

Ideas for Semi-Custom Options to Add To Your Etsy Jewelry Listings

Hi! This is **Amy**, from the beading & jewelry making blog amyromeu.com!

If you read my blog post [here](#) about custom orders and your Etsy jewelry shop - first of all, **THANK YOU!** Now you know from reading that post that I think no-holds-barred custom orders are a **killer time & energy waste** for your Etsy jewelry business!

The better approach is to offer customers OPTIONS. Options give customers choices so they feel like they are getting some personalized service, but the options have been planned out by YOU so they don't **negatively impact your business from a time & effort** standpoint.

Remember *The Jam Experiment* - we want to give them a few options, but not too many, to **avoid customer overwhelm!**

Also, **take a look at your competition.** What options are they offering? Chances are, if they are offering options in their shop, it's because customers have requested specific things. Learn from researching the competition!

Of course, **all of these options should be photographed and the images clearly featured in your listing photos.** Update your dropdown menus with the option choices and price differences, and explain the choices in your description **to cut down on customer inquiries.**

Below are some ideas you can implement TODAY in your Etsy handmade jewelry shop to move your shop **away** from custom order and **towards** semi-custom options. **Pick your favorite one and get started creating options** for your most popular item today!

10 Options You Can Create For Your Etsy Shop Jewelry Items

1. Offer your most popular style in **different colorways** (3 or 4 is best)
2. Create **matching accessories** to your most popular style and offer the SET as an option (ex: necklace and earrings, earrings and a bracelet)
3. Offer **different sizes** customers can choose from (maybe a medium width and a wide width bracelet)
4. Offer **upgrades to an existing item** (more charms on a charm bracelet, different stones on a dangle earring)
5. **upgraded metal finding choices** (14k gold or sterling vs. plated metals)
6. **Offer a set** of 2 or 3 of your most popular style, in different colors, or metal finishes. Include inexpensive gift bags or boxes and market them for gift giving.
7. Design **holiday versions** of your best sellers. Holiday colors (like earrings with Christmas colored beads) or holiday themes (like dangle earrings with pumpkin charms) make for easy options.
8. Offer the option to add a pre-made letter or initial charm
9. Offer color combo choices when a piece has more than one color
10. Create a **mother/daughter or sisters set** of your best seller.

I hope this information is helpful! If you have any questions, feel free to reach out via email at hello@amyromeu.com. For more tips, tricks, and tutorials about beads and jewelry making, be sure to visit my blog, amyromeu.com.