

How to Start an Online Jewelry Business



01 Decide on the type

Before you can do anything else. You should think about the type of jewelry you would like to sell. Think about who you are selling to, will your product be quality and expensive, or trendy and affordable, or a combination of both?

02 Decide on the products

Think about what kind of jewelry you will be selling. Examples include; rings, bracelets, necklaces, body chains, toe rings, anklets, earrings, etc.

03 Design

Think about different trends. Do some research and use products you find as inspiration. Make your products unique. Think about colors and coatings you will use. Think about the various sizes you will have etc. Apart of this is also packaging. Think about how you will package your items. Find out what other brands are doing and see what you like and what you would like to change.

04 Branding and advertising

The branding of your company is very important because this is how your customers will remember it. Think about the website. The design should be attention grabbing, simple, and easy to use.

05 Distribution

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