it then the world is in your hands. The benefit you will get by reading this book is actually information inside this guide incredible fresh, you will get details which is getting deeper anyone read a lot of information you will get. This particular Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level without we comprehend teach the one who studying it become critical in imagining and analyzing. Don't be worry Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level can bring if you are and not make your case space or bookshelves' turn into full because you can have it in your lovely laptop even phone. This Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level having great arrangement in word as well as layout, so you will not experience uninterested in reading.

Melinda Anderson:

The book with title Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level has a lot of information that you can study it. You can get a lot of help after read this book. That book exist new know-how the information that exist in this publication represented the condition of the world today. That is important to yo7u to learn how the improvement of the world. This particular book will bring you inside new era of the glowbal growth. You can read the e-book with your smart phone, so you can read it anywhere you want.

James Batts:

A lot of people always spent all their free time to vacation or even go to the outside with them household or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or perhaps playing video games all day long. If you would like try to find a new activity here is look different you can read the book. It is really fun in your case. If you enjoy the book that you simply read you can spent the whole day to reading a guide. The book Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level it is very good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. When you did not have enough space to bring this book you can buy often the e-book. You can m0ore easily to read this book through your smart phone. The price is not very costly but this book offers high quality.

Ronald Ruggles:

Do you have something that you prefer such as book? The publication lovers usually prefer to opt for book like comic, brief story and the biggest you are novel. Now, why not seeking Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level that give your entertainment preference will be satisfied through reading this book. Reading practice all over the world can be said as the opportunity

for people to know world better then how they react toward the world. It can't be said constantly that reading routine only for the geeky person but for all of you who wants to be success person. So , for all of you who want to start examining as your good habit, you can pick Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level become your starter.

Download and Read Online Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level Efy Tal #M8SIWTN436L

Read Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal for online ebook

Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal books to read online.

Online Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal ebook PDF download

Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal Doc

Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal Mobipocket

Secrets of a Successful Jewelry Brand: How to Take Your Home Jewelry Business to the Next Level by Efy Tal EPub