

Bench Jeweler as Rock Stars

How to promote your store, shop
and jeweler to add more profit

David Geller

JewelerProfit

Rock Stars Produce a lot of Money!

- Jewelers can produce a lot of money, traffic and set your store apart from the competition.
- Help you whether this economic storm
- Advertise & Promote
- Many different ways

Why Push the shop?

- Traffic
- 50-60% margins with the smallest amount of inventory.
- Custom Design is the big winner

Custom Design Wins Out

- Inventory Sale
- Average Sale = \$400
- Inventory Level = \$250,000 to several millions.
- Closing Ratio = 33-40%

Custom Design Wins Out

- Repair Sale
- Average Sale = \$65-\$100
- Inventory Level = \$3000-\$5000 + one weeks jewelers wages
- Closing Ratio = 90-95%

Custom Design Wins Out

- Custom Design
- Inventory Level = \$3000-\$5000 + one weeks jewelers wages
- Closing Ratio = 70-85%
- Average Sale
 - \$700-\$1000
 - \$2000-\$3000
 - \$1000-\$2000
 - Over \$3000

Selling face to face

- FABG's
- Ask your jeweler these 3 questions
 1. How long have you been a jeweler?
 2. How long have you worked here?
 3. What's the most expensive piece of jewelry you've ever worked on before?
- Use this new ammunition in your sales presentation.

Advertising & Marketing The Shop

- Traditional newspaper & yellow pages
- Radio (sweet, professional, sound effects)
- T.V./cable
- Direction Mail/handouts
- Billboards
- Email
- Websites

Direct Mail/Brochures

- Gary Wesdorp "Jewel-Craft"
- One of the countries largest trade shops
- Employees 90 jewelers
- www.jewel-craft.com
- (800) 525-5482



EXPAND YOUR RESOURCES

With

JEWEL-CRAFT, INC.

full service trade shop and special order jewelers



Experienced in-house cad-cam
designers with wax milling and
wax growing services available.

- Ring Sizing
- Repairing
- Wax Carving
- Setting
- Logo Jewelry
- Stone Cutting
- Special Order Fabrication
- CAD/CAM Design
- Laser Welding

800-525-5482
www.jewel-craft.com

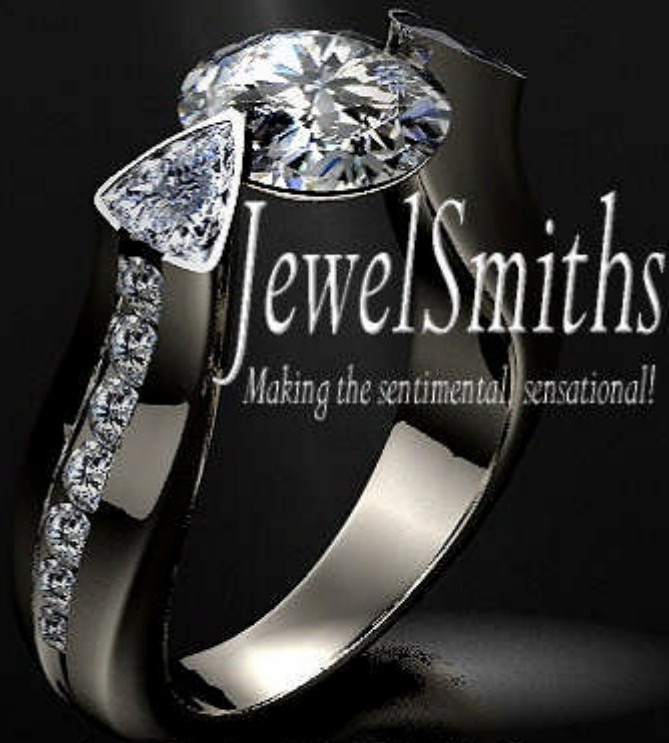
NO JOB IS TOO BIG OR TOO SMALL!

JewelSmiths-Pleasant Hill, CA.

- No Inventory Jewelry Store
- 2 locations
- Repairs-Yes
- Custom Design is the draw

What a dilemma.

*Mother gave you her diamond
to cherish forever, she saw the
new look and wants it back.*



JewelSmiths
Making the sentimental sensational!

Pleasant Hill - 1600 #B Contra Costa Blvd. 925-685-2943

San Ramon - 181 MarketPlace 925-830-9130

JewelSmiths

We bring the excitement back to your jewelry.

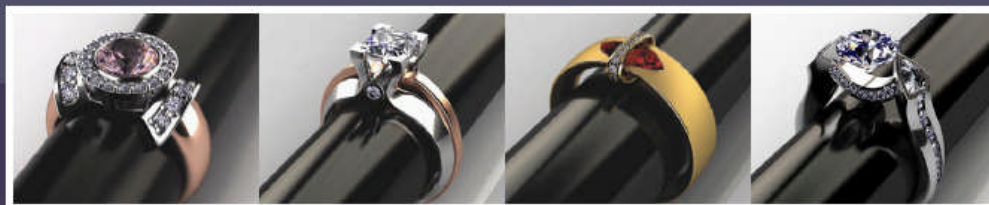


TRIPLE AWARD WINNING DESIGNER

Visit us and imagine the possibilities

Pleasant Hill	San Ramon
1600 #B Contra Costa Blvd	181 Market Place
925-685-2943	925-830-9130

www.jewelsmiths.com



JewelSmiths

We bring the excitement back to your jewelry.



TRIPLE AWARD WINNING DESIGNER

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925-685-2943

San Ramon

181 Market Place

925-830-9130

www.jewelsmiths.com

The Studio



Simon Jewelers-High Point, N.C.

- Newspaper ad
- Combines product advertising with advertising the jeweler



Expert in-house jewelry
repair service. Custom
design & Remount
Specialists. Certified watch
repair and restoration.
Battery Installation



Signature Jewelry for Lifetime Celebrations

1345 N. Main Street, High Point

887-9394

Mon-Fri 10 to 6 • Saturday 10 to 4

www.simonjewelers.com

E397913

Sascha Barth-Day's Jewelers

Manchester NH

- Here is one example of a series of ads that we ran in the local paper and also the free "alternative" weekly paper that you can pick up at restaurants, bars, supermarkets, etc.. Our jeweler is a character so we made it more personal and focused on him, rather than to make a big list of "we solder, we weld, we engrave, we tighten and so forth"
- Kept it black and white to make it look cool and retro. We stressed the e-mail aspect because we wanted to appeal to people that are e-mail happy and usually do not come to jewelry stores.

Ask Robert



Robert Lalus - Day's Jewelers
Master Goldsmith & Jewelry Designer

Tip of the Week

Many engagement rings do not have a matching band and some do not look good with wedding bands out of the case. Instead of purchasing a band that isn't quite right, why not create a custom wedding band that makes your set look complete.

Custom wedding bands can be as simple as a band of gold or as elaborate as you desire but either way when you are going to wear something all the time it is important that you have the perfect match.

Questions about jewelry? Email me at
robert@daysjewelers.com
or call
603-641-8232

DAY'S JEWELERS

MANCHESTER
South Willow Street
Next to Off Broadway Shoe

daysjewelers.com

Airport Plaza Jewelers-Don Hoffman Buffalo, N.Y.

- Cash-A-Lope
- Many jewelers have adapted the envelope
- Bring in your old jewelry for:
 1. Repair
 2. Custom Design
 3. Buy it for CASH.
- 4. 50% more value use the credit to buy from the case.

CASH-A-LOPE

Fill this envelope with your unwanted jewelry, old gold, broken gold, vintage watches and coins, etc. and we will fill this envelope with

CASH!

33 Expressway East to Union Rd
Cheektowaga • airportplazajewelers.com

At Airport Plaza Jewelers
"We Love Old Gold"

And Remember
"We Buy It All"



\$10 gas bonus offer ends April 30, 2008

CASH-A-LOPE

Fill this envelope with your unwanted jewelry, old gold, broken gold, vintage watches and coins, etc. and we will fill this envelope with

CASH!

33 Expressway East to Union Rd
Cheektowaga • airportplazajewelers.com

At Airport Plaza Jewelers
"We Love Old Gold"

And Remember
"We Buy It All"



bonus by

Letters to Customers

- Letter to customer list
- Repair
- Custom Design
- Buy for Cash
- JMR Jewelers
Joel Rzepko
Cooper City, Fl.

To Our Valued Customers from Joel & Melissa at JMR Jewelers...

There are many reasons why JMR Jewelers has experienced 5 years of strong business growth in a row, but the most important reason is YOU, our customer. And for that, we warmly thank you.

In the coming weeks, you will probably see cable TV commercials promoting expanded new services from JMR Jewelers.

Of course, we are thoroughly committed to bringing you stunning new styles from around the world.

Repairs? We'll make it new again!

Custom designs? Can't wait to get started!



But the big buzz is coming from our *expanded buying department*. Because we will be manufacturing more of our custom designs in-house, we need large quantities of old gold for refining, casting and manufacturing of our new designs.



And... we pay cash!

Remember, we are melting the gold down, so we can use all gold in any condition!

Oh yes... we gladly buy diamonds, too!



And it gets better! JMR Jewelers has dedicated a showcase to antique estate jewelry. We will be buying better quality antique pieces for our vintage-minded customers. Included in this category will be pocket watches, Rolex, diamond antique jewelry, Tiffany, Cartier, coin collections and more. And we will even buy items we do not directly need to fulfill "buy lists" from our national trading partners.

No need to trip over old bicycles and stumble your way to a pawn counter manned by a poorly-trained clerk who thinks everyone is a desperate seller. At JMR Jewelers you always have a professional experience when you buy from us, and now you will have the same kind of professional experience when you sell old gold, diamonds and other vintage items to us.

It's exactly what valued customers like you deserve.

Hope to see you soon!

Postcards

- Schierer & Popp Jewelers
Donna
Chicago, IL.

"The Watchmaker Can Fix It." @ Schierer & Popp Jewelers, Inc.



Illustration painting by Robert W. Douglass.

Internet

- Facebook
- Webpage

Helena-Mona Lisa Jewelers

Boston Mass

- We're in the Jeweler's Building in downtown Boston. For many years we have relied on word of mouth and referrals. These days, with the tough economy, we are using our web-site, facebook, and direct mail with our own cards and a discount card 20% off (this year is our 20th anniversary). Our main focus is hand-made, custom design and we have a pretty loyal customer base.
- Facebook Page

facebook

Remember Me

dgeller@bellsouth.net



Sign Up

Mona Lisa Jewelers, LLC is on Facebook Sign up for Facebook to connect with Mona Lisa Jewelers, LLC.



Mona Lisa Jewelers, LLC

Wall Info Photos

Filter



Mona Lisa Jewelers, LLC



OUR LATEST CREATIONS

April 11 at 8:51am



Mona Lisa Jewelers, LLC



Ready Made Items

5 new photos

April 4 at 6:07pm



Mona Lisa Jewelers, LLC



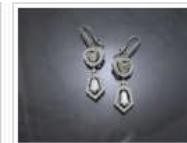
Necklaces

20 new photos

April 4 at 1:09pm



Mona Lisa Jewelers, LLC



Earrings

13 new photos

CUSTOM DESIGNED HAND-MADE JEWELRY.

Information

Location:
333 Washington Street, Suite 301
Boston, MA, 02108

Phone:
(617)723-4199

Mon - Fri:
9:00 am - 2:00 pm

Sat:
10:00 am - 5:00 pm

Fans

6 of 7 Fans

See All



Silvia



Joe



Vanessa



Shannon



Maribeth



Jenelle

Photos

2 of 4 albums

See All



OUR LATEST CREATIONS

Jewelsmith-Durham, N.C.

- Big custom Design Store
- Store is unusual
- Web site has fade ins and outs

What We Do

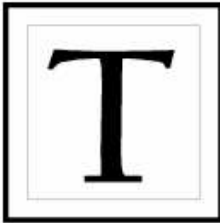
From drawing board to jewelry box,
we want the piece that you choose
not just to speak to you... but to sing.

Jewelsmith



What We Do

MENU



he Jewelsmith creative team has been producing original jewelry for thirty years. Our group of designers, goldsmiths, and gemologists work together to produce jewelry that surprises, compliments, and becomes you.

Most of our pieces begin with gemstones. We use classic choices like sapphire and ruby but we love to use unexpected stones too. We strive for that combination of unique and exquisite that you just don't see everyday. Our gemologists are on a constant search for the best that the gem world has to offer. These special stones become the inspiration for our goldsmiths to create works of wearable art.

977x684

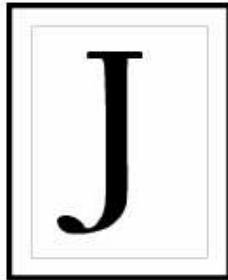
Our store is filled with an enormous selection of our original jewelry. We strive to provide a great selection of stones, styles, and price ranges. We also specialize in custom work so that if you can't find the perfect piece- we can create it for you. If you can dream it, we can make it happen.

In a world full of ordinary we bring originality to the world of fine jewelry.

At Jewelsmith we believe your jewelry should be special and unique. Just like you.



Starting From Scratch



ewelsmith specializes in custom work. Our staff is renowned for turning jewelry dreams into realities. We have a team that works in conjunction with one another to provide the best possible service. You may work with a designer, a goldsmith, a Graduate Gemologist, or any combination of the three- depending upon the scope of your project.

Beginning a project from scratch usually means choosing the perfect gemstone(s) first. Each of our staff is expert at helping you learn about and then select the right stone for you. We keep a broad variety of sizes, price ranges, and types of gemstones in stock. We have all the basics, of course, but you may also find exciting stone choices that are new to you. The best news is: if we don't have it, we can get it. Our 30 years in business give us vast resources within the industry that help us find not only the best stones but also the best prices.

If you need help navigating the often confusing world of diamonds, our Graduate Gemologists can show you how to choose a stone based on exacting and standardized measurements. Whether you want to learn it all or just have an expert help you choose- they'll help you make your choice with confidence. At Jewelsmith we also provide our customers with exceptional diamond prices. Price is an issue in the modern world of information and availability and we offer competitive pricing- yes, even with the internet.

Once you've chosen the perfect stone, it's time to find the setting that compliments it the best.



Using Your Own Stones

MENU



We do a tremendous amount of our custom work for clients who have their own stone(s) and are looking for just the right mounting. Our designers can help you create the perfect setting for any stone- not just one purchased here. We can turn that family stone into a stunning piece of jewelry. We can mount the stone you bought

online. We can even take those pieces that have been in a drawer for years and create new pieces that make the stones seem brand new again!

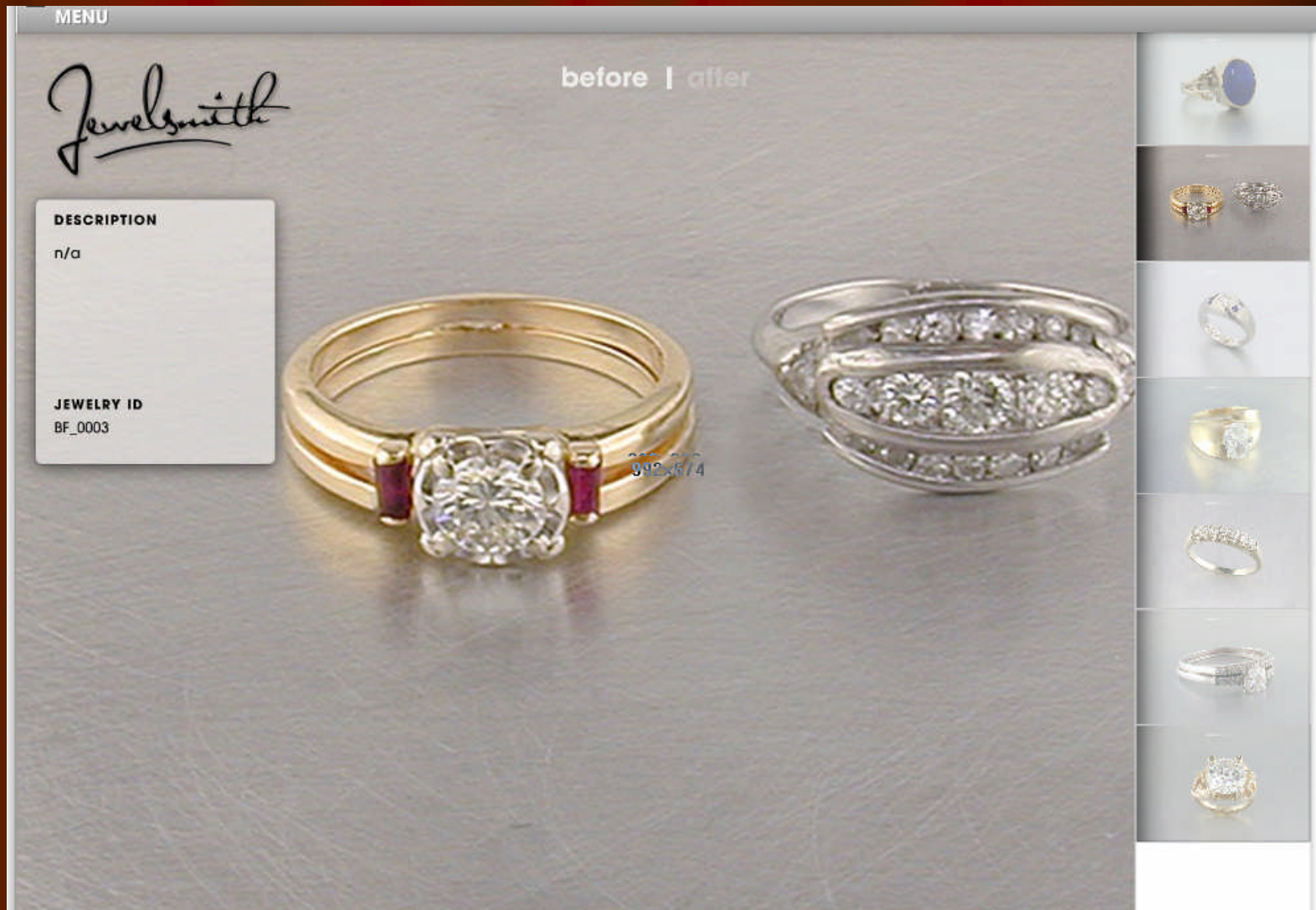
Check out the **BEFORE & AFTER** gallery for some examples.

Some clients come to our store with a very specific design in mind already and some are wide open to suggestions and possibilities. Either way, our designers love this part of the process. It's a unique experience to shop at a store where almost anything is possible. You may see a design in the store that you fall in love with instantly or you may get an idea from within the volumes of pictures that we have of jewelry we've made. Our designers can create a totally unique design for you or pull elements from several pieces that you like in order to create a unique combination of those elements in a design. Although many people seek us out for our original designs, our goldsmiths also do amazing traditional settings.



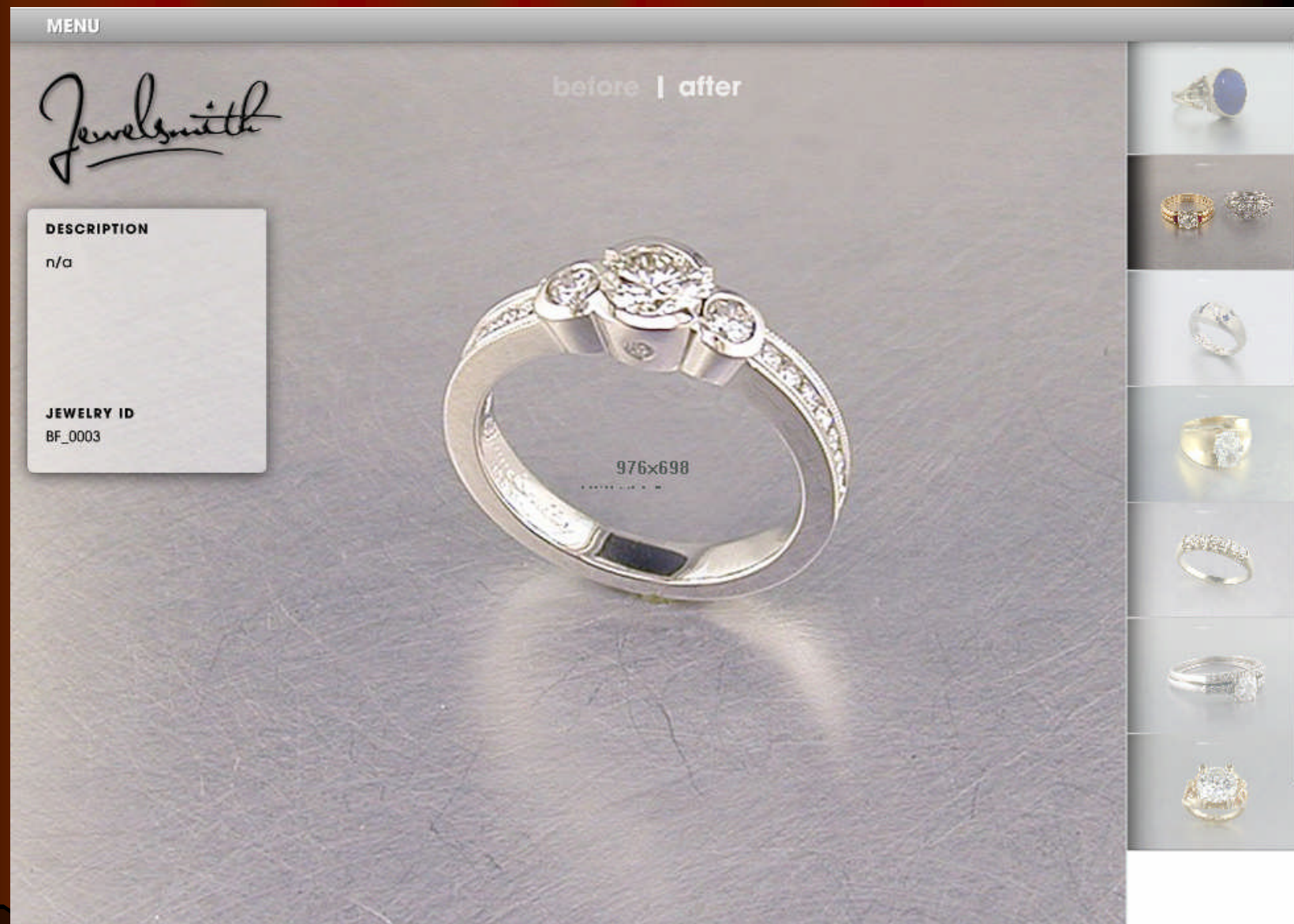
Before and After

BEFORE



Before and After

AFTER



Custom Designed Wedding Bands

MENU

Jewelsmith

DESCRIPTION

Custom "jacket" bands with pave diamonds created to fit against existing engagement ring

JEWELRY ID
11110055





Custom Designed Wedding Bands



Custom Designed Wedding Bands



See our store



See our store

MENU

Jewelsmith

DESCRIPTION

Our reception desk.

JEWELRY ID
store10



See our store

MENU

Jewelsmith

DESCRIPTION

One of our design tables.

JEWELRY ID

store2

991x691



Billboards

- When asked what advertising has worked best for your store, billboard is right up there with Cable/TV.
- Many times billboard is #1.

Mark Loren Designs-Jim Malone Ft Meyers, FL.

- 2 ads to promote the shop
- Also use Direct mail newsletter
- E-Mail blast
- Annual Holiday Party for clients by invitation
- 120 attended last December

Billboard

Mark Loren Designs

Designer / Jeweler / Goldsmith



BEFORE



AFTER

Front Repair Sign



Newspaper

- One of our recent ads is attached. We began the food donation promotion as a one-day event last November. It was so successful, we kept it through Christmas season. We have now made it permanent because:
 - 1-It helps what is currently a genuinely needy community.
 - 2-It has driven a significant increase in our repair business.
 - 3-It has enhanced our image among our customers and in the community.
 - 4-It got us an article and Internet story with our newspaper.
 - 5-It got us four exposures on two Los Angeles TV stations over two days.
- Jack Levenson/Christine Anzell
The Jewel Box
Lake Forest, CA.

Newspaper ad

They have
done a
fabulous job
with gold
buying
parties

INSTANT CASH! GOLD PRICES ARE UP AGAIN We Will Buy Your Old Gold

**Any Day
Any Time**

**No Appointment
Needed**

Broken & Unwanted Jewelry
Single Earrings • Scrap • Chains
Bracelets • Rings
10K • 14K • 18K • 22K

**SAVE 10%
ON ANY REPAIR**

by Donating Non-perishable
Food Items for South County
Outreach's Food Pantry

Platinum • Dental Gold
Sterling Silver • Coins
Old Watches
Sterling Flatware
and Holloware

The Jewelry

Box
of Lake Forest

21771 Lake Forest Dr. #109
(Ralph's Center - Lake Forest at Trabuco)

949-855-9778

Hours
Tuesday - Friday 10-5:30
Saturday 9:30-4

Closed Sunday and Monday

**ALL REPAIRS
DONE ON
PREMISES**

- Master Goldsmith
- Master Watchmaker
- Jewelry Repair (from Fine to Faux)
- Watch Repair (All Brands)
- Re-Stringing
- Stone Setting

St. James Jewelry Shoppe-St. James, N.Y. Lenny Piskorz

- Newspaper ad
- Mother's day
- Runs same ad all year with his picture

ST. JAMES Jewelry Shoppe

*We Are a Full Service Jewelry Store...
Specializing in Custom Designs & Expert Jewelry Repair*

**WE LOVE OLD GOLD & DIAMONDS,
WE BUY
IT ALL!**

**CALL NOW
FOR HOME PRIVATE
PARTIES**
Gold Buying in the
Comfort of Your
Home

**Specializing In:
Laser Welding &
Eyeglass Repair**

**35 YEARS
OF EXPERIENCE**

LENNY the Jeweler
*formerly at Littman,
Barclay Jewelers & Bailey,
Banks & Biddle, Smithhaven Mall*



***The Perfect Gift
for that
Special Mom...***

on MOTHER'S DAY!

GREAT GIFTS FOR
COMMUNION & CONFIRMATION



**483 Lake Ave. • St. James
862-6775**

Visit us @ www.littlejewelryfactory.com

**TUESDAY - FRIDAY 10AM-5PM • SATURDAY 10AM-4PM
CLOSED SUNDAY & MONDAY**

*Member of St. James
Chamber of Commerce*

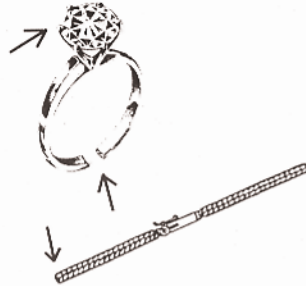
**All Work
Done On
Premises**

Jewelry Artisans-Newspaper

- Weekly ad in Saturday paper
- Back cover of weekly smaller paper, every other week.
- Week after Christmas ad for repairs

Every Saturday in Atlanta newspaper

All Types Of Jewelry Repairing



We perform meticulous repairs on all types of jewelry; on the premises: 10kt., 14kt., 18kt., silver, platinum, and most costume pieces. Most repairs are guaranteed for 1 year.

- Ring Sizing • Earring Conversion
- Stone Replacement • Restraining
- and over 400 other Repairs

Now You Can Use Your Old Gold To Make A New Ring



Choose from over 1500 women's and men's ring molds for a new dynamic ring and save money using your gold. Light weight rings \$145.00, others \$175.00.

We can also use your gold to make:

- Pendants • Earrings • Bracelets

HOURS:

Tues.-Fri. 10:00-6:00, Sat. 10:00-4:00

Closed Sundays & Mondays

404-255-6268



"Your Jewellery Expert"

**JEWELRY
ARTISANS** INC.

JEWELRY DESIGN • REPAIR • GEMSTONES
CORPORATE LOGO JEWELRY

5975 Roswell Road, NE • Suite 301 • Atlanta, Georgia 30328
(1/2 Mile North of I-285) Hammond Springs Shopping Center

Newspaper between Christmas & New Years

Was Your Christmas Gift The Wrong Size?

 We will be open Dec. 27, Monday

We specialize in alterations, sizing, & repair:

- Ring Sizing
- Watch Band Shortening
- Chain Shortening
- All Types Of Resetting And Repairs

FAST SERVICE – Extra charge for While-U-Wait

"Your Jewelry Expert"
JEWELRY ARTISANS 
JEWELRY DESIGN • REPAIR • GEMSTONES

HOURS: TUES-FRI 10-6, THURS until 8, SAT 10-5

6690 Roswell Rd.
Sandy Springs,
Sportstown Shopping Center
(Abernathy & Roswell)
255-6268

Embry Hills Shopping Center
Chamblee Tucker Rd. & I-285
458-5805

Atlanta Newspaper-People called "Was she really in your store?"

Zsa Zsa KO's Prominent Sandy Springs Jeweler

SANDY SPRINGS — Zsa Zsa, Roundbottom of Hahira Ga. actually came into Jewelry Artisans to buy a gold plated driver's licence. She KO'ed the jeweler when he asked her age. While browsing the store and singing, "diamonds are a girl's best friend", she bought a \$1,045 Ruby and Diamond necklace on sale for \$627. Zsa Zsa paid for the necklace with proceeds from her now famous Videos. With the money Zsa Zsa saved, she can now buy gifts for both of her friends.

PRE CHRISTMAS SALE

**Zsa Zsa
Saved** **40% ON GEMS
DIAMONDS & GOLD
25% ON ALL
DESIGNING**



(YOU CAN TOO!)

Your Jewelry Expert

**JEWELRY
ARTISANS**

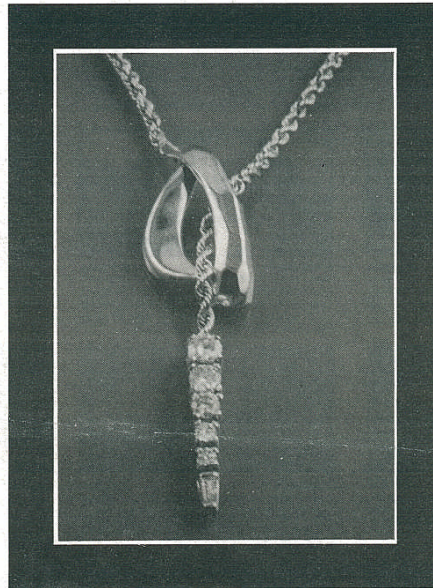
JEWELRY DESIGN • REPAIR • GEMSTONE
CORPORATE LOGO JEWELRY
5975 Roswell Rd. N.E. Suite 301
Atlanta, GA 30328

255-6268

Tues.-Fri. 10-6, Thurs till 8, Sat. 10-6

Ads with a story behind them

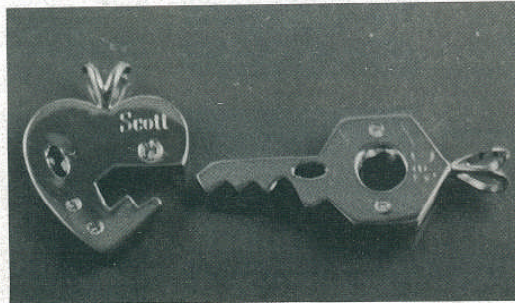
What type of necklace would
you recommend for my six diamonds?
I want it to be really different!



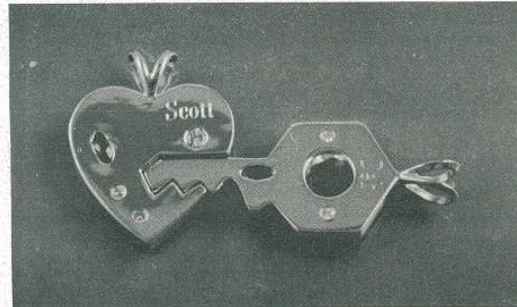
WOW!
Now that's beautiful.
All of this for a small
amount of change, too.

Ads with a story behind them

LOOK WHAT Jewelry Artisans Made For Me!



*I gave him my heart.
I've got the key.
Next June we'll join our
hearts together!*



Hours: Tuesday-Friday 10-6;
Thursday Night 'til 8,
Saturday 10-5

255-6268
**6690 Roswell Road,
Sandy Springs**
Sandy Springs Crossing
Shopping Center At Abernathy
& Roswell Roads
(Sportstown Center)

Jewelry Design • Repair • Gems • Diamonds

Dear David,
I have always been
with your store and its
a wonderful idea to be
all of your old jewels a
something different than
before.

After meeting you
family, I started thinkin
jewelry I might have th
melted down. My drav
beautiful things that I
the past that I just can
what to make.

During the past
I've started dating age
met this really neat gu
wonderful with my 3 y
daughter and we all go
It has come to mind th
should make something
some of my jewels. I w
think of me when he tr
gone a lot. (He drives
big rigs for a very pre
trucking company. You
that he's the "captain
ship." Any suggestions

Sincerely,
Holly
(Fran's friend)

Dear Holly,
I'm so happy that
found that "just right
from you to him would
special, but I have a b
How about giving you
You know, something t
both wear. My wife Re
wear 112 of a Mitzvah
course ours have dia
around them.)

You could do the
your sweetie pie. A Mi
reads on the front. "M
watch out for thee and
are apart from one an
gift to be cherished. I
similar gift for another
which I have pictured
the column. Come see
Sincerely,

David S. Geller
14th Generation Jeweler

P.S. If you guys decide
knot, it won't cost you
move, being he's got a
for a car.

Comedy can work

Leno Slaps Letterman In Atlanta Jewelry Store

ATLANTA (WPI) —

People thought they'd never see it, but they did yesterday. Larry Letterman of Atlanta was in one of Atlanta's leading design and repair jewelry stores when his fiancée of two years slapped him right on the side of his face. Linda Leno said that Mr. Letterman had it coming. Seems as though they were finally deciding on wedding rings, after a long two year courtship. Mr. Letterman insisted on using his gold from his mom to help save money on the design. Ms. Leno said he was a "cheapskate" for trying to get out inexpensively on such an important item. He said he was frugal and they could

have more money for a honeymoon.

The store they were in, Jewelry Artisans, reported that the slap occurred when Mr. Letterman responded to Ms. Leno that he'd need to save money because her cooking was so bad, they'd have to spend a fortune on take-out meals. Liz, a designer at Jewelry Artisans reported it this way:

"She really gave him the ole 1-2 punch. When he got up off the floor, he was a new man. It was just what he needed. From that stand point on, all we did was design two really beautiful wedding bands for them. Although they did use his gold, they bought some

diamonds to put into her wedding ring. Sure was a beautiful sight to see them finally walk out of the store hand in hand. I know they'll be back."

It wasn't noted if the incident happened at the Jewelry Artisans Sandy Springs store (Roswell Road at Abernathy Road) or at the Embry Hills store (Chamblee-Tucker and I-285). This reporter has learned that anyone can save money by designing jewelry with their own gold. Prices at both Jewelry Artisans stores for ring designing start at only \$175.00. Excluding the "cheapskates," seems like a fair deal for anyone.

255-6268
6690 Roswell Road,
Sandy Springs
Sandy Springs Crossing
Shopping Center At Abernathy
& Roswell Roads



JEWELRY
ARTISANS
INC.

458-5805
3529 Chamblee-
Tucker Road, Atlanta
Embry Hills Shopping Center
on Chamblee Tucker Rd
at I-285



Ask The Jeweler

ASK THE JEWELER

■ Dear David,

I'm in love! This past December I started dating a wonderful man. He's kind, gentle, good looking, and serenades me in the wee hours of the morning. And he can sing. He's a wonderful singer and I'm sure you've heard of him, Neil Diamond. Since his divorce last year, we've been everywhere together and I think our romance is getting serious. So serious that I think he's going to pop the question just any day now. And if he does, I'll just die!

So why am I writing you? Because I want a diamond that will out do my previous engagement ring that my bum of a husband gave me. It was OK, over 4 carats, but we had to hock it when my husband fell on hard times. He was in real estate and had some financial losses a few years ago when he opened a hotel in New Jersey and it didn't do well. (I personally think it was a front for illegal gambling.) What should I be looking for in a diamond? I feel for sure Neil would bring me along in the selection process, as I know what I want. Tell me what to look for. I want nice, but I don't want him to think I'm a gold digger.
Sincerely,
Ivana Trump

■ Dear Ivana,

Great news! Engagements are fun and exciting and when the question is asked, life is wonderful! Looking for a diamond can be puzzling, but not when you shop at Jewelry Artisans. Our staff makes diamond shopping a hassle free, non pressured event. The most important thing to look for is really dependent on you and your budget. You want a big stone, something you can be proud of. Well not everyone can afford big, so a compromise is in order. Let's say you have \$3,000 to spend. For this money you could get an "all right to slightly nice" 1 carat round diamond. It would have a pleasing color and might have some inclusions that could only be seen by an eye loupe. For the same money, you could get a wonderful 3/4 carat stone or a 1 1/2 carat round diamond that had some "warmth" to the color (tinge of yellow) and some inclusions that just might be seen by the naked eye. Go for color first, that's what everyone sees, then go for clarity (what's inside). If you want a 5 carat diamond, figure on spending the same amount of money as a Lexus. Also, by shopping at Jewelry Artisans, we can design a perfect ring for you. We manufacture in Platinum also. Hope to see you and Neil in the store soon.

Sincerely,

David S. Geller
14th Generation Jeweler

P.S. By the way, concerning your comment as looking like a "gold digger" I think you might have a problem. The way I see it, if you, Ivana Trump, married Neil Diamond, then your married name would be "Ivana Diamond!" Now there's a problem.

Magazine ads that make you look

- Malibu Rock Star
Jennifer Lawless
Malibu, CA.



photo: Steven Bigler

3835 Cross Creek Rd. Suite 3A, Malibu, CA 90265 T: 310.456.7374 E: MalibuRockStar1@Verizon.net
Located in the Malibu Country Mart



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Print Advertising

- Susie Freeman
Freeman Jewelers
Fort Wayne, IN
- 5 goldsmiths
- Mostly TV & radio
- Always mention custom & repair department
- "the RingMakers"

Business People Ad



Family owned since 1946



Visit
our new location:

10120 Auburn Park Drive
Fort Wayne, IN 46825
260.426.4486



Three Generations,
Specializing in GIA & EGL Certified Diamonds
Four Highly Skilled Designers
Jewelry & watch repair
On site Appraisals

Vast Selections:
Bridal Engagement, Wedding sets,
watches and gemstones.




Christopher Designs
Crisscut

FREEMAN
J.E.W.E.L.E.R.S

Clear your Schedule:

4th Annual

Ladies Night Out

Friday November 14

4 pm-8pm

Makeovers by L Spa Modern

Give aways throughout the night

Make it easy for Santa

Fill out YOUR WISH LIST

Mens Night Out

Wednesday December 17

4pm-8pm

Win two free tickets

to a Colts game

Food and Beverages

will be provided

Sneak a peek at her WISH LIST

-Gift Certificate, Financing and Layaway Available-

Front side of brochure

Fort Wayne's

Leading Custom Jeweler..

At Freeman Jewelers you can be assured to receive the highest quality custom made jewelry. One of our five goldsmiths can take you from start to finish in creating that special one of a kind custom piece of jewelry. Whatever your needs are Freeman Jewelers can produce that special memory that will last a life time.

Our on site jewelry manufacturing facility and repair center is always ready for a challenge, whether it is a simple ring sizing or a complex recutting of a damaged gemstone, you can trust Freeman Jewelers will satisfy your jewelry needs.

With over a 100 combined years of jewelry repair experience you can see why we are the Leading Custom Jeweler in the Fort Wayne area. We also work with Award Winning Designers from around the world to provide you the latest fashions in jewelry.

We have on site a Certified Watchmaker. From watch batteries to complete overhauls of the finest Swiss watches. Watchbands to new crystals, pocket watches to case refinishing, and estimates are always free.

Remember when you purchase a custom piece of jewelry from Freeman Jewelers you have purchased an heirloom that can be passed down from generation to generation.

Freeman Jewelers.....

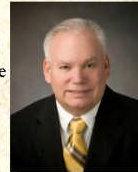
The Ring Makers



Larry C Freeman
President, Owner
Gem City College Graduate
Master Goldsmith
Gem Vision Designer

Robert E Freeman

Vice-President, Owner
Gem City College Graduate
Certified Watch Maker
AWINWCC



C. Sue Freeman

Treasurer/Secretary, Owner
Inventory Specialist/Buyer

Robin Freeman

Sales Associate/ Buyer
Special Orders



Melissa Estes

Sales Associate/Buyer



10120 Auburn Park Dr. Fort Wayne, IN



"The Ring Makers"

260-426-4486

www.freemanjewelers.com

Business Hours:

Monday, Tuesday Thursday Friday

9:30AM — 6:00PM

Wednesday

9:30AM — 8:00PM

Saturday

9:30 AM — 4:00 PM

Inside of brochure

To Our Valued Customers....



Serving the greater Fort Wayne area for over 63 years Freeman Jewelers has relocated north to Auburn Park Drive. Although we've moved, our long standing tradition of fine custom made jewelry, high quality merchandise and excellent service still serves as the backbone of our business philosophy.

When looking back at Freeman Jewelers rich history, we believe the relationship that we build with you today is the key to our future success. Only by taking care of you can we continue to take care of your children and grandchildren.

Over the years we have been blessed to share in the joy and happiness that our products have provided to you, our customers. Whether you are beginning a lifelong union or celebrating an anniversary, we have always felt that a diamond represents love. It is because of the meaning behind every diamond you purchase that we ensure our sales staff has the proper GIA education to help you make the most informed decision possible during these exciting times.

At Freeman Jewelers You will Find.....

Friendly and Knowledgeable Sales Staff



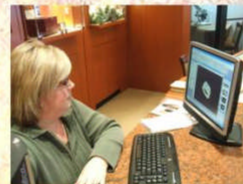
A Warm & Inviting Atmosphere



Custom Design



Personalized Service



In House Manufacturing

- GIA & EGL Certificate Diamonds
- Exquisite Selection of Bridal Engagement Rings & Wedding Bands
- Beautiful Gemstone Collections
- Emblematic & Award Jewelry
- Complete Jewelry Repair & Restoration
- Diamond & Colored Stone Setting
- Custom Remounting
- Pearl Restringing
- Wax Model Carving
- Gold & Silver Casting
- Ring Sizing
- Lapidary Services
- Machine Engraving
- Hand Engraving
- Insurance Appraisals
- Complete Watch Repair & Service
- Financing & Layaways Available

Freeman Jewelers.....

The Ring Makers

Robertsons Jewelers-Newspaper

- Brad Robertson
New Milford, CT
- Ran this ad a few weeks, and even though we've been doing custom work in house for decades, people always ask "Oh, you do that?". Got lots good of response with the enclosed ad.

Turn This...



Into This,



This,



Or Even This!



Custom designs hand cast from your scrap gold - starting at \$195 !

Our expert craftsmen will turn your old gold into a new design created just for you. Basic items start at just \$195, and are hand cast right in our store! While stone-set and complicated designs may cost more, we always provide you with the artistic style, craftsmanship and courtesy you deserve. You may even pay for our service with your old gold.

----- STOP IN FOR YOUR FREE CONSULTATION TODAY -----

Robertsons

*Fine Jewelers
Since 1945*

43 Main Street New Milford, CT 06776 860 354-5365
Litchfield Commons Litchfield, CT 06759 860 567-8495

T.V. - Cable

- AVP Digital Studios
Dixon, IL.
800-632-2188
www.avpds.com

Parties

- More and more jewelers do events and parties to promote their store.
- One in particular has a special gemstone party.
- 20 best clients invited to the store in evening. A gemstone supplier comes in, they all sit around a conference table.
- He passes around a stone after describing it and everyone gets to look at it.
- Closing ratio is 60%. Excellent gem sales.
- Custom design sales are added as the jeweler/designer is there as well.

Repair

- Walt Tofel
TOFEL JEWELERS Bennington, VT
- Points
ARE YOU CLOSE TO LOOSING IT
- **FREE RING INSPECTION & CLEANING**
- **15% OFF**
- **The picture, showing a diamond ring with WORN PRONGS**

Repair

- Walt also says:

Once I "captured the clients attention" hopefully during the next 5 to 10 seconds of viewing the ad, other factors should attract their eye and create an association with **their jewelry**, this ad and my store, to include...

- **The diamond (*On top*) immediately indicates a jeweler**
- **Thousands of diamonds are LOST**
- **Do it NOW**
- **LONG GONE (Now, they are a little concerned & worried)**
- **Master Jeweler (Confidence)**
- **Antique & Estate Restoration (Experience)**
- **VERMONT'S MOST COMPLETE MANUFACTURING & REPAIR FACILITY (Assurance & confidence confirmed)**

Gets 10-20 Major Head Replacements Per Run



Are you close to losing it?
Thousands of diamonds are lost every year, because of weak, thin and worn prongs. See our Master Jeweler today for a...

FREE RING INSPECTION & CLEANING

15% Off
All Prong repairs with this Ad

Do it now
while your diamond is where you want it to be; in your ring, instead of long gone.

ANTIQUE & ESTATE JEWELRY RESTORATION

VERMONT'S MOST COMPLETE MANUFACTURING & REPAIR FACILITY

Mon. to Fri. 9 to 5 *Tofel Jewelers* Saturday Closed

<http://www.Gems24-7.com/>
412 Main St. Bennington, VT. 05201 (802) 442-0103

Emerald International

- Only jeweler in key West with a laser welder.
- Also does a lot of custom deisgn
- Brings “family” into the ads



From left to right: (1) Manuel J. Marcial De Gomar, Founder & President of Emeralds International; (2) Carl Schütze, second generation expert jeweler; (3) Third generation jeweler in the making; (4) Hand sculptured jewelry art.



The Perfect Union of Science and Art

Certified LaserStar Repair Center; The first and only Jewelers in the Keys using the most advanced Laser Technology in Repairs and Design.

Precision Laser Welding for Sensitive Repairs from Estate Pieces to Eyeglass Frames. Our workmanship is always guaranteed. Full custom design service.

JewelSmiths-Pleasant Hill, CA

- Uses repair to draw in custom work

JewelSmiths

Design • Restyle • Restore



Pleasant Hill

1600 #B Contra Costa
(Near Melo's Pizza)

925-685-2943

San Ramon

181 Marketplace,
(Near San Ramon Library)

925-830-9130

www.jewelsmiths.com

JewelSmiths

Design • Restyle • Restore

Your sentimental pieces redesigned to create the design of a lifetime

*Come and
experience
the process*



*Bring the
good things
back to
brilliance*

TRIPLE AWARD WINNING DESIGNER

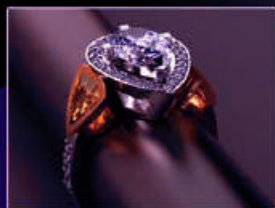
For designs visit the gallery page www.jewelsmiths.com

Pleasant Hill 1600 #B Contra Costa Blvd. 925-685-2943 San Ramon 181 Market Place 925-830-9130



Visit our design showrooms and
imagine the possibilities.

DESIGN | RESTYLE | RESTORE



JewelSmiths

DESIGN | RESTYLE | RESTORE

WWW.JEWELSMITHS.COM



TRIPLE AWARD WINNING DESIGNER.

VISIT OUR STUDIO IN SAN RAMON
181 MARKET PLACE, SAN RAMON | 925-830-9130

Have a great show!

- David Geller
- www.JewelerProfit.com
- (888) 255-9848
- David@JewelerProfit.com

