







## **WELCOME!**

Thank you for coming. By being here you're showing your commitment to the permanent jewelry community just as much as you're showing commitment to your own business. I'm impressed now, but I'm sure that when I have the opportunity to meet you I'll be even more impressed.

#### There are some things you should know:

First, PJX is organized around three key pillars:
Education, Networking, and Suppliers. Each of these are fundamental to the success of your business.
Make sure you spend equal time getting educated, getting acquainted with others, and getting your supply chain established.

Second, the PJX course instructors deserve a great deal of praise. Please go out of your way to express appreciation for their dedication to the profession. Each deserve our respect for the time and energy they've invested in PJX.

Third, all PJX sponsors bet on your coming. Please visit with every sponsor. They have a lot of knowledge to share and can become valuable suppliers.

Finally, stop by the Permanent Jewelry Association (PJA) table and become a supporting member. Ashley Donnell, PJA president, is working tirelessly to create a support network to help you stand apart.

Again, I can't wait to meet you! I wish you the very best.

Jonathan Young
Sunstone CEO

# YOU CAN'T BE A 6-Figure EARNER

#### Or is that just what you're telling yourself?

I think you can! And sometimes, that's just what you need. Someone to believe in you, push you, and guide you on the path they've already walked. Hi, I am CEO Lyndi Love, your Permanent Jewelry Bestie! I have decades of experience building multimillion-dollar brands and empowering women worldwide. Whether you're starting fresh or aiming for six-figure milestones, I've got the perfect program tailored just for you:

## Permanent Jewelry Business Academy

- Dive into the essentials, from business formation to welding perfection to savvy marketing tactics.
- Ideal for Beginners or anyone ready to turn their passion into profit.

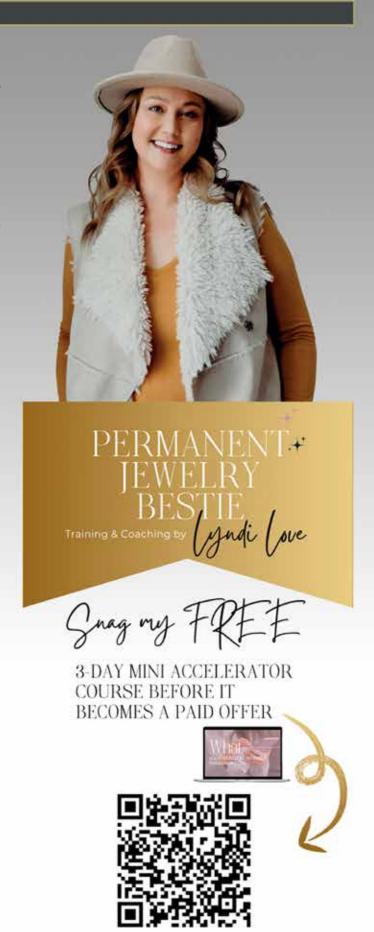
## Permanent Jewelry Accelerator Small-Group Coaching

 Elevate your business with personalized support, proven growth strategies, and financial insights designed to propel you to six-figure success.



Lyndi helped me launch this business and I have officially saved over \$10,000 for my wedding. I will always be appreciative for her giving me that push I needed to do something for MYSELFI

Alexis, Happily Ever Linked



# Permanent Jewelry

- Permanent Jewelry quotes typically include Professional Liability and General Liability (with General Liability included for no additional premium!)
- We provide coverage for Pop Up Events (like fairs, farmers markets, etc.)
- Business Personal Property (coverage for your welding equipment, supplies, jewelry) is available for Additional Premium
- We suggest starting the quoting process at least 2 weeks before you need coverage to be effective. DO NOT WAIT until the day before you have an event to inquire about a quote or a Certificate of Insurance.

The best way to get your quote started is to go to: www.beautyqueeninsurance.com/permanent-jewelry-info

BEAUTY QUEEN INSURANCE



#### **SCHEDULE AT A GLANCE**

#### DAY ONE TUESDAY 6/4

**NOON: REGISTRATION OPENS** 

3:00 PM: CLASSES BEGIN

6:00 PM: PJX MARKETPLACE OPENS

7:00 PM: DINNER

#### DAY TWO WEDNESDAY 6/5

9:00 AM: PJX MARKETPLACE OPENS AND CLASSES BEGIN

10:30 AM: BREAK

10:45 AM: CLASSES BEGIN

**12:15 PM:** LUNCH

1:15 PM: CLASSES BEGIN

2:45 PM: BREAK

3:00 PM: CLASSES BEGIN

4:30 PM: BREAK

4:45 PM: CLASSES BEGIN 6:15 PM: CLASSES END

**FREE EVENING** 

#### DAY THREE THURSDAY 6/6

9:00 AM: PJX MARKETPLACE OPENS AND CLASSES BEGIN

10:30 AM: BREAK

10:45 AM: CLASSES BEGIN

12:15 PM: LUNCH

1:15 PM: CLASSES BEGIN

2:45 PM: LAST CLASS ENDS

**6:00 PM:** PJX MARKETPLACE CLOSES

As a small family business, we know how important it is to have someone you can trust in your corner. That's why our mission is to provide a wide selection of quality and unique products paired with amazing customer service. With over 100s of items to choose from and 30 years of experience, you can find great pieces and support with us. We hope to work with you to accomplish your business goals!





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#### ANGELIQUE FERNLUND

Angelique Fernlund is the owner of Peach Lane. She fell in love with Permanent Jewelry in fall of 2022 and jumped right in. She moved from an online only jewelry store into the role of an in-person, service-based business and found new challenges growing her brand. Angelique knows first-hand the transition from behind the scenes to getting out in front of people isn't easy for everyone. She will share some of the steps she took to build awareness around her business and how she leaned into Google resources to help permanent jewelry customers find her business online.



#### **DANIELLE WATT**

Danielle has been making jewelry full time since 2011 from her home studio in West Virginia. Her line is comprised of gemstone jewelry created by traditional silversmithing technique and hand stamping. She has a passion for helping others learn with the experience she has gained in order to preserve the trade. Permanent jewelry welding was added as a service to her existing business in 2022. In her free time, Danielle loves spending time with her husband and two teenage sons, her dogs, and studying metallurgy.



#### **KRISTIN RAMEY**

Kristin Ramey is the owner and jeweler of For Keeps Permanent Jewelry and has been in the industry for over a year. She lives just outside Kansas City with her husband and three children. When she first started in permanent jewelry, she recognized the need for proper education and training, prompting her to create a training division within For Keeps. Watching others grow and expand their own businesses brings her tremendous joy!



#### **SHARI TAMMIETTI**

Shari Tammietti is a licensed esthetician and has taught esthetics for six years. In 2022 she started offering permanent jewelry to her clients and quickly saw the potential. She also saw the need for more education and community in the industry. Shari took her love of education and obsession with permanent jewelry to create the training courses to help others successfully start their own permanent jewelry business. As a member of the advisory board, Shari loves seeing the growth in the industry and meeting so many amazing entrepreneurs along the way.



#### **PAULENE EVERETTE**

Paulene has been a been a jeweler since 2017 with prior experience in steel fabrication and welding. When Paulene discovered jewelry production, she took everything she already knew and applied it to a smaller scale. She loves being able to create art through mechanical processes. As a member of the Rio Grande Tech Team, she specializes in jewelry fabrication, plating, and surface finishing. She now helps others learn by sharing her experience and her passion for jewelry making with the industry.



#### CATMCDONALD

Cat McDonald's passion for results-driven concepts can be traced back to One Source Medical Supply, where she spent 10 years building this business from the ground up. She moved on to several other different business modalities over her 30+ year career, all with the same dedication and success. After finally deciding to retire, she ventured into opening her own business. Studying under several well-known artists, she now owns Beauty Brow Ink, where she performs permanent makeup and permanent jewelry services and always focuses on one thing: The customer experience.





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#### **DANA HO**

Dana Ho Henning is the founder of Stones and Findings Inc, a wholesaler of high-quality chains and components. She has over 30 years of experience in the jewelry industry. Dana has sold handmade jewelry at markets and pop ups; operated a retail store; sold components to jewelry designers and permanent jewelry artists. She has worked with factories around the world, visiting and learning from their processes and technology. In person and on her social media, Dana enjoys working with designers and sharing with them ideas and proven strategies to help them reach their entrepreneurial goals.



#### **JAKE RANDOLPH**

Jake Randolph is not just your everyday marketing guru. Once an Air Force pilot, Jake now soars through the business stratosphere, leading his triple powerhouse companies: PMU Marketer, Permanent Jewelry Marketing, and LINKED Permanent Jewelry Training. His passion? Supporting small businesses to flourish. With over 5000 success stories under his belt, Jake is the go-to guy for tailored, sparkly solutions that give businesses their time to shine. Friendly and approachable, he's a true ally in the world of marketing magic.



#### **JOANNA JACOBS**

Joanna is the brains behind The Babe Bodega, a revolutionary beauty experience boutique in the Chicago area. In less than a year, she transformed "The Chic Geeks" into a luxurious storefront that has gained recognition from notable events and publications. Joanna is a dynamic resource for professionals, sharing her passion and knowledge with new and seasoned pros alike. Her dedication to empowering small business owners through collaboration and creating beautiful spaces for everyone to feel confident has taken her from PJX attendee to speaker. With an infectious spirit and a wealth of expertise, Joanna is a thriving force in the industry.



#### **MELISSA MUIR**

For more than two decades, Melissa has used her skills as a talented educator to help thousands of people become more knowledgeable about tools, their uses, care and maintenance. She works with some of the largest names in the industry as she shares her knowledge and love of various metalsmithing techniques and tools, including micro TIG welding and all things jewelry making. Be sure to visit her YouTube Channel at www.youtube.com/melissamuir where she has hundreds of videos for even more jewelry education.



#### MICHELLE DALL'AQUA

Michelle Dall'Acqua is the jewelry designer and entrepreneur behind Heartstrings Jewelry in Edmonton, Canada where she transforms instrument strings into eco-luxury fine jewelry. Michelle is a pioneer in welding mixed-metal strings with precious metals and has single-handedly grown and marketed a small business with global reach. Her latest passion is permanent jewelry and the lasting connections it naturally creates. Drawing on her own experience, Michelle is excited to offer her expertise into what it takes to create and run a successful small proprietorship.



#### **PAULENE EVERETT**

Paulene has been a jeweler since 2017 with prior experience in steel fabrication and welding. When Paulene discovered jewelry production, she took everything she already knew and applied it to a smaller scale. She loves being able to create art through mechanical processes. As a member of the Rio Grande Tech Team, she dove into the educational opportunities that have helped make her the jeweler she is today. She specializes in Permanent Jewelry, fabrication and much more. She now helps others learn by sharing her experience with those in the industry and sharing her passion for jewelry making.



#### **SHARITAMMIETTI**

Shari Tammietti is a licensed esthetician and has taught esthetics for six years. In 2022 she started offering permanent jewelry to her clients and quickly saw the potential. She also saw the need for more education and community in the industry. Shari took her love of education and obsession with permanent jewelry to create the training courses to help others successfully start their own permanent jewelry business. As a member of the advisory board, Shari loves seeing the growth in the industry and meeting so many amazing entrepreneurs along the way.



#### STEVE MCCANDLESS

Steve McCandless aspired to become a corporate banker or hedge fund manager yet somehow ended up in digital marketing. Twenty years later Steve works with 1,000 companies, large and small, who sell something or have a purpose in which Steve believes. Many of his clients have been with him for as many as 15 years. "People believe marketing is finding the magic to make people react to you," Steve says. "But in reality, marketing is a process, not a single event, so companies that see success are simply consistent." Steve stresses that consistency is the name of his game.



#### **TONY CRUZ**

Tony Cruz is a marketing and coaching expert who helps small businesses scale their businesses. With years of experience in business development, Tony understands the challenges faced by entrepreneurs, and has developed a proven system for helping small businesses grow. From social media marketing to client retention strategies, Tony provides personalized coaching and support to help business professionals build their brands. His dedication and expertise have earned him a reputation as a trusted advisor and mentor.



#### **KIM THOMPSON**

Kim Thompson is the owner of three successful businesses including EROS Hat Co., a custom hat and permanent jewelry bar. Kim is a veteran of the United States Air Force where she served in the medical field. She later transitioned into medical device sales and eventually landed in tech sales. When she and her wife, also named Kim, aren't working within one of their businesses you'll find them manifesting their lives, hanging with their three rescue pups, enjoying new restaurants, or planning visits to her son, a paratrooper in the United States Army.



#### **CHRISTINE COUGHLIN**

With a background as a Union Tradeswoman and a proud member of Local 537 Pipefitters, Christine's love for welding sparked at the age of 15. From guiding summer classes to mentoring adults in her local union, teaching is where Christine truly shines. Currently advancing as a Certified Welding Inspector and Educator, her dedication to sharing knowledge is unwavering. But it doesn't stop there. Christine's journey in jewelry-making started with a passion for crafting wearable beauty, evolving into welded permanent jewelry.



#### LYNDILOVE

With decades of DTC experience, Lyndi has been key to building multi million-dollar luxury brands. She graduated from several leadership programs and earned her degree in business with the highest honors. Most recently, she left her career to fully pursue her permanent jewelry business and coaching. Lyndi founded Permanent Jewelry Bestie and the only internationally accredited training program, the Permanent Jewelry Business Academy. Passionate about uplifting women, she donates a portion of her businesses' sales to organizations benefiting women. Lyndi aims to accelerate success, provide support, knowledge, and a community for empowering female entrepreneurs while prioritizing the best tools and safest industry practices.



#### **BRIANNA ZENNA**

Brianna Zenna is the founder of Linked Local NJ, a flourishing permanent jewelry business. Starting as a 27-year-old with a small side venture, Brianna navigated a path that transformed her business into a six-figure company within just 12 months. Now in the driver's seat of the largest permanent jewelry store on the Jersey Shore, Brianna is passionate about sharing insights on business growth, entrepreneurship, and the pursuit of financial freedom. At the PJX, Brianna will help you turn passion into a prosperous and sustainable enterprise.

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#### **ANDREA LAZARUS**

As a seasoned marriage and family therapist with over two decades of experience, Andrea has honed an extraordinary ability to connect with a diverse array of clients. She has had the privilege of working with a wide variety of clients, providing guidance and support through their personal journeys. Her commitment to helping others extends to leading support groups for those dealing with loss, where she offers a compassionate space for healing and connection. Andrea's creative side flourished during graduate school, where she began making jewelry, a passion that led to the launch of her permanent jewelry business early last year. Her venture allows her to combine her artistic expression with her deep understanding of personal stories and connections.



#### **NINA NGUYEN ILES**

Nina Nguyen lles is an award-winning jewelry designer with two decades of experience, celebrated for her specialized craftsmanship in natural gemstones and diamonds. Her designs are renowned for their unique blend of elegance and modernity, earning accolades and awards on global platforms. Nina's dedication shines through her colorful, trend-setting collections that feature innovative chains and connectors, setting her pieces apart. Her progressive approach not only defines the cutting edge of jewelry design but also ensures each piece from her collection offers a distinct, high-quality alternative for discerning consumers seeking both style and substance.



#### **CRYSTAL FOX**

Crystal Fox is one of the only Independent Insurance Agents solely specializing in the beauty industry; focusing on MedSpas, Permanent Makeup, Esthetics and Permanent Jewelry. Prior to becoming a licensed insurance agent, Crystal was in the beauty industry for over 10 years! Her beauty expertise and passion for insurance make her the perfect agent to protect your business.



#### **JEN THYRION**

Jen Thyrion is a girl on fire! From the moment you meet her you'll be amazed by her energy and enthusiasm for permanent jewelry. A true entrepreneur at heart, Jen founded Goldilinks that provides others with a turnkey business opportunity.



#### **ASHLEY DONNELL**

Ashley Donnell is the owner and founder of The Babe Standard, an accessories business based in Kansas City that has offered permanent jewelry for nearly two years. Ashley has felt all the highs and lows of this service-based business. Prior to offering permanent jewelry, Ashley sold ready-to-wear jewelry and accessories via a brick & mortar shop as well as pop-up's across 19 states. She currently has two brick and mortar stores and a team of eight. In less than 5 years in business, she surpassed the \$1 million in sales mark.



#### KERRIE FITZGERALD

Kerrie Fitzgerald is the founder of Ecommerce Society LLC, hosts 'The Ecommerce Society Podcast,' and author of 'Customer Obsession.'" An expert in marketing, Kerrie helps e-commerce brands in becoming customer favorites through organic marketing, email, customer loyalty, and website conversion strategies. Kerrie is a 3X business founder of The Dapper Dog, and the new Amusejoy Poo Bags, a software business that helps ecommerce businesses create strategy & growth.



#### **TERRIBERRY**

Terri Berry is a wife, mother, and dog mom. She has a MA in Accounting from the University of Central Florida. With her husband, Terri is the owner of three thriving businesses. With a keen eye for opportunities and talent in innovation, Terri added permanent jewelry to her existing beauty business and has propelled it to new heights. At the core of Terri's success lies her dedication to fostering relationships with customers, suppliers, and fellow artists.



## **CONFERENCE** SCHEDULE

### PJ Marketplace:

Tuesday: Open from 6:00 pm to late.

Wednesday: Open from 9:00 am to late.

Thursday: Open from 9:00 am to 6:00 pm



# DAY ONE CLASS SCHEDULE

TUESDAY 6/4

	COURSE	INSTRUCTOR	ROOM
3:00	FROM ATTENDEE TO SPEAKER: WHAT I WISH I KNEW GROWING MY PERMANENT JEWELRY BUSINESS	JOANNA JACOBS	CELEBRITY 5
	WHEN TO SCALE YOUR BUSINESS AND HOW	BRIANNA ZENNA	CELEBRITY 6
	CONNECT & THRIVE: MASTERING THE ART OF NETWORKING FOR PERMANENT JEWELRY SUCCESS	LYNDI LOVE	CELEBRITY 7
	THE NEXT LEVEL: LEARN END-TO-END SEAMLESS WELDING TECHNIQUES AND ALL ABOUT SOLID GOLD!	MICHELLE DALL'ACQUA	CELEBRITY 8
	PERMANENT JEWELRY WELDING 101	CHRISTINE COUGHLIN	WILSHIRE
	HOW TO CONNECT WITH YOUR CUSTOMER ON A DEEPER LEVEL SO THEY BECOME A REPEAT CLIENT	ANDREA LAZARUS	MELROSE 3
	MAXIMIZING YOUR WELDER INVESTMENT	MELISSA MUIR	MELROSE 4
4:30	BREAK		
4:45	CUSTOMIZE IT! TRENDS, TIPS & TRICKS TO MAKE YOUR PJ STAND OUT	Paulene Everett	CELEBRITY 5
	INSURING YOUR BUSINESS, PROTECTING YOUR CROWN	Crystal Fox	CELEBRITY 6
	FUNDAMETALS: PERMANENT JEWELRY METALS BASICS AND HOW TO SOURCE THEM WITHOUT GETTING SCAMMED	Danielle Watt	CELEBRITY 7
	HOW TO SCALE YOUR BUSINESS FROM ONE PROFITABLE LOCATION TO MANY	Tony Cruz	CELEBRITY 8
	POP-UPS 2.0: EVERYTHING YOU NEED TO KNOW	Dana Ho	WILSHIRE
	SCALING YOUR BUSINESS BY OFFERING HANDMADE JEWELRY (A HANDS-ON CLASS + TALKING BANGLES, CHAIN, CONNECTORS, BEADED BRACELETS, MORE)	Jennifer Thyrion	MELROSE 3
	TOOLS OF THE TRADE	MELISSA MUIR	MELROSE 4

6:15 OPENING RECEPTION

# DAY TWO CLASS SCHEDULE

WEDNESDAY 6/5

	<b>▼</b>	•	-
	COURSE	INSTRUCTOR	ROOM
9:00	HOW TO CREATE A PREDICTABLE BUSINESS	Tony Cruz	CELEBRITY 5
	LIGHTS, CAMERA, CONTENT!	Shari Tammietti	CELEBRITY 6
	PERMANENT JEWELRY WELDING 101	Christine Coughlin	CELEBRITY 7
	SCALING FROM HOBBY TO A MILLION DOLLAR BUSINESS	Ashley Donnell	CELEBRITY 8
	EMPOWERING ENTREPRENEURS: OVERCOMING SOCIAL ANXIETY, IMPOSTER SYNDROME, AND BUILDING RESILIENCE	Dana Ho	WILSHIRE
	COMMUNITY OVER COMPETITION: HOW COMPETITION CAN ACTUALLY LEVEL UP YOUR BUSINESS	Jennifer Thyrion	MELROSE 3
	HOW TO GET THE WELD RIGHT EVERY TIME	Melissa Muir	MELROSE 4
10:30	BREAK		
10:45	FUNDAMETALS: PERMANENT JEWELRY METALS BASICS AND HOW TO SOURCE THEM WITHOUT GETTING SCAMMED	Danielle Watt	CELEBRITY 5
	SUSTAINABLE SUCCESS: MASTERING PROFITABLE PRICING FOR LONGEVITY IN YOUR BUSINESS	Lyndi Love	CELEBRITY 6
	CUSTOMIZE IT! TRENDS, TIPS & TRICKS TO MAKE YOUR PJ STAND OUT	Paulene Everett	CELEBRITY 7
	FROM ATTENDEE TO SPEAKER: WHAT I WISH I KNEW GROWING MY PERMANENT JEWELRY BUSINESS	Joanna Jacobs	CELEBRITY 8
	EVERYTHING YOU NEED TO KNOW ABOUT OPERATING A PJ BUSINESS INTERNATIONALLY	Dana Ho	WILSHIRE
	HOW TO CREATE CUSTOMER OBSESSED LOYAL SUPERFANS WHO BUY MORE OFTEN, REFER FRIENDS AND FAMILY AND SPREAD THE WORD ABOUT YOUR BRAND	Kerrie Fitzgerald	MELROSE 3

MELROSE 4

Melissa Muir

HOW TO TROUBLESHOOT YOUR WELDS

		•	
	COURSE	INSTRUCTOR	ROOM
1:15	HOW TO SELL YOUR SERVICE: HOW TO APPROACH, IDENTIFY, REACH OUT, AND LOCK UP MORE PROFITABLE EVENTS	Tony Cruz	CELEBRITY 5
	INSURING YOUR BUSINESS, PROTECTING YOUR CROWN	Crystal Fox	CELEBRITY 6
	TOP 10 TRICKS TO GET THE PERFECT WELD	Christine Coughlin	CELEBRITY 7
	MONEY MINDSET: HOW YOUR RELATIONSHIP WITH MONEY AFFECTS YOUR BUSINESS	Kim Thompson	CELEBRITY 8
	CHAIN 2.0: EVERYTHING YOU NEED TO KNOW ABOUT GOLD FILL	Dana Ho	WILSHIRE
	HOW TO CREATE AN ORGANIC MARKETING FLYWHEEL FOR YOUR BRAND SO YOUR BRAND GETS VISIBILITY & EYEBALLS BEYOND SOCIAL MEDIA	Kerrie Fitzgerald	MELROSE 3
	TOOLS OF THE TRADE	Melissa Muir	MELROSE 4
2:45	BREAK		
3:00	SUSTAINABLE SUCCESS: MASTERING PROFITABLE PRICING FOR LONGEVITY IN YOUR BUSINESS	Lyndi Love	CELEBRITY 5
	SCALING YOUR BUSINESS BY OFFERING HANDMADE JEWELRY	Jennifer Thyrion	CELEBRITY 6
	UNLOCK THE SECRETS TO BUILDING CUSTOMER RELATIONSHIPS	Terri Berry	CELEBRITY 7
	WHEN TO SCALE YOUR BUSINESS AND HOW	Brianna Zenna	CELEBRITY 8
	HIRING CORRECTLY: CONTRACTOR VS EMPLOYEE	Angelique Fernlund	WILSHIRE
	FROM CRYSTAL BALLS TO CASH: SALES PROJECTIONS AND BUILDING A BUYING PLAN	Ashley Donnell	MELROSE 3
	HOW TO TROUBLESHOOT YOUR WELDS	Melissa Muir	MELROSE 4
4:30	BREAK		
4:45	VIDEO MARKETING MADE SIMPLE	Jake Randolph	CELEBRITY 5
	CREATING COMMUNITY IN THE PERMANENT JEWELRY INDUSTRY: A COLLABORATIVE APPROACH	Joanna Jacobs	CELEBRITY 6
	UNLOCK THE SECRETS TO BUILDING CUSTOMER RELATIONSHIPS	Terri Berry	CELEBRITY 7
	SPARKLE & SCALE: THE ART OF RAISING YOUR AVERAGE SALE WITH NATURAL GEMSTONES AND DIAMONDS	Nina Wynn	CELEBRITY 8
	HOW MY CUSTOMERS FIND ME ON GOOGLE	Angelique Fernlund	WILSHIRE
	TOP 10 TRICKS TO GET THE PERFECT WELD	Christine Coughlin	MELROSE 3
	HOW TO CREATE SALES ON AUTO PILOT WITH EMAIL MARKETING	Kerrie Fitzgerald	MELROSE 4
6.45	FRENIOIT		

# DAY THREE CLASS SCHEDULE

THURSDAY 6/6

		•	•
	COURSE	INSTRUCTOR	ROOM
9:00	RISING TO THE TOP: HOW TO BUILD A STANDOUT BRAND IN A SATURATED MARKET	Ashley Donnell	CELEBRITY 5
	CREATING COMMUNITY IN THE PERMANENT JEWELRY INDUSTRY: A COLLABORATIVE APPROACH	Joanna Jacobs	CELEBRITY 6
	THE ART OF THE UPSELL	Brianna Zenna	CELEBRITY 7
	HOW TO CREATE A PREDICTABLE BUSINESS	Tony Cruz	CELEBRITY 8
	THE NEXT LEVEL: LEARN END-TO-END SEAMLESS WELDING TECHNIQUES AND ALL ABOUT SOLID GOLD!	Michelle Dall'Acqua	WILSHIRE
	PROCESS PRO DIGITAL MARKETING STRATEGY	Steve McCandless	MELROSE 3
	MAXIMIZING YOUR WELDER INVESTMENT	Melissa Muir	MELROSE 4
10:30	BREAK		
10:45	SCALING FROM HOBBY TO A MILLION DOLLAR BUSINESS ASHLEY DONNELL	Tony Cruz	CELEBRITY 5
	HOW TO CREATE CUSTOMER OBSESSED LOYAL SUPERFANS WHO BUY MORE OFTEN, REFER FRIENDS AND FAMILY AND SPREAD THE WORD ABOUT YOUR BRAND	Kerrie Fitzgerald	CELEBRITY 6
	CONNECT & THRIVE: MASTERING THE ART OF NETWORKING FOR PERMANENT JEWELRY SUCCESS	Lyndi Love	CELEBRITY 7
	CHAIN 2.0: EVERYTHING YOU NEED TO KNOW ABOUT GOLD FILL	Dana Ho	CELEBRITY 8
	VIDEO MARKETING MADE SIMPLE	Jake Randolph	WILSHIRE
	HOW TO CONNECT WITH YOUR CUSTOMER ON A DEEPER LEVEL SO THEY BECOME A REPEAT CLIENT	Andrea Lazarus	MELROSE 3

Melissa Muir

MELROSE 4

**BUILDING YOUR INVENTORY** 

NSTRUCTOR	ROOM
Kim Thompson	CELEBRITY 5
Brianna Zenna	CELEBRITY 6
Angelique Fernlund	CELEBRITY 7
Dana Ho	CELEBRITY 8
Nina Wynn	WILSHIRE
Shari Tammietti	MELROSE 3
Jake Randolph	MELROSE 4
	Jake Randolph

## THANK YOU TO OUR SPONSORS!

Be sure to visit their booths at the PJX Marketplace.



2:45

1:15









































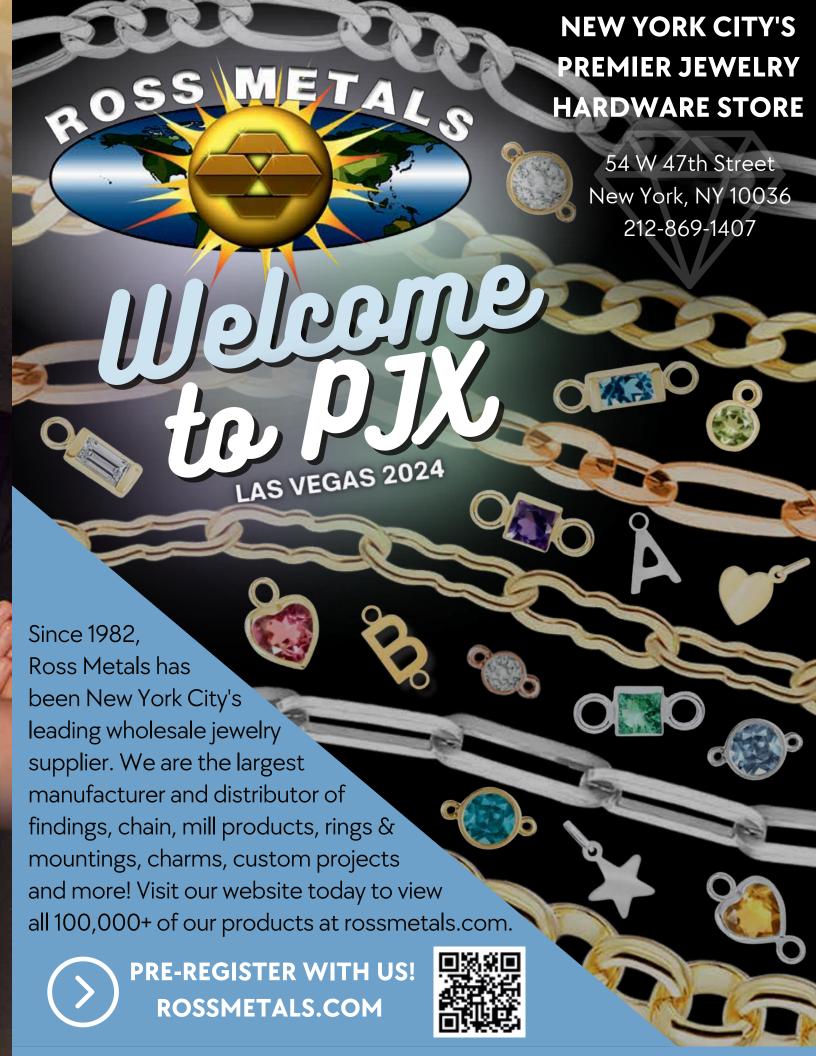








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## **BOUT MAKING AN UPGRADE?**















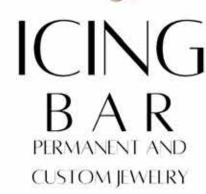




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## JOIN OUR COURSE:

ELEVATING SUCCESS: FINANCIAL MASTERY AND BUSINESS EXPANSION FOR \$100K+ EARNERS

In the world of finance, money is more than currency; it's a game with players and rules.

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Don't miss this opportunity to unlock your potential and chart a course towards lasting financial success.

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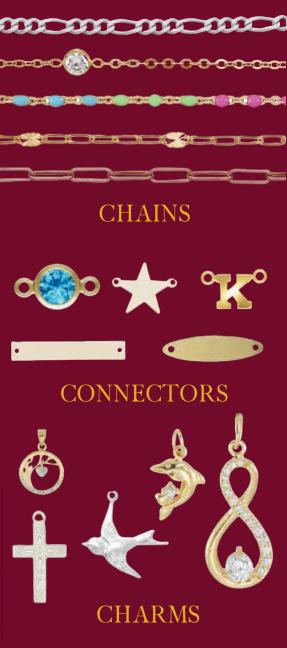




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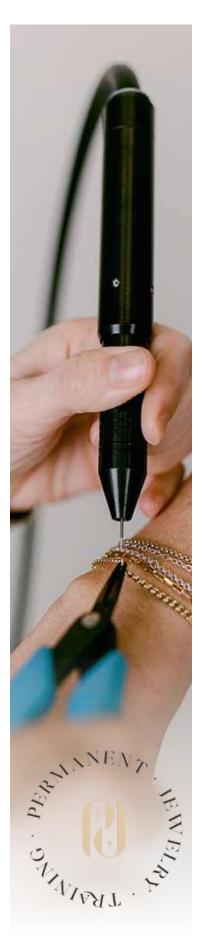


Scan QR code for our website









# PERMANENT JEWELRY TRAINING & MORE



Hi! I'm Shar, welcome to PJX! I had
the BEST time last year learning,
shopping and hanging out with my
internet friends in real life!
Attending events like PJX can be so
valuable for making connections,
learning new skills and refuling
excitement for your business!

## WHAT WE DO

FIND US HERE

Permanent Jewelry Training Co is a industry leader in the world of permanent jewelry. We are committed to supporting individuals at every stage of their business. Whether you are just starting out or looking to expand, we have the expertise and resources to assist you. Stop by our booth to say hello, we can't wait to meet you!



# SHOP OUR BOOTH

Stop by our booth to shop chain, tools, content photos/videos and our new stylus holder attachment!





@permanentjewelrytraining



# YOUR SOURCE FOR...

JUMP RINGS & CLASPS

STARTER KITS







JEWELRY CLEANER



AND MORE!!



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Charmed by Rie is owned by Rie, a lash artist and permanent jewelry artist based in Orange, CA. She started the brand with the hopes of adding this fun and unique business concept to her menu of services.

Now, she gets to train people all over the country with a total of over 80 students with her intensive, hands-on course. She has traveled to 8 different states like Hawaii, New York, Chicago to mention a few to train aspiring permanent jewelry artists.

She offers premium supplies, both in-person and online trainings, and high quality merchandise.

## **USE CODE: PJEXPO20**

to get 20% merchandise and supplies at www.riebeauty.com







Connect with us!

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CHARMED.



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- · "Forever Warranty"\*
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- · VIP Event Access\*
- · Discounts\*



Take home a 44 oz. Stanley Mug when you join

the Sunstone Circle at PJX!

## WIN!

When you join the Sunstone Circle, you're automatically entered to win this **Grand Prize!** 

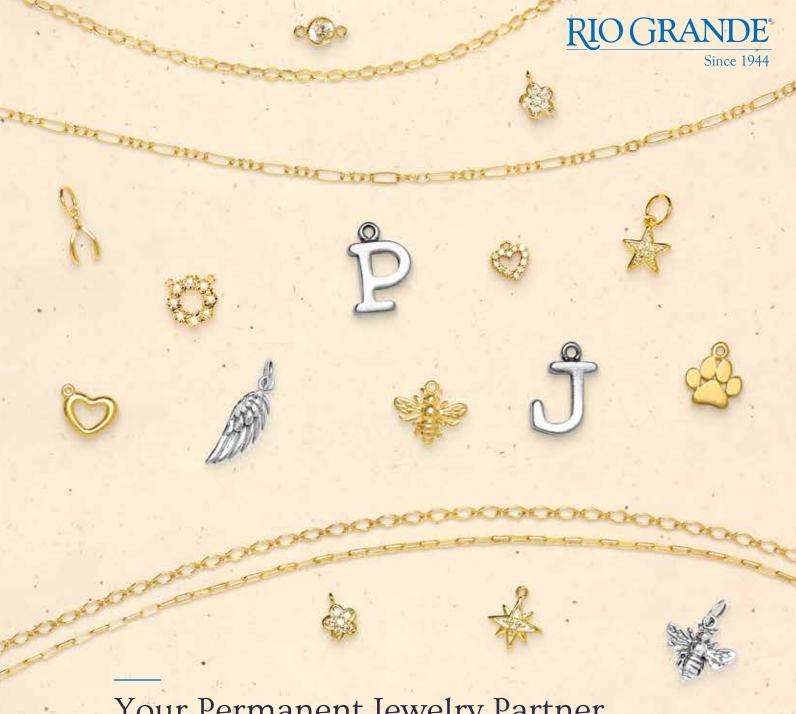
- · All-New Orion mPulse
- · F1 Laser Engraver
- · PJ Kit
- · Carrying Case
- · Argon Mini 2-pack

Requires 6-month commitment. All Sunstone Circle members automatically entered. Winner announced December 31, 2024. No purchase necessary to enter. Ask for details. Void where prohibited by law.









# Your Permanent Jewelry Partner

As a trusted supplier to the jewelry industry for 80 years, we know you rely on top-quality chain, charms and findings to offer your customers the best experience. With pulse-arc welders and sturdy, ergonomic hand tools, Rio Grande has everything you need to create infinite connections.





Learn more about permanent jewelry.

Scan this QR code or search "permanent jewelry" at riogrande.com.







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