

THANK YOU SO MUCH FOR JOINING ME FOR THE EMAIL MARKETING FOR JEWELLERS MASTERCLASS!

I hope that you found it helpful and that you will soon see how valuable email marketing can be for your jewellery business.

Here are the resources I promised including:

- A set of three emails, designed as templates/ guides for creating your very own welcome sequence
- Followed by an example of a simple sale/ spotlight email

Feel free to use any bits you like/ design/ layout content ideas etc... and add in your pictures/ brand font and copy to make it unique to your jewellery business.

Remember the principles we talked about....

Keep it simple, don't over think it

Less is often more

Give it a go!

Practical design notes:

To add text and images you can drag and drop them into your Mailchimp template design area. For the boxes of text with a coloured background (titles) I would recommend creating them in Canva (canva.com) and importing them into your email as an image (use sparingly to avoid being caught up in spam filters)

You've got this!

Jess x

P.S. Thank you so much for being here and part of our community. If you are not yet a Jewellers Academy member, you can join today from as little as £39 and get your personal team of mentors, training and support behind you and your business!

To find out more and join us, visit www.jewellersacademy.com/membership



Yay! Hello Sarah,

Welcome to my little world of jewellery making, I am delighted to have you here.

To start with, here is your 10% off code: XXXXX

(You can use this on any item in the store, but hurry it expires in 3 days).

Take a look below at some of the things you could use it on...



STACKER RINGS

*Stay on trend with stacker rings!
There are 10 different 'stackers' to
choose from - perfect on their own or
grab 2-3 and layer those bad boys up!
Shop the collection >*



SUMMER GEMS

*How wonderful is it that nature gives us
gemstones! Wear these beauties with
pride and use your voucher to shop the
'all about the gems' collection.
Let's see the gemstones! >*

*My promise to you... I will not
bombard you with emails (but will
send you the good stuff when it comes)
to make sure you get them, please add
my email to your address book.*

*I will be in touch in a few days to tell
you a little more about how the pieces
are made and what goes on behind the
scenes. Until then, come say hi on
insta @jessjewellerybiz*

Have a great day,

Jess x



HANDMADE WITH LOVE

Hiya Sarah,

Do you ever wish you knew just a little more about where your jewellery comes from?

*As a designer and a maker I love to share my process and know how much my customers value seeing a little **behind the scenes** so here is a sneak peak into how our flagship collection is made....*



ECO FRIENDLY SILVER

All of my collections are made using eco-friendly silver. First I source the materials and then carefully hand saw, solder, file and polish each piece.

GENUINE GEMSTONES

For our gemstones I personally hand select the most beautiful gems I can find. My favourites are amethyst and aquamarine.



THE WORKSHOP

This is my happy place! And it is only because of lovely customers like you that I get to do this. So a massive thank you.

*Each piece is lovingly handmade by me. To see the collection **visit the site here**>*

*Or contact me about a piece I can make just for you **here** >*



If you have any questions please don't hesitate to get in touch. I would love to hear from you. Have a great day!

Jess x

Hiya Sarah,

Do you have a gift cupboard?

I always remember growing up that my Mum had a cupboard in the house with spare gifts, cards and wrapping paper...why?

*Because there is always that one friend who pops round and you completely **forgot it was their birthday** last week! Or anniversary, or they just had a baby, or even were missed accidentally off the Christmas list.... Eeek!*

*It sounds funny but this cupboard saved us many a times. Because we are all busy, and **no one likes to be forgotten!***

With that in mind I have put together a few favourites you might want to grab for your gift cupboard (I won't tell if they end up being for you!) ...



SILVER HEART £39



BAR NECKLACES £45



STACKER RINGS £59



SHOP THE COLLECTION



SILVER STUDS £45

*Gift giving is such a wonderful thing (for yourself and others) if I can help you with choosing the perfect gift for your loved ones do **get in touch** >*

Jess x

P.S. Don't forget your 10% off voucher expires today. Head on over to the site to use it now xx

Happy Bank Holiday Weekend!

I have a special offer for you on some lovely sparkly things to treat yourself..



THIS WEEKEND ONLY

Ends midnight on Monday



BRAND NEW STACKERS



SHOP THE COLLECTION



SIMPLE SILVERS

*Simply use code: **SUMMER10** at checkout
Subject to our usual **terms and conditions** >*

Happy shopping!

Jess x