

14 Little Bits of Magic to Make your Jewelry Brand Shine!

1. **I always quote a slightly longer delivery time** - not to stall, but to delight. Promise less, deliver more. There's nothing better than a customer saying, 'Wow, it arrived already!'
2. **Photograph on human skin, not white background** - Sales double, just by showing scale and connection. People buy lifestyle.
3. **Add a handwritten 'thank you' card** - A beautifully printed 6p postcard turns into repeat customers and glowing reviews. Everyone loves knowing the maker's story. I use Canva to create mine.
4. **Show your jewellery packaging in your product photos** - Don't hide it - Pretty jewellery box shots boost conversions like crazy.
5. **Name a product with meaning, not materials** - Silver Disc Necklace" is forgettable. 'The Wanderer Pendant' gets shared. Language sells.
6. **Start a sterling silver scrap jar ritual** - save every little sterling silver offcut, and by the end of the year you've funded a weekend away, or two. Genius!
7. **Offer gift wrapping** - Jewellery is often a gift so why not offer to wrap - you can earn a little more.
8. **Tuck a little story card in with your jewellery** - maybe what the birthstone represents, or a line about why you designed it. Tiny details like this make customers feel connected to your piece before they've even worn it.
9. **Buyers can't feel weight or size** - Use comparison shots (in hand, on model, next to coin).
10. **Small shops can outshine big brands by showing personality** - Your weird quirks, cat photos, messy bench - that's your secret weapon!
11. **If you offer personalisation** - initials, names, or engraving - show every single letter of the font in one image (Create in Canva!). It prevents unhappy surprises when a customer sees their chosen letter for the first time. Clear expectations make happy buyers.
12. **Add 'estimated' to your dispatch time frame** - that one word turns a promise into a cushion when parcels take the scenic route.
13. **Educate your customers on jewellery care** - include a little care card, a polish cloth, and clear return terms. Most "faults" aren't faults at all - they're just unpolished silver. (If only people cleaned their jewellery as often as their shoes!)
14. **Don't try to compete with Amazon, you're a maker, not a machine** - Add a friendly line in your replies like, "Every piece is made by hand - thank you for your patience, it'll be worth the wait." A little honesty and warmth turn impatience into appreciation.

Enjoy!