

**OVERCOMING THE THREE BIG OBSTACLES
TO JEWELRY SALES SUCCESS**

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Before we get on to overcoming the "big three" obstacles to jewelry sales success, I want to tell you a little about myself.

My name is David Weiman, and I've been the marketing director of *Lapidary Journal* for almost 20 years. I write a regular column for LJ and Step by Step Beads on jewelry marketing, I present seminars around the country on the psychology of buying and selling jewelry, and I edit a jewelry marketing newsletter entitled Touchstone.

I know the ups and downs of jewelry design and jewelry making.

Finally, in addition to the experiences above related to jewelry, I have an interesting "side job." I have two master's degrees and a doctorate in psychology, and I'm licensed psychologist in Pennsylvania.

I don't mention this to toot my own horn. I mention it because all of these experiences have given me tremendous insights into how people tick. Especially jewelry buyers and sellers.

The artisan jewelers I've known throughout my life are some of the most creative, most intelligent, and most interesting people I know. And the people who come to my seminars around the country throughout the year are wonderful, kind, creative and ingenious people.

The Creative Personality

That creative personality ... the "right brain" type who are intuitive, sensitive and imaginative ... are quite different from the personality you often find in the financial or operations side of business.

Many financial people are "left brain" types ... very logical, analytical and data-oriented. Like Sergeant Friday in the old "Dragnet" television show, they want "just the facts."

Ideally, as a jewelry designer, you would be able to devote all of your time to your creative side:

- ... sketching out ideas
- ... experimenting with materials
- ... fabricating samples
- ... making the finished pieces

And someone else would handle the business side:

- ... managing the finances of the business
- ... ordering and paying for supplies
- ... maintaining inventory
- ... marketing and selling your jewelry

Unfortunately, for most artisan jewelers, unless you have a partner who's gifted in the areas you're not, you're the one running the entire show.

And, as you already know, it's difficult to handle both aspects of a jewelry making business.

Why Selling Jewelry can be Challenging for the Designer

And of all the things that I mentioned above, I think the marketing and selling of jewelry is sometimes the hardest for the designer to do.

Why? Because you've invested your heart and soul into your work. And marketing and selling involves the potential for rejection. And the sting of that rejection, particularly if it's frequent and over a long period of time, can be too much.

That sensitivity to rejection, and the fears that go along with it, contribute to the three common obstacles that so many jewelry designers and craft jewelers experience.

Those three common obstacles are actually three types of "self-limiting beliefs" or fears that jewelry designers commonly tell me about in my one-on-one marketing consultations with them and in my seminars on marketing and selling jewelry.

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