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# Tips for Selling Wholesale Jewelry

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# Tips for Selling Wholesale Jewelry

## How to Sell Jewelry Wholesale

If you are a creative person, with a great sense of style and flair, you may be able to start your own business making and selling jewelry wholesale. Because people are so very unique, they want jewelry pieces that are unique, one-of-a-kind pieces that nobody else in the world owns! This desire can make you quite a bit of money, simply start your very own jewelry wholesale company.

You can easily order wholesale supplies from hundreds of companies around the globe online at really low prices. It is important to keep up with how much each part of each piece of jewelry costs you, and to get a total cost of each piece, including any expenses that you had for having supplies shipped to you. With the total cost figured, you can easily set your prices by adding 15% to the cost.

You can sell your pieces in a variety of ways. You can open your own online wholesale jewelry store, sell to local jewelry stores, rent booths at local flea markets and fairs, or advertise your jewelry making skills and take orders for unique pieces. You can also sell your pieces on consignment at boutiques.

You want to be known for your quality. Always select the highest quality gems and stones for your pieces, and make sure that the craftsmanship is outstanding. Become exclusive, and more people will want to purchase your pieces, and never make any two pieces alike.

However, you can also go the other route and make hundreds of identical pieces, as they are ordered. You do this by making one very unique, high quality piece, and showing it to your local jewelry stores. Ask them if they would like to order in bulk, then fill the order.

Another option is to do catalog sales. Make enough pieces to fill a small catalog, and take pictures of each piece. Write a description for each piece and then put together your own catalog using software and a good printer or send the work to a print shop. You can send these catalogs out to a list that you obtain from a direct mailing list company.

This type of business does require creativity and skill, but it also requires the ability to market yourself and your jewelry. You need to have business cards printed, and also have catalogs and brochures printed as well to market your jewelry wholesale business.

## **Exporting Jewelry Wholesale**

If you plan to export jewelry wholesale, you may need to find out if it is legal. First you must understand that sending just one piece of jewelry to another country is in fact "exporting goods." This is true even if the country is Mexico or Canada! No matter where it is going, if it is outside of the United States, or the country that you live in, it is exporting.

You can find out if exporting certain pieces of jewelry is legal by calling the customs agency in your state, or by calling the United States Customs Office. Describe the jewelry and as well as the precious stones it contains, and tell them where it is being sent. They will be able to tell you if shipping it is legal, and what problems may be encountered at customs in the country it is being shipped to.

Take shipping costs into consideration, and make sure that your customer pays for that! Shipping to other countries can be quite costly, and if you pay for that shipping, you probably won't realize any profits on the jewelry wholesale that you are shipping out of the country!

## **Importing Jewelry Wholesale**

If you are considering importing jewelry wholesale, you might want to see what your other options are. When jewelry is imported, there are additional costs, such as high shipping costs, that you may not be prepared to pay. There are also other issues to consider as well.

Customs is a major issue, because some materials that come from endangered animals are outlawed in the United States, ivory for example. When importing jewelry, you need to be sure that all of the materials that make up the jewelry can be legally imported.

The possibility of not getting what you paid for is another consideration that you must think about. If you order from someone outside of the United States, where the United States has no legal jurisdiction, there won't be anything you can do if you are ripped off. If you are importing jewelry wholesale, make sure that you are dealing with a reputable company.

Usually, if you can find the same pieces of jewelry for sale in the United States, at a slightly higher cost, you will be better off making your purchase in the US. By the time you add shipping to the imported jewelry, it will probably cost more. However, there are many pieces that can only be found in other countries.

## **How to Price Your Jewelry Wholesale**

Pricing is an issue that many people in the jewelry business often worry about.

However, there is a method that you can easily use, whether you purchase jewelry wholesale or make your own jewelry. Pricing is very important. You don't want to charge too much, because you won't sell anything. On the other hand, you want to make sure that you charge enough to make a profit.

If you purchase your jewelry at wholesale prices, a markup of 15% to 30% is usual, and people will pay these prices. In the grand scheme of things, apply the 30% markup, and make that the "regular" price. When you need to move merchandise hold a sale, and use the 15% markup price as the sale price.

If you make your own jewelry, determine the total cost of the piece, including the cost of supplies, shipping, warehousing and packaging, then apply a 15% markup. With the 15% markup, your jewelry will be priced at the wholesale price. If you sell the jewelry to the general public yourself, as opposed to selling it to retailers, apply the retail price, which in this case would be about 45% above your costs.

### **How to Open An Online Jewelry Store With Jewelry Wholesale**

Opening your own jewelry store has never been easier than it is now. In fact, you can use the Internet to open your own online jewelry store and never stock a single piece of jewelry! In fact, your jewelry store could be open for business in less than a day and the only thing you would need to do is market it! This is pretty much an instant business.

First, find jewelry wholesale suppliers. If you want a truly "hands-off" business, find a wholesaler who will drop ship to your customers. This way, you never have to handle any of the stock. Here is how it works. You get your website set up, with an online catalog of all of the jewelry that you offer. You market that site to the public. Customers start visiting your site, and they place orders. You forward those orders to the drop shipper, and the drop shipper handles the rest!

Most wholesalers will require you to pay for the merchandise before it is shipped. This shouldn't be a problem because you will require your customers to pay for their orders at the time the order is placed. Of course, you charge more for the jewelry than the wholesaler charges you.

In most cases, you will be allowed to set your own prices. Look to see what the wholesaler charges you, including shipping, then add 15% to 30% to what price. This is what you should charge your customers.

If you aren't sure how to go about setting up a website, you can probably find a wholesaler who will provide you with a website. Most of these wholesalers charge a fee for the site, and your site will usually look like all of their other distributors. This should be your last option.

You may consider opening an eBay store. There is a fee for this as well, but at least your store will be unique. You can also bypass the eBay store and simply set up eBay

auctions, which are very affordable for everyone. Make sure that you set a minimum reserve price for the jewelry that you are selling so that you don't lose money, and make sure that the buyer pays all shipping costs and insurance.

Again, setting up an online jewelry store with jewelry wholesale is one of the easiest ways to start a business today. You can literally be up and running in a few short hours, and making money within twenty-four hours of "opening your doors!"

### **How to Make Your Own Jewelry Wholesale**

Making jewelry is not only fun, it is actually very easy. It just takes a lot of creativity, and a little skill. In fact, you could easily start your own jewelry wholesale company by making jewelry yourself.

There are countless books available with instructions and ideas for jewelry making. There are also numerous websites where you can learn how to make your own jewelry and get ideas. In the beginning, you will probably want to follow a few instructions or patterns until you get the feel for it, but eventually, you should let your creativity shine through and design your own jewelry.

You can easily purchase all of the supplies that you need for making your own jewelry wholesale through wholesale sources online. Buying in bulk will get you the best prices. You can buy cheap gems, and high quality gems as well. Everything that you could possibly need can be located through a wholesale resource on the Internet!

After you've made several unique pieces, you should show them to friends, family members, and colleagues. You will be surprised at how many of these people want you to make pieces for them as well! Just be sure to charge, and soon enough, you will have your very own thriving jewelry wholesale business, simply because you learned how to make your own jewelry wholesale.

### **Making Custom Jewelry Wholesale**

If you have a great sense of style and creativity, you should consider constructing quality custom jewelry wholesale for individual clients. If you are good at it, you will find that you have customers calling you over and over again to construct special pieces for them, or as gifts for others.

Making custom jewelry wholesale isn't hard. Again, you need a sense of style and creativity, but the skills needed to make jewelry are very easy to learn. The object is to make your pieces unique and exclusive. When a client wears custom jewelry that you designed and constructed, they should wear it knowing that there is none other like it in the whole world!

Working with clients is actually the hardest part. You need to get a picture in your mind that matches the picture that is in their minds. Never construct the piece while they are watching; this is in effect teaching them how to do it themselves, and you will probably lose a customer. Never let them know just how easy it is!

Talk at length with the client. This is the only way that you can design custom jewelry that matches their likes, dislikes, and personality. If the piece is to be a gift for someone else, ask lots of questions about that person, and if possible, meet them in person yourself. Remember that uniqueness and exclusivity are the keys to making this type of business successful, but great communication with the clients is vitally important as well.

Many clients will want you to make custom jewelry wholesale using stones or gems that they already have. They may even want you to just enhance a piece that they already have. Before you start doing this, make sure that you have the skill and qualifications necessary to do this work. You do not want to destroy a client's beloved jewelry! Make sure that you ask about the history of the piece, and find out what special meaning that piece holds for your client as well.

Of course, you will purchase the pieces that you need to make the custom jewelry from wholesale resources. Just make sure that you are buying quality parts and look for sources for unique jewelry making supplies as well. Imported pieces are great sources for uniqueness. You will have to quote your client a price before you start, so be careful here. You don't want to lose money. Once you've quoted a price, deduct 15% to 30% from it. Think of the remainder as your "budget" when buying supplies to make the custom jewelry wholesale.

### **Making Jewelry Wholesale - How to Find Birthstones**

Many of the jewelry wholesale pieces that you make will include birthstones, and purchasing birthstones is not always cheap. Therefore, you will need to find jewelry wholesale sources for birthstones that you can afford.

Everyone loves jewelry with their birthstone in it. This type of jewelry makes perfect birthday gifts, as well as Christmas gifts. Some birthstones, such as opals, are quite inexpensive, while others, such as emeralds, rubies, and diamonds are very expensive.

One option is to purchase simulated stones. These stones are not real, and it is important that your customer be made aware of this. However, some customers will want the real deal! Again, you need a source for real birthstones.

The Internet is the perfect place to find birthstones. There are numerous jewelry wholesale outlets that do business online. Because there are so many, prices are usually rock bottom. Make sure that you make sure any company that you do business with is legitimate, and that the gems you buy are quality birthstones!

Also make sure that you know exactly which stone is required in the piece that you are making. Each month actually has different gems that represent it depending on which tradition you are following. Verify the exact stone that is wished for with the client before making a purchase!

## **Jewelry Wholesale Supplies**

No matter what you may need jewelry wholesale supplies for, there are a variety of sources for obtaining them. However, in most cases, you will find the least expensive supplies through online sources. This is due to the fact that you literally have the whole world of jewelry wholesale supply sources at the touch of a button and those companies are all in competition with each other.

Whether you are looking for stones, crystals, beads, catches, or other supplies and tools, you can find everything you are looking for online at really great prices. You can order the supplies directly, or request a catalog from hundreds of different suppliers. In many cases, when you place an order, you will be put on the mailing list, and you will automatically receive the catalog periodically without having to ask for it.

You should never pay for the catalog. Avoid sites that ask for payment to receive the catalog, or sites that require you to pay for membership. You can expect, however, to be required to register at the sites that you do business with at no charge. It is also important to check the refund and exchange policies for each site that you do business with.

If you have any doubts as to the legitimacy of an online business, check them out with the BBB online. If there have been any complaints, the BBB will have a record of it, and that information is available to the public at no charge.

eBay is another option. You can find a wide variety of jewelry wholesale supplies through these auctions, but eBay cannot be depended on as a steady supplier. When you do find supplies that you wish to bid on or purchase through eBay, make sure that you check the seller's rating and feedback before making the bid or purchase!

If shopping online makes you really uncomfortable, there are other ways to find jewelry wholesale supplies. Locate the various companies online, and then call them directly to place your order over the phone, or for instructions for mail orders. You can find the contact information for most companies on the website where it says "contact us" or "about us."

You can also purchase your supplies through discount stores in your area. However, you should be aware that you will not be paying wholesale prices. You will be paying discounted retail prices. Wholesale prices are much cheaper, especially when you make purchases in bulk quantities.

## **Jewelry Wholesale Diamonds**

There may come a time in your jewelry-making career when you need to select diamonds for a special piece you are working on. Buying diamonds is much like buying any other gem: you find one that is the right size or shape for the piece you are making and you purchase it. WRONG. Much more thought and consideration must go into purchasing a diamond. After all, diamonds are forever, and you want your jewelry wholesale to last forever too.

There are four C's when it comes to buying a diamond: cut, clarity, color, and carat weight. All of these must be considered because you want the diamond used in your jewelry wholesale to be as beautiful as possible. Remember that the diamond should not overpower the entire piece, but it should be the main attraction and compliment the rest of the piece as well.

The cut of the diamond does not refer to the shape of it. It refers to the way that it was cut and the quality of the cut. The shine and fluorescence of the diamond is determined by how it was cut. The shape of the diamond is only a second factor or an after thought in terms of the quality of the cut.

The clarity of a diamond does not refer to how clear it is. Instead, it refers to how perfect or flawless or imperfect a diamond is. There are internal imperfections and external imperfections. A diamond that has no imperfections is flawless and expensive.

Diamonds come in many colors. The most common are white and yellow. Other colors are available, but they are rare and expensive. The only color you should never consider is a "blue white" diamond. A jeweler may try to tell you that this is a rare quality diamond, but it is in fact an inferior diamond, and you have no use for it.

The carat weight of the diamond will be important to your customer. Large diamonds should come with a certificate. You should request this from the company that you are purchasing the diamond from. If they refuse to give you a certificate from a reputable grading company such as GIA, walk away.

The chances are good that you will put more work and thought into purchasing diamonds for your jewelry wholesale than in any other gem or stone. Diamonds are by far the most popular gemstones in the world and with good reason. Not only are they the most beautiful stones, but they are also the most durable stones on the face of the earth or under the earth for that matter!

## **How to Make A Jewelry Wholesale Catalog**

So you want to sell your jewelry? Well, selling jewelry wholesale is a big business, and you definitely need a catalog of your offerings! Making a catalog isn't as difficult as you might think. First, you have two options: an online catalog or a print catalog. The choice is yours.

Overall, an online catalog is the least expensive way to advertise your jewelry wholesale company but with all of the online jewelry stores and online wholesalers, it may not be the most effective way to make sales. A print catalog should strongly be considered for a direct mailing.

If you make your own jewelry, you will need to get good pictures of the jewelry, preferably laid on a velvet setting. Black or blue velvet will bring out the jewelry the most. You can take these pictures yourself with a digital camera, or have a professional take the photographs. It is cheaper to do it yourself, of course.

Load the pictures up onto your computer, and use publishing software, such as Microsoft Publisher to design and layout your catalog. This may take a little time and patience, but it is much cheaper than having someone else do it.

Since you will need hundreds, if not thousands of copies of your catalog, your best bet will be to save the catalog on a CD and take it to a print shop that can handle the job. This will cost money, especially since the pages need to be glossy and in color, and the catalog will need to be bound, but this expense will be well worth it if you will be doing a mass direct mailing.

In order to do a mass direct mailing, you simply find a reputable company who either sells mailing lists or does the mailing for you. You can actually request lists of mailing addresses where the person has expressed an interest in purchasing wholesale jewelry or any other criteria that you set. In most cases, it is best to have the company handle the mailing for you. They will get the best rates on the mailing because they can use the bulk mail rate.

Make sure that you use a reputable printer, and a reputable direct mail company! This is an investment in the future of your business, and your jewelry wholesale catalog needs to be perfect in every way, and the mailing needs to go off without a hitch!

### **Jewelry Wholesale Repair**

If you make jewelry wholesale, then you definitely need to know how to make repairs to the jewelry that you sell. If you can offer your clients free or discounted repairs, you will find that you have better customer relations. Also, you need to have the ability to guarantee your pieces and offer free repairs for a specified period of time after the sale. This is just good business and it will set you apart from many of your competitors.

If you've made the jewelry, you probably already know how to repair it. The repair that is needed is probably the simple replacement of a piece on the jewelry, such as a clasp or replacing a stone that has come lose. This type of work can usually be done quickly, and at very little expense.

If you don't make the jewelry yourself, you still need to offer free repairs for a specified period of time. Again, this is just good business. In this case, you need to learn some jewelry repair, and you need to purchase some jewelry making or jewelry repair tools. These tools are very small, and they were specifically designed to make or repair jewelry. For the most part, these tools are very inexpensive.

One piece of equipment that you will need is a magnifying glass that stands on its own, allowing you to use both of your hands. You also need very good lighting that can be pointed directly onto the jewelry that you are repairing. Both of these are essential if you want to do a good job, and avoid eyestrain at the same time.

You will need some jewelry making supplies as well, such as extra clasps, chains, and possibly even gemstones. Of course, you don't want to keep too much of this on hand, as you may never use any of it, so use your best judgment here.

Before you rush out and purchase a book or course on jewelry making and repair, find out if the company that you order the jewelry wholesale from in the first place has any guarantees. If so, you don't need to learn anything. Simply have your customer ship the jewelry back to you, or directly to the company, and they should take care of the repairs. However, follow up for your customer. Don't leave the customer to deal with the wholesale company on their own. That is bad business! If the jewelry wholesale company doesn't treat your customer right, it will reflect on you!

### **How to Clean Wholesale Jewelry**

There are many different brands of jewelry cleaners on the market today. Depending on how your jewelry is made, these products may or may not be safe for your jewelry wholesale! Before using jewelry cleaner, take a good long look at the jewelry and try to determine what it is made of.

First, any jewelry that has pieces glued on should not be soaked in jewelry cleaner. Instead, use a little Woolite mixed with water, and soak the piece for just a couple of minutes. Remove the piece from the mixture and dry it immediately, but gently with a soft cloth. Use a soft toothbrush to gently scrub small crevices.

Avoid soaking pearls! They may come from the ocean, but water from your tap may damage them. Simply wipe the pearl with a damp cloth, then use a polishing cloth to give it back its shine. Never soak any of your jewelry overnight. It isn't necessary, and it may harm the jewelry wholesale. Again, it is important to know what gems are used in your jewelry, and how the piece was constructed before determining how you will clean it.

## **How to Find Boxes for Your Jewelry Wholesale**

If you make your own jewelry or buy wholesale jewelry that is not in a box, you will need a source for jewelry boxes! Your customers will want their jewelry to arrive in nice display boxes that can be wrapped or presented to the person they bought the jewelry for.

Boxes for jewelry can be found at wholesale prices all over the Internet. Simply do a search in any search engine for "boxes for jewelry" and you will be surprised at the results. You can even have your business name or logo printed on the boxes as well, for an additional cost.

When you shop for boxes to package your jewelry wholesale in, make sure that you buy in bulk for the best prices. Also make sure that you can return the boxes for an exchange in the event that the boxes are the wrong size, or for a refund if the boxes arrive damaged.

Don't make the mistake of not shipping your jewelry wholesale to your customers in jewel boxes. This will make you appear to be unprofessional, or like a small time operation.

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