

## How to Make A Jewelry Wholesale Catalog

So you want to sell your jewelry? Well, selling jewelry wholesale is a big business, and you definitely need a catalog of your offerings! Making a catalog isn't as difficult as you might think. First, you have two options: an online catalog or a print catalog. The choice is yours.

Overall, an online catalog is the least expensive way to advertise your jewelry wholesale company - but with all of the online jewelry stores and online wholesalers, it may not be the most effective way to make sales. A print catalog should strongly be considered for a direct mailing.

If you make your own jewelry, you will need to get good pictures of the jewelry - preferably laid on a velvet setting. Black or blue velvet will bring out the jewelry the most. You can take these pictures yourself with a digital camera, or have a professional take the photographs. It is cheaper to do it yourself, of course.

Load the pictures up onto your computer, and use publishing software, such as Microsoft Publisher to design and layout your catalog. This may take a little time and patience, but it is much cheaper than having someone else do it.

Since you will need hundreds, if not thousands of copies of your catalog, your best bet will be to save the catalog on a CD and take it to a print shop that can handle the job. This will cost money - especially since the pages need to be glossy and in color, and the catalog will need to be bound - but this expense will be well worth it if you will be doing a mass direct mailing.

In order to do a mass direct mailing, you simply find a reputable company who either sells mailing lists or does the mailing for you. You can actually request lists of mailing addresses where the person

has expressed an interest in purchasing wholesale jewelry - or any other criteria that you set. In most cases, it is best to have the company handle the mailing for you. They will get the best rates on the mailing because they can use the bulk mail rate.

Make sure that you use a reputable printer, and a reputable direct mail company! This is an investment in the future of your business, and your jewelry wholesale catalog needs to be perfect in every way - and the mailing needs to go off without a hitch!

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