

A FREE CHECKLIST FOR JEWELLERS

15 Signs You're Ready to Get Stocked

A simple checklist to help you see whether your jewellery brand
may be ready to be stocked in shops, galleries, boutiques
and museum shops.

WHAT YOU'LL DO INSIDE

Tick yes or no for each of the 15 signs.
Add up your yeses.
Discover what your score really means –
and what your next step could be.

BEFORE YOU BEGIN

How to use this checklist

This is a gentle, honest checklist. There are no wrong answers — only useful information about where your jewellery brand is right now.

Read each of the 15 statements that follow. For each one, ask yourself whether it feels true today, and tick yes or no. Don't overthink it — your gut response is usually the most accurate one.

When you're done, count up your yeses and head to the results section to see what your score might mean — and where to focus next.

You don't need to be perfect to start.
You just need to be prepared.

— MEGAN COLLINS

Tick yes or no for each one

- | | | | |
|---|--|------------------------------|-----------------------------|
| 1 | I have a jewellery collection I feel proud of. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 2 | I have sold my jewellery to real customers before. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 3 | I have had positive feedback from customers. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 4 | I have a few pieces that get the most attention, interest, or sales. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 5 | I can make or reproduce my pieces consistently. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 6 | My pieces feel like they belong together as a collection. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 7 | I have clear product photos that show my jewellery well. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 8 | I have somewhere online where a shop owner can see my work. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |

Keep going – you're nearly there

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|-----------|--|------------------------------|-----------------------------|
| 9 | I have a sense of who my jewellery is for. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 10 | I know my jewellery could work well in the right shop. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 11 | I have enough pieces for a shop owner to choose from. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 12 | I know which pieces get the strongest reaction from customers. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 13 | I feel like my jewellery has a clear style, feeling, or point of view. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 14 | I have an idea of the types of shops, galleries or boutiques my jewellery would fit into. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 15 | I feel excited by the idea of seeing my jewellery in shops, galleries, boutiques or stockists. | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
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YOUR RESULTS

What your answers really mean

11 – 15 YESES

You are likely more ready than you realise.

You already have many of the foundations that make a jewellery brand interesting to stockists. Your next step is learning how to approach the right shops professionally, present your collection clearly, and make it easy for them to say yes.

6 – 10 YESES

You have a strong starting point.

You may still be building confidence, refining your collection, or strengthening your presentation, but you are not starting from scratch. This is a great time to begin learning what shops look for so you can prepare properly.

0 – 5 YESES

You may still be in the foundation-building stage.

That does not mean getting stocked is off the table. It simply means you may want to strengthen your collection, product photos, customer feedback or brand clarity first, so that when you do approach shops, you feel more prepared.

THE NEXT STEP

Ready to actually get stocked?

If this checklist made you think:
"Actually, I might be more ready than I thought –
but I'm not sure what to do next..."

That is exactly what I help you with inside Get Stocked — my 6-week programme for jewellers who want to learn how to get stocked in shops, galleries, boutiques and museum shops. I'll show you how to choose the right shops, present your jewellery professionally, create the materials you need, and approach stockists with more confidence.

THE PROGRAMME

Get Stocked

A 6-week programme for jewellers

megancollinscoaching.com/get-stocked

LEARN MORE & JOIN

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You just need to be prepared.