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Earning an Income Through a Jewelry Website

Jessica L. Walker
Boise State University

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Abstract

Providing a form of income to your household when you are a stay at home mom can be tricky. I have created a unique way for me to earn a small income to help provide for my family through a website where I will be selling jewelry. Design, marketing, and audience will be my toughest areas of creating a sustainable business. Through innovation and creativity a website will submerge.

Keywords: Jewelry, design, profitable, small business, website

I decided to create a website to sell jewelry that I have already previously made. How might I earn an income through a jewelry website will be my inspiration for this project. The reason I chose this as my project is because I am able to measure my growth and profits off of the jewelry I sell. I just recently became a stay at home mom and this will give me something to do in order to provide a small income for my family as a part time job. Creating a website has impacted me and my stakeholders in several ways. It has given me the freedom to save extra money for traveling and has shown my stakeholders that I really can do this. My stakeholders receive a percent of the income that I make, since they are the ones who purchase the beads for my necklaces.

I know there are a ton of other jewelry websites out there, but I think this idea is innovative because it is something I personally made and no necklace will be the same, since the beads are bought in Arizona at the gem shows. I previously tried to sell my jewelry online through Ebay and had a really hard time getting them sold. I decided this time to take what I know about marketing and I created a website that will allow me to market it on several different platforms, such as Facebook, Etsy, Instagram, and Tik Tok. Being able to spread the word on so many platforms will allow my friends to also share my feed to others that I may not be in touch with. Since I had previously tried to sell my jewelry I know the amount of time and effort it takes to having it work and make a profit from it. Combining what I already know with new information through my research I learned that “a well- built website generates better customer traffic and an improved user interface leads to increased conversions” (Shannon, 2015). I found myself constantly thinking about the time I failed before and I had to come up with a new

innovative approach that would be simple, user friendly, and mobile.

Emotional intelligence is being able to control and handle your emotions in a positive way. I think going into this project, having failed before, my emotional intelligence is very strong and aware of how my attitude and view must maintain focus, light, and happy. I think the research I have done shows self and awareness to others because the photos I am using for my website will hopefully play on others emotions and make them fall in love with the pieces and come back for more. If people like what they are seeing and like the quality of the jewelry then it should entice them to come back for more! Knowing what people are looking for and what the new trends are will help in this area. I plan on using colors such as yellow, pink, and red, to play on people's emotions so when they are scrolling through the website it will hopefully inspire joy, love, peace, and happiness. I think at the beginning of my research I was not really concerned with people's emotions other than making the website appealing, but throughout this project I have discovered things that will help sell my products and I think playing on people's emotions is one way to achieve a profit and clients knowing the beads are real minerals and stones will help with the level of quality I am providing to my clients at a low rate. The reason my research is valuable to others is because if I am not producing jewelry that people want it will not be a profitable business and understanding what people are looking for in their jewelry will make them happy and willing to come back for more.

I am a very creative person in general. I draw on my creative framework by selecting the style and colors of beads, what clasps I am wanting to use and then come up with several options for arrangement and once I come up with the "perfect" one I start making it. Designing jewelry is a creative process in general and there are so many ways to create necklaces and so many

different styles. The options are endless and allow me to continue to draw on my creative framework in every piece I create. I also draw on my creative frameworks when thinking about something I could actually do and have a profitable income. I am not someone with a lot of talents and being a stay at home mom allows me the flexibility to come up with creative solutions to help make an income for my household. I think about different ways to advertise and market my products. I wrote out an outline of what I thought I might like my website to look like and expanded with a couple different options until I found one that gave me what I wanted and in a more efficient timeframe. My approach is unique because no necklace will be the same and creating a necklace is easy, but coming up with the perfect piece that will sell to the right customer takes a process and by checking other layout options I can come up with what I feel is the best version. Since I have been making jewelry for years I have a deeper understanding on how to create not just a beautiful piece, but one that is creative, will sell, and is strong so it will not fall apart.

I think my approach is unique because most people pay professional companies to create their website and I will not have to pay for designers. I can also switch up anything that is not working for me and come up with new ideas without having to jump through hoops to get a change made. It is unique because I can make instant changes where in most cases there are specific procedural steps that must be taken for any changes to take place.

I feel like being innovative directly relates to being creative. Not all creative people are innovative though. I like to think of myself as being creative, but being innovative has not always been my strong suit. Creating jewelry and mastering a website is my creative side and I think where I get to be innovative is in how I market my products. With today's technology,

things are changing almost daily. Keeping up on the latest technologies out there and knowing how to use them to the best of my abilities is going to be one of the greatest areas for me to make my most profitable potential. Since it is my company I am able to switch up how I do things and not have to go through a bunch of red tape if something is not working. I am also really lucky to have a family in the gemstone business who can help me with knowing trends that are coming on or will be the “hot market”. This has helped with the way I market new products. Just the couple weeks that I have had the website up and running and have been marketing it, I have already sold four necklaces!

For earning an income on selling jewelry, I do not see other ways that I have not already tried previously, so I think I have come up with the best way to make a profit by selling my necklaces. I think my idea is more innovative than others because most diy jewelry are sold on ebay, and although that will work, it is a lot to keep up with, trust me I have tried. By having a website to display my jewelry people are able to go to one place, see what is in stock, and order, without having to bid or search for specific things in hopes items pull up that they like. With a website you can have filters so if someone is looking for a specific stone(s) it will help to narrow what I have in stock without listing 1000's of items.

There are many benefits of my project for my stakeholders. This project allows them to make a profit on the side. It allows them to see my potential and provide for future business deals if everything continues the way I anticipate it will. Since my stakeholders are majority my family it has brought us closer together over the last several weeks as we plan our adventure and small business. I was already really close with my family, but it has been a lot of going back and forth to get new beads sent my way and materials to start making more jewelry. So far the impact has

been positive. I have sold two necklaces already, which is amazing since the site has not been up that long. In total minus materials we have made \$98.73 in profits! It is a slow start, but much better than the last time I tried to do this on Ebay or Etsy.

I could have taken a different approach to making a profit off of jewelry. I could have gone to the farmers market, gone door to door with my products, or tried Ebay and Etsy again. I think my results so far are much better than I thought they would be. I thought I would not even have sold a necklace yet, since it has only been a couple weeks. I am very pleased with my results so far and just hope they will continue to grow!

In conclusion I chose to write an action paper because I could get more detailed information across rather than a short video and powerpoint presentation. I initially was going to do a recorded powerpoint presentation in order to show my website off, but as time went on I thought a written paper was the best approach. I learned that “ In today’s technology-based world, the first thing a potential customer does is google your business” (Pritchett, 2022). I learned that advertising and marketing are key aspects to my specific project and without them my problem on making an income off a jewelry website would still be a problem. Both myself, my family, and my stakeholders benefited, by making an income and creating a well designed website that has proven to work thus far. I gained several skills along the way such as being able to create a website through wix and “small business owners require a unique combination of certain soft skills in order to keep their companies up and running. Being comfortable with taking risks and learning how to manage a budget, be approachable, independent, and always looking ahead at the bigger picture” (Wix Blog, 2022). Knowing that things are always changing I learned that I need to be ready to evolve when the time comes and be okay with changing things up.

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