

Hey Caitlyn,

While researching high investment returns from jewelry, I stumbled upon your website. I liked your about page because it shows that you value and respect your customers. You start by stating your primary goal of providing value to your clients, which is why I could see your respect. I'm sure your customers also see the trust and respect you have for them!

After reading your about page, I noticed you could benefit from utilizing the new attention economy for yourself.

I'm talking about a new approach to the growth of customer engagement that grabs the attention of readers, intriguing them to your product or website.

I've coined it C.I.D (Curiosity Intrigue Desire)

You have great Facebook and Instagram post consistency, but your captions require two CRUCIAL things within this mechanism, curiosity, and intrigue.

I've included an example of a Facebook and Instagram caption down below.

Let me know what you think about what I wrote because I have a lot more insight in mind.

Andrew

Example down below:

STATUS is what makes a difference in your social life.

Do you want to LIGHT up a room when you walk in?

Or bring EVERYONE down?

THIS is the difference between different levels of status.

"But how do I get status?"

Click the link in our bio to see how you WILL level up in real life.