

Created by a
jewelry business
owner with
20 years
experience

Be Remembered

*A simple email system
for jewelry makers who
want customers to keep
coming back*



Hey, I'm Sarah!

I began making jewelry long before I ever called it a business. What started as a little escape quickly grew into a 7-figure gift and jewelry brand with a small team, a busy studio, and customers all over the world. It was fun, but it also pulled me further from the bench - the place where I actually feel most myself.

So, after twenty years of running the company, I chose a different rhythm.

I stepped back and returned to working as a solopreneur - designing, making, writing, and sharing the things I've learned along the way. These days my work is simpler, quieter: just me, my tools, a cat who believes she runs the place, and a genuine love for helping other makers find their creative freedom.

Why not pop on over to: www.jewelandi.blog to discover more

Sarah x

*Instead
of constantly chasing
discovery,
focus on being
remembered.*

How to start and grow your email list from day one

Who this guide is for

This guide isn't about email marketing tactics, funnels, or growing a massive audience. It's about building something small, steady, that will grow for you over time - so you're not constantly chasing discovery, you're focusing on being remembered.

It's created for jewelry makers - especially those selling on Etsy, at craft markets, shopify or even galleries - those who want more consistent sales but don't want another complicated system to maintain.

If you're looking for hacks, viral growth, or overnight huge results, this isn't for you.

I've been running my jewelry business for over 20 years. But if I were starting today - with Etsy, Shopify, social media, search engines and algorithms in the mix - this is exactly how I would start and this is exactly how I started and built up a list of over 120,000 subscribers.

Super simple, easy system

To get started, you only need:

One email marketing platform

*Throughout this guide, I'll be using **MailerLite** in examples - simply because I've used this for many, many years, it's beginner-friendly, affordable, and does exactly what makers need without overcomplicating things. If you already use another platform, the principles still apply.*

One simple landing page

One small offer

One welcome email set up

One weekly newsletter going forward

That's it.

No website. No tech skills.

You can set this up in an afternoon.

Inside this guide, I'll share the simple email system I use - and explain how each part works together. You'll learn:

1.

How to think about setting up your first email list

2.

How to choose an offer that actually makes sense for your jewelry customers

3.

What a good landing page needs to do

4.

What to include in a simple welcome email

5.

How regular newsletters work towards repeat sales

The framework

Let's start by looking at the eight simple steps for selling via Etsy, Shopify, craft markets or in-store



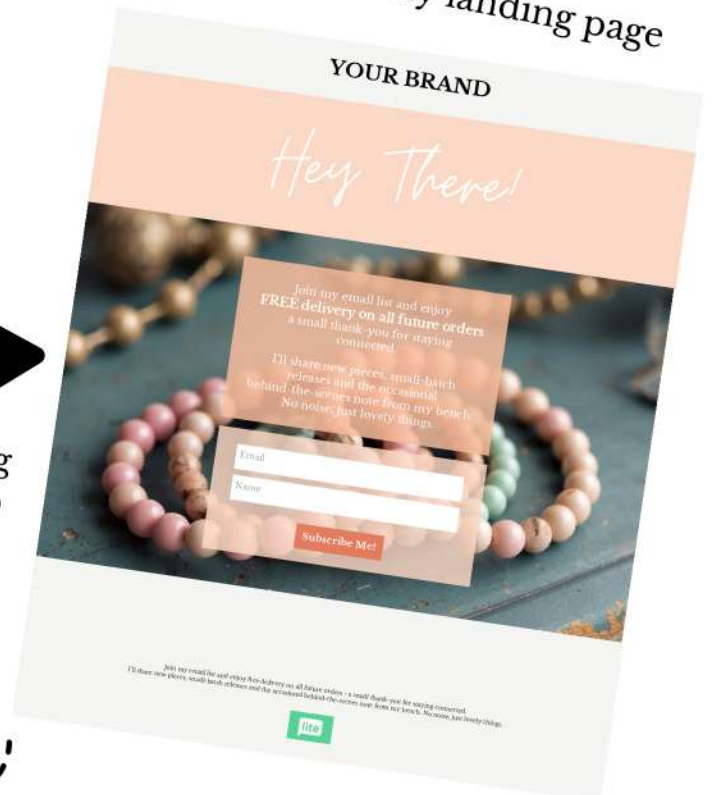
2. Send your parcel in the post OR give a gift bag if face to face



3. Include a thank you card



5. Your pretty landing page

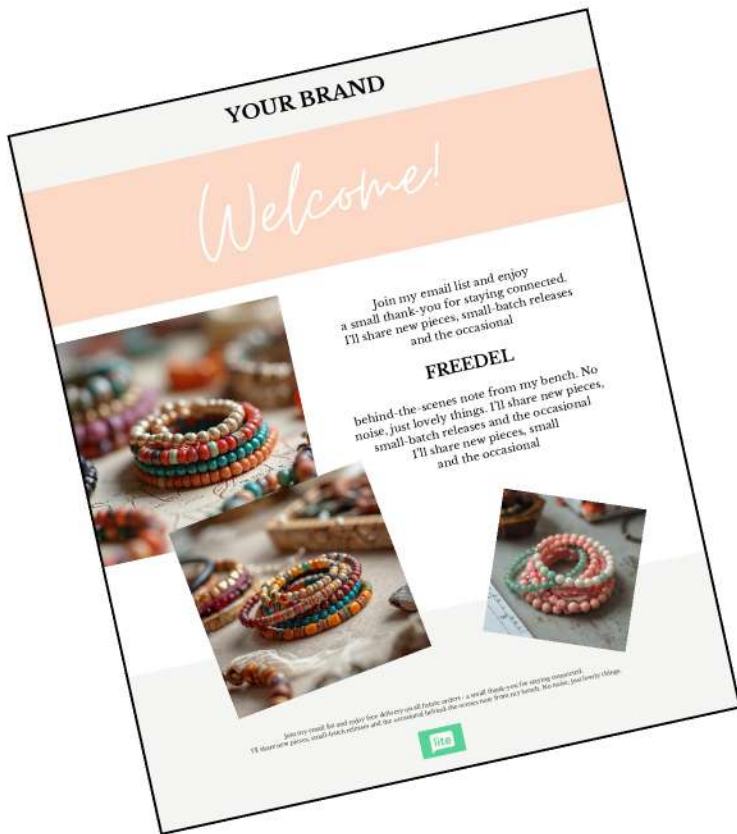


4. Feature a QR code to encourage customers to go to your landing page to subscribe

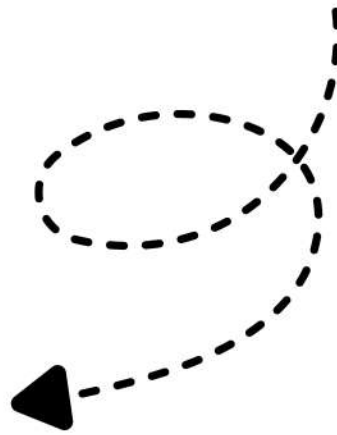


6. Create a compelling offer to get them to subscribe!

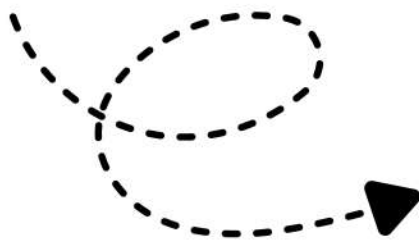




7. Subscribers get a simple automated welcome email



8. Eventually set up a weekly regular email newsletter to push through to your subscribers with a range of new products, seasonal trends, occasions trends, offers and discounts.



Grow your list!

This isn't an all-or-nothing setup. It's a system you can ease into, layer by layer - starting small, then adding **regular weekly newsletters**, automations and promotions as your sales grow.

CASE STUDY

One weekly newsletter that worked better than anything else

I grew my company email list to
120,000 subscribers.

We would send out beautiful weekly emails featuring
new products, gift guides, seasonal trends and
promotions.

One regular weekly newsletter that worked better than
anything else hands down was our 'Friday Fix'.

One newsletter.
One product.
One crazy offer.
(think 50% off or more)

Why it worked:

It worked because it was predictable and super simple.
Every Friday, one email, one product, one clear offer -
no noise, no decisions to make. That consistency
built trust over time and orders.

It was also incredibly practical for a maker.
We never offered new product lines.
Friday Fix was always our easy way to move
end-of-line pieces or older stock.

Sarah x

Why do we collect subscribers

One reason we collect subscribers is: when you sell on Etsy or any other marketplace, those customers aren't really yours. The marketplace did the introducing, they own the relationship, and they can change the rules whenever they like (usually just as you've got comfortable). So you own very little.

Also, an email list is how you stay connected. Whether you sell on a marketplace forever or one day open your own shiny little website, your list becomes YOUR asset that moves with you. It's the one thing you can take everywhere - and the thing that turns a side hustle into a proper, grown-up business without losing the handmade soul.

If you already have a website

Most websites show your work beautifully - but without a reason to subscribe and a welcome email, visitors leave and never return.

This system plugs that gap.

*Social media might
bring the first sale.
Email is what brings
the second, the third,
and the fourth.*

The framework broken down

Step 1: Make a sale (yay!)

Well done you. This is where everything starts - whether the sale happens on Etsy, at a craft market, through your website, a gallery or in a shop. At this point, your customer has already said yes to your jewellery piece. They liked it enough to stop, look, and part with their money - which is no small thing. They trust you. They chose you.

And this moment matters more than most makers realise. Because it's actually far easier to sell to someone who's already bought from you than to convince a total stranger to take a punt. In fact, statistics show past customers are several times more likely to buy again than brand-new ones.

So no pushing. No salesy selling. Just being ready for what comes next - turning that lovely one-off sale into the start of a longer relationship instead of chasing constantly to be discovered...we work on being remembered.

Step 2: Send the parcel (or hand over the gift bag)

This is your first physical touchpoint after the sale - and it's powerful. Packaging isn't just about protection, it's about care.

A beautifully wrapped parcel or thoughtfully presented jewelry box reinforces that the customer made a good decision. It builds trust, pride, and a sense of value. This moment sets the tone for whether your brand feels forgettable... or memorable.

Step 3: Include a thank you card

A thank you card is small, but it does a lot of heavy lifting. It reassures the customer they're buying from a real person as you care enough to thank them. It humanises your brand. And it creates a natural place to gently invite them to stay connected - without being too salesy.

At this stage, you're not asking for another purchase. You're simply opening the door to a future one..or two..or three!

Step 4: Feature a QR code on your thank you card

This is where offline and online connect.

By adding a QR code to your thank you card, you give customers an easy, friction-free way to:

- Join your email list
- Receive a small thank-you perk
- Stay connected after the sale

No typing. No searching. Just one scan.

This works beautifully for Etsy orders, craft fairs, and in-person sales - especially when paired with a clear reason to subscribe.

I use Canva to create my thank you cards, and it makes this step really straightforward. Within Canva you can generate a QR code - it's simply a small square barcode that, when scanned with a phone camera, opens a link instantly. In this case, it takes your customer straight to your email sign-up page, with no typing or searching needed. You just drop the QR code onto your card, print it, and it quietly does its job in the background.

Step 5: Direct them to your branded landing page

Your landing page is not your website - it's a single, purely focused page with one job only: to collect email addresses. It should:

- clearly explain why someone should subscribe
- reflect your brand visually
- offer something simple and appealing in return 'an offer'

Your page doesn't need to be complicated. It just needs to be clear and aligned with your jewelry brand. This page becomes the quiet backbone of your list-building efforts.

I use **MailerLite** for my landing pages at Jewel & I. It's an email marketing platform - which sounds technical, but really it just gives you one place to collect email addresses and stay in touch with people afterwards.

You can create simple online landing pages and sign-up forms with drag and drop, set up an automated welcome email, and send regular newsletters - all without needing a website or any tech know-how. Everything lives in one place and works together quietly in the background.

What's reassuring, especially when you're just starting out, is that MailerLite's free plan is genuinely generous. You can build landing pages, collect emails, send weekly newsletters and set up a welcome automation all on the free plan (at the time of creating this guide), as long as you stay under around 500 subscribers. When your list grows beyond that, paid plans start from roughly \$9 a month.

Step 6: Create a compelling reason to subscribe

People don't join email lists "just because". They subscribe because there's something in it for them - a thank-you, a perk, a sense of belonging, or early access. For jewelry businesses, this might be:

- free delivery for all subscribers going forward
- early access to new pieces/collections
- a small gift or exclusive offer
- 10% discount off their next order

This incentive doesn't need to be big. When done well, subscribing feels less like marketing...and more like being invited into your world.

Step 7: Create an automated welcome email

A welcome email is exactly what it sounds like: a friendly first message that's automatically sent to someone as soon as they join your list.

It means every new subscriber hears from you straight away, even if you're busy at the bench or packing orders.

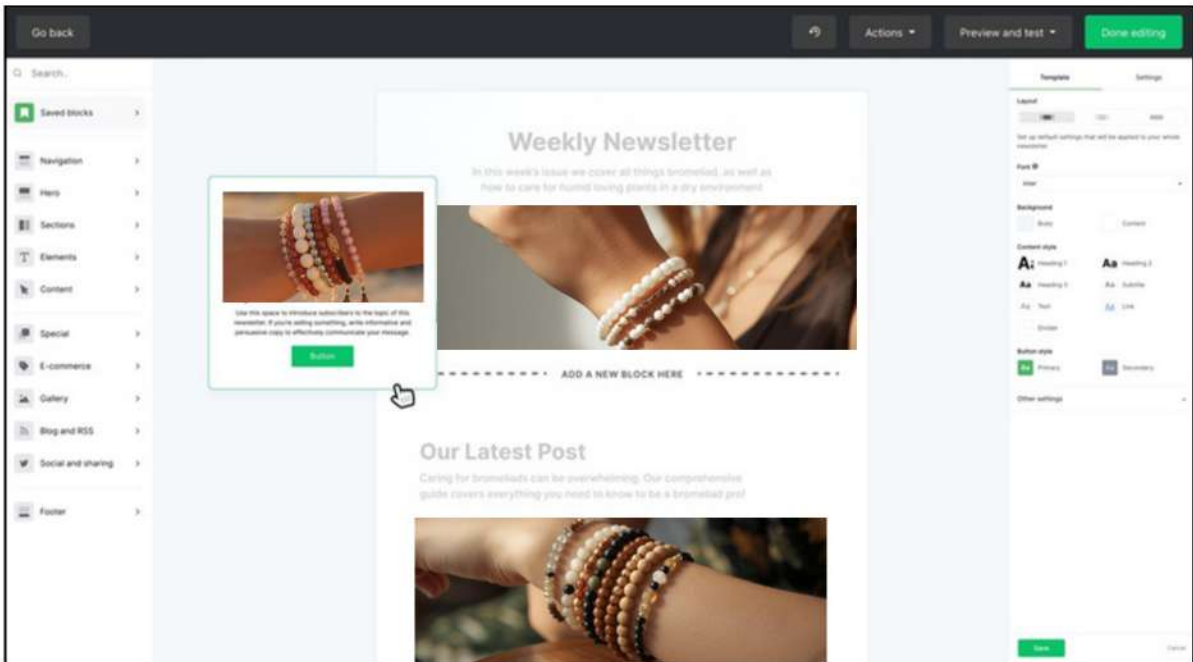
Using automations, you simply tell MailerLite: when someone signs up, send this email. From then on, it runs quietly in the background for every new subscriber. Simple works best for your welcome email. At a minimum, it should:

- say hello and thank them for joining
- remind them what they've signed up for
- deliver your offer (for example, free delivery or early access)

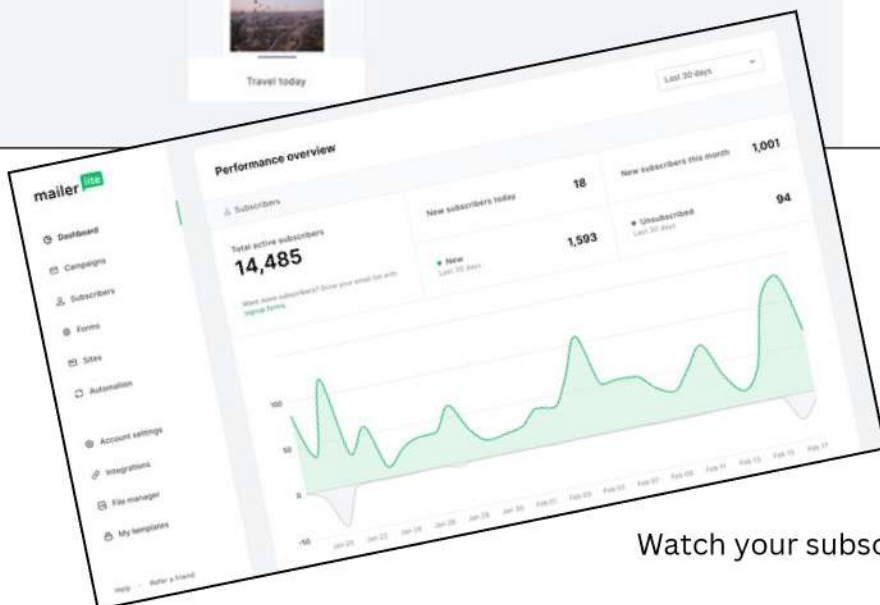
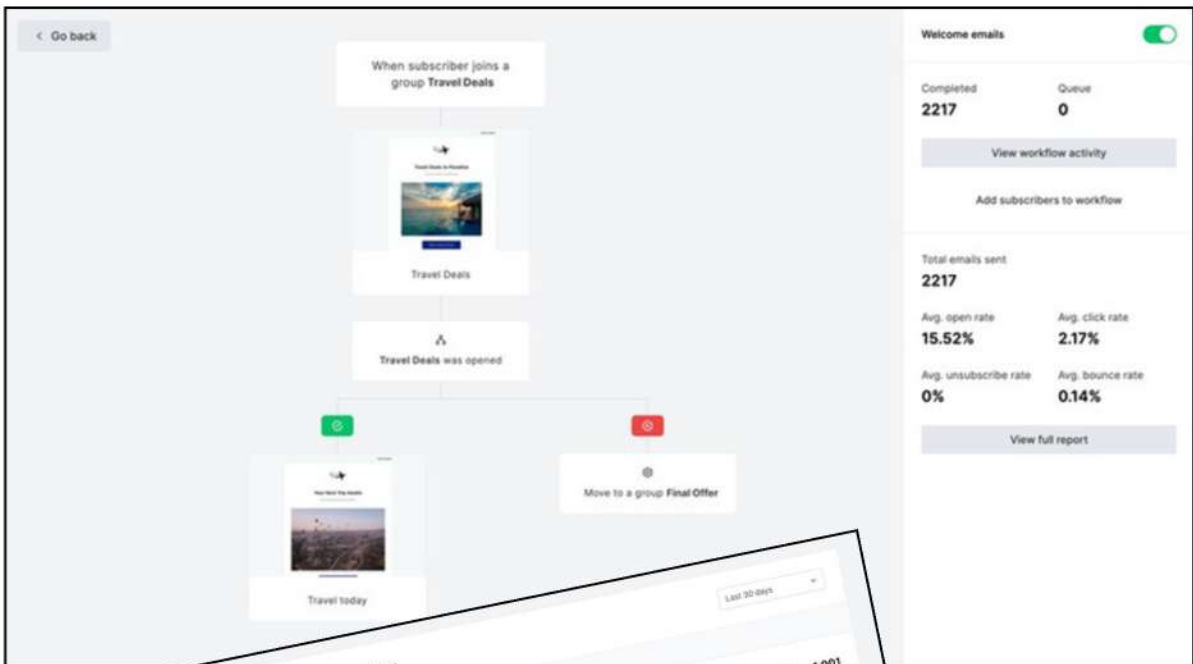
Think of it like greeting someone when they walk into your shop. It's polite, reassuring, and makes them feel they're in the right place.

Once this is in place, you've created something powerful: every new subscriber is welcomed, looked after, and connected to your brand automatically.

Create your landing page & welcome email



Set up your simple automation



Watch your subscribers roll in!

Top-Performing Offer Types for Jewelry Makers

1. Free ongoing delivery for all subscribers

Consistently one of the highest-converting incentives.

Why it works

- Removes checkout friction
- Feels like a thank-you, not a discount
- Doesn't devalue your jewelry

How it's positioned

"Because you're on my list - delivery's on me!"

Works across Etsy, markets, and your own site using a discount code set up.

Won't work for craft market makers...sorry!

2. Early access to new pieces / collections

Extremely effective for:

- small batches
- one-of-a-kind pieces
- seasonal or limited releases

Why it works

- Creates a feeling of "first dibs"
- Builds urgency without pressure
- Encourages repeat buying

How it's framed

"I'll be listing 6 new necklaces tomorrow at 7pm. I wanted you to have the heads-up first." - You're not hiding listings or doing anything sneaky - you're simply giving your subscribers advance notice.

3. Free gift/upgrade with every purchase (for subscribers only)

Small, thoughtful extras convert beautifully.

Why it works

- Increases perceived value
- Makes the order feel special
- Encourages people to stay a subscriber

Think:

- polishing cloth
- mini charm/badge
- upgraded box
- gift wrapping

For online - ask them to add a note at checkout saying “subscriber” to claim their gift.

4. Subscriber-only sale

Why it works

- Protects brand value
- Rewards loyalty

Important:

These should be rare and clearly framed as “for my list only”.

5. Behind-the-scenes stuff!

This works when it’s genuine + interesting

Examples:

- watch the work in progress, works well for say silversmith’s
- why you made a piece

Create short video’s to send out to your email list.

Your Goal

The goal isn't to build a huge list overnight. The goal is to build a system that quietly works in the background of your business.

That overall system should look like this:

1.
Your cards go out with every order
2.
Subscribers are trickling in daily or weekly via your landing page
3.
Your welcome email is automated
4.
You then create one regular newsletter to go out weekly
5.
customers will remember you - and come back!

Some weeks will be quiet. Some emails won't get much response. That's normal. What matters is that the system is there, doing its job, even when you're busy making.

Over time, this is what turns one-off sales into repeat customers - without shouting, chasing, or starting from scratch every time.

**You're no longer constantly trying to be discovered.
You're building something people remember.**

JEWEL & I