

07/08/04

## Winfield's Has Something Special For Your Friends!

As you know, Winfield's is largely dependent on your referrals for our business growth. Over the years you have been incredible to send me so many of your friends. However, often many of you have told me that you send so many people my way, but so few arrive. Many of you have commented that you wish there was a way for you to get more of them to come see me, so that they could have the same wonderful experience buying jewelry that you have had.

It is only natural that you would want your friends to get the same tremendous value with their jewelry purchases that you did, and that you would want them to receive the same dedicated service and heirloom quality jewelry that you received.

Well, I think I have something that will help you get them to come see me. Enclosed in this letter are two **\$100.00 Gift Certificates**. They are for new clients only, and they have a blank space for you to write your name in when you give it to them.

You might ask why I am willing to give away \$100 to each new client. The answer is simple! I tried some TV advertising this past year for Christmas. A lot of you saw it and commented to me on how nice the ads were. I agree they were nice, AND inefficient! I spent over \$4,000 on the ads, and got \$7,000 in business from two new clients. (Whoopie! .....NOT!) At my margins, that means I lost a lot of money on those "nice" ads!

I have decided I would rather spend my advertising budget with the people who are already on my side, **YOU!** You already know that I will take special care of your friends, just like I did with you. You already know that I specialize in heirloom quality jewelry, something that future generations will treasure. Heck, **You** are already my best advertising, so why not spend my money with you?

Give these to your friends. If you need more, just call me and I will send them to you. When your friends come in, I will still send you your \$50 thank you certificate, and I will send you another gift certificate to give away.

## **We are Going to Brasil in July!**

I am taking a group of people to Brasil in July for a visit to a country that I dearly love. Resa and I will be staying behind after they leave to celebrate our 25<sup>th</sup> anniversary, as we met and fell in love in Brasil. (By the way, Brasilians spell it Brasil and they ought to know, so I spell it that way too.)

I am not going specifically to look for gems, but you know that I **will** look and find some while I am there, it is my nature! If there is something that you would like me to get for you while I am there, now is the time to let me know. I can find both the finished gems and even better, the rough. Then I can come home and have Richard Homer work his magic on the rough and turn it into something spectacular.

Brasil has a fantastic treasure trove of gems. Gorgeous quartzes in the citrine and amethyst varieties, aquamarines, tourmalines in the brilliant greens, blues and fabulous pinks and reds, and garnets are some of the better known stones from Brasil. They also have emeralds, though not generally of the better quality that I like to sell, as well as numerous other less well known stones, such as agates, morganites and kunzites.

Call me if you are looking for treasure, and let's talk.

## **Back to Antwerp!**

We had such a great trip last fall that we are going to do it again next October. I will probably do my spring trip on the phone, as time is just too short to spend a week there again this spring.

We will again be going for a week. And will let you know as the time comes closer exactly what the schedule will be. Many of you took advantage of our trip to buy some incredible stones last year, and we want to make that same opportunity available to you again. Keep this trip in mind, whether for buying your Christmas stones, or possibly coming with us for a guided trip to one of the major diamond centers of the world.

## **Diamonds a bargain right now!**

Because of the currency crisis in Asia right now, there is a definite lack of demand in these countries for fine diamonds. This has led to DeBeers slashing the allocations of rough diamonds that are made available to the cutters by nearly 50% in an effort to keep the prices of diamonds firm.

In spite of this, there are bargains to be had as hungry cutters sell their inventory at savings of 5-10% from their previous firm prices. At the same time, certain sizes are in high demand and difficult to get. 1.25ct to 1.75cts are particularly difficult to get right

now, and are selling at firm prices to a slight premium depending on the quality of the cut.

Call me at 344-0800 to discuss any diamond buying needs that you have. Now is an excellent time to be buying!

## **Jewelry Scams and Rip-Offs**

I have recently published a new report, “**Jewelry Scams and Rip-Offs: How to Protect Yourself**”. I have been giving a copy to new clients so that they could understand some of the bad things that are going on out in the jewelry buying market place. If any of you would like a copy, just call me at the office and I will be happy to send you one out.

Better yet, drop by and I will give you a copy while I entice you with beautiful things!!!

That’s it for this letter. Hope to be talking with you soon!

Respectfully

Wink Jones

P.S. If you run out of these certificates, just call and I will be happy to send you more! I want you to feel good about helping your friends to have the same exciting experience that you did when they buy their diamonds!