

## Success Leaves Clues...

Perhaps the first time I ever heard that “Success Leaves Clues”, it came from one of my mentors, the great marketer Dan Kennedy. All my life I’ve often wondered why some seemingly go from one success to another while others plod along from day to day barely getting by. Now that I’ve been in the jewelry business for almost 30 years, I’ve really pondered this statement more and more as I’ve watched others and have experienced both success and failure in my own ventures.

One of the clues I’ve noticed from successful jewelry store owners is that the really good ones tend to also be really good at marketing themselves and their stores. In other words, you could set one of these people in a group of 50 other jewelers and they will always find a way to stand out from the rest of the pack. It really is an amazing thing...in each of these successful jewelers there seems to lie a trait or hint of PT Barnum..the great showman.

Another success clue that I’ve noticed amongst the successful is that they always have great customer service. It’s almost as if these stores never make a mistake (though I know they do) and their customers hold them to almost “Olympian” status in their minds. Yes, they always find a way to dazzle their clients with unexpected, over the top treatment, free gifts, VIP status and a warm friendly touch.

Not surprisingly, one of the biggest success clues I’ve noticed from successful jewelers is that they set a goal and no matter come hell or high water, they never stray from obtaining that goal. It may be a goal of profitability, the launch and success of a new line, etc...but these elite keep their minds fixed on not only daily, but weekly, monthly and yearly goals.

So let me ask a question to you...are people born with the success gene or can it be taught? I certainly subscribe to the theory that it most definitely can be taught. Let me give you a tip on how to begin the journey down your very own “Road of Success” ...simply find a jeweler in a non-competing area who is doing the things you’d like to be doing and ask them if they’d mind you dropping by one day so you could pick their mind. Perhaps you could take them out for dinner and ask them to share their success secrets. The cost of the dinner will pale in comparison to the value of the lessons you’ll learn and trust me, for most...it’ll flatter the jeweler you’re taking out because most of them really do want to share and help others succeed.

I’ve never been bothered with any fear of asking questions about the things I’d like to know about and this principle has worked very well for me. Why don’t you give it a try? You might be very surprised with your results!!!

"Diamond" Bill Warren is the creator and founder of Diamond Bill Marketing, The Diamond Bill Podcast and Ultimate Jeweler's Mastermind Group. He is an author, entrepreneur, coach and marketing expert for retail jewelers around the globe. For more info, visit his website at: <http://www.diamondbillmarketing.com>

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