

Greetings Rebecca,

I watched your video about creating these beautiful "Trilogy Diamond Engagement Ring".

I love the way the Ring represents the past, present, and future of love. It's a beautiful and unique design that I'm sure will be cherished by your customer.

[For G's: This is a really personal compliment, but I don't know if that is a bit too much. The meaning is not especially said in the video, but that is what "three diamonds" on a ring represents. I think that's a good way to engage with my prospect, but I would love to get a second opinion on that.]

As I was visiting your website, I also noticed an opportunity you might consider.

Creating an email subscription.

I am currently working with another jewelry business, and we have implemented some strategies using this subscription to increase his customer base.

Implementing these strategies by you could also bring the same results.

That would be a great opportunity to get in touch with your current customers and convince new ones to buy your handcrafted jewelry.

I Brainstomed a bit and wrote you an example for the landing page text.

Did I match your voice with the posts?

Bests,
lucas

Your Jewelry, Your Story

custom-designed jewelry that matches your personality and style

Our pieces are made from high-quality materials and are built to last.

Offering a wide variety of styles, you will surely find the perfect piece to express your unique self.

Sign up for our newsletter and get a 10% discount on your first order.

Name:

E-mail:

Sign up now and start wearing your own story

In-depth AVATAR and Jewelry Overview

Overview Jewelry:

- mostly women of all ages (sure, man too, but the main audience for jewelry are women)
- It symbolizes love and expression (e.g. wedding rings, gifts, etc..)
- It is an opportunity to express your own personality and style
- way to feel beautiful and confident
- also as investment

Emotional Side of Women Buying Jewellery

- feeling confident, beautiful, or special
- making a statement
- feeling special
- joy

negative emotional side

- stress and anxiety to find the right and perfect piece, where to buy, budget, etc
- Self-doubt
- lack of a “specific” personality cause jewelry is a personal “amplifier.”

Express their personality

- Jewellery is an “expression tool “ for women to show their personality
- Gold symbolizes confidence and outgoing
- Silver symbolizes elegance and understated
- gemstone symbolizes more uniqueness and creativity
- can reflect their interests, their values, or their sense of style

specelisation Rebecca

- custom made jewelry
- high-quality products
- more in the high price market
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