

Workbook

Introduction to Marketing and Selling Jewelry



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Use this program along with you audio CD.

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Learning Objectives for This Program

- **Key #1: Importance of Goals/Outcomes for Marketing Decisions**
- **Key #2: Putting “Marketing” In the Context of an Overall Business Plan**
- **Key #3: Knowing Your Customer**
- **Key #4: Intelligent Marketing Research**
- **Key #5: Smart Marketing Techniques**
- **Putting It All Together**

Key #1: Knowing the Importance of Goals for Marketing Decisions

Goals are extremely powerful for directing our decisions. That’s because once you establish a goal in your mind, your brain begins to look for ways for you to achieve that goal. It’s so powerful, in fact, that it happens even when you’re not aware of it.

For example, have you ever lost something, and then, when you weren’t even thinking about it, you suddenly recalled where it was? That’s how powerful it is when you tell yourself that you have a goal you want to achieve.

So, it’s important to know what **outcome** you want before you start marketing your product or service.

Your Core Reasons for Being in the Jewelry Business

- **Why is this important? Because marketing requires energy, and you’ll get that energy from identifying the things about being in this field that made you passionate about it in the first place!**
- **Let’s do the “Three Whys” exercise: In one sentence, please write below the main function of your business. For example: “We sell antique glass beads,” or “We do jewelry repairs.”**

“My company_____”

Now ask yourself, “Why is this important?” three times, each time getting at the deeper reason for the “why” above it. After a few “whys,” you will find yourself getting down to your real reasons for being in this business ... the essential element or elements that bring out the passion, the energy and the joy you have for doing this. Is it the creative urge? The desire to make something beautiful? The passion you have for connecting with others who like beautiful things, as well? Whatever that core reason is, we need to get down to it by asking the question “Why” three times!

Why? Because _____

Why? Because _____

Why? Because _____



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