

thegemsreport

How to Become an International Gemstone Dealer
A Special Report by International Gems Broker

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In just minutes you could be on your way to starting your very own Gemstones e-Business from scratch - right here, right NOW - and begin trading Diamonds, Ruby, Emerald, Tanzanite and much much more from the comfort of your own home in our EXCLUSIVE Trade Center and **brand NEW Forum!**

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INTRODUCTION

Firstly, I would like to thank you personally for your order and also to congratulate you on becoming one of the very small group of people who are even aware of the remarkable opportunity that awaits them. But, as with any business or enterprise, in order to profit you must act on the information contained in this report.

Before I begin, perhaps you would be interested in knowing how or why I took the trouble to compile this valuable report in the first place. Was it out of a sheer desire to make a killing in today's booming information marketing industry; or perhaps for the simple reason that I enjoy researching, assimilating information and checking out the response? Well after reading this manual, you will come to realise that success in any kind of business is by and large a derivative of one extremely common phenomenon - sharing.

Yes, sharing is in all aspects of business, your key to success. Lets take a simple example.

If you were to set-up a small bookshop in your local area, chances are, beside yourself, you would need a sales person, a bookkeeper to take care of your accounts, and a messenger/cleaner. Indirectly here, you are to share the returns with your staff by virtue of the fact that you have given them employment, and in so doing - a wage. Their input would undoubtedly benefit your business.

I have been a gemstone broker for many years and I feel the experience I have gained in this field is well worth sharing. Not only would it benefit you and the contacts I have listed herein, it would give me a lot of satisfaction to see you get started; and to witness the gemstone trade breaking new ground with fresh blood and new innovative ideas that would, hopefully, benefit the industry as a whole. That said, I am on the look out for new people to work with. New contacts. That could be YOU.

I have travelled extensively around the world, and one thing that has always astounded me is the desire and fascination people have invariably expressed in dealing with gemstones. There's always so much curiosity everywhere you go! In fact, I have got onto some really good buyers through individuals who weren't even in the gemstone business to begin with.

You will be surprised! There are quite a lot of people out there who do have access to some very useful contacts. With this course, I aim to give those who have the contacts or even the initiative to find contacts, the opportunity to turn their enthusiasm and drive into a lucrative home-based business venture. It doesn't cost anything to connect people. Yet the rewards can be phenomenal.

This report therefore, serves to de-mystify the gemstone myth that has always carried with it an aura of mystery. It simplifies matters by serving as an eye-opener to those who perceive it as a 'no go' area.

Marketing gemstones and making money in the process is really quite simple, even if you possess no previous experience and no start-up capital. I will show you how.

When I started out, I knew nothing at all. But seeing as I've even managed to compile this report is testimony enough of what can be achieved. The possibilities are infinite.

SO LET'S BEGIN

Gemstones have always been assimilated with money - lots of it (for those who deal), and a status symbol for those who wear them.

In this report, we are going to reveal the 'how to' aspect of dealing with gemstones for the sole purpose of making money - lots of it!

The following are 27 different types of gemstones we shall generally be dealing with;

1. DIAMONDS
2. TANZANITE
3. GOLD
4. AMETHYST
5. ALEXANDRITE
6. RHODILITE DEEP
7. RHODOLITE LIGHT
8. BLUE SAPPHIRE
9. SAPPHIRE
10. GREEN TOURMALINE
11. ZIRCON
12. RUBY HIGH CABOCHON
13. RUBY CORUNDUM
14. RUBY SEMI GEM
15. RUBY GEM
16. PERIDOT
17. GREEN GARNET
18. CHRYSOBERYL CATS EYE
19. AQUAMARINE
20. YELLOW SCAPOLITE
21. PURPLE SCAPOLITE
22. EMERALD
23. MALAYA GARNET
24. CRYSTAL QUARTZ
25. CHRYSOPHRASE
26. IOLITE
27. GOLDEN TOURMALINE

Knowledge of stones and what they're all about - as in being able to identify them individually - is important but not an absolute MUST. If your objective is simply to make money by brokering, you can survive without going into the depths of gemmology. However, a little working knowledge about gems can come in handy. To find out more, go to <http://www.amazon.com> and enter the word Gemstones in the search box. This will download a range of books you could buy. The other bonus here is, you get to learn where to locate gemstone sources on planet earth. Another extremely useful resource is the encyclopaedic site <http://www.wikipedia.com>

Your next step, and this is very important, is to find buyers. Buyers know what they want, and know what prices to expect for rough and cut stones. So your goal - initially, is to identify the buyer, and then to suss out the supply and buying price from your source. Once you have done this, you will then relay the details and prices to the buyer, after which the likelihood is, he would want to see samples. And this can be arranged - I will show you how.

How to Start

Getting to Know Your Business

A Brief Overview of Stone Terminology

a) **ROUGH:** a rough stone is that which is uncut. They come in numerous sizes and with the exception of the professional eye... it is not easy to predict the shape, size or clarity of the final cut piece. Many times, a large piece may end up a tiny pebble once it has been cut. This is why rough stones are a lot cheaper to buy than cut ones. However, most big buyers prefer buying rough stones because the quality of the cut piece in terms of workmanship is extremely inferior when performed at source in say, underdeveloped Africa for example. Therefore, they would in most cases, prefer to buy it rough, and to do the cutting in the west where high standards of workmanship are obviously favourable. The unit of weight with rough stones, with the exception of diamonds, is the gram.

b) **CUT:** a cut and polished stone is one which is cut, shaped and ready for mounting on rings, earrings, pendants, necklaces etc. It is the finished product so to speak, and it costs a small fortune on the high street.

If you wish to specialise in cut stones, your best bet would be to invest in rough stones, and have them cut for you in the west. However, in Asia and the Far East (India, Thailand, Sri Lanka) have very good cutters but you've got to keep a close eye on them so that they don't swap your stones for some inferior or synthetic duplicates. You will have no way of knowing.

YOU HAVE BEEN WARNED!

Once you have your cut pieces, the grading is in terms of carats and colour. In some stones the deeper the colour the better. The carat is basically the unit of weight (200 milligrams) for precious stones. The only stone that is measured in carats be they rough or cut, is the diamond. The gram terminology simply does not exist here.

PRICING:

Do not make the mistake of quoting a price without checking the rate for that particular stone. Once you have the seller's price, do get in touch with your buyer to relay this information. If you intend to buy to re-sell, you would need to find out what your buyer is willing to pay for the stones. This is easy. It is just a simple straightforward question for example... "What are you willing to pay for a colour 'A' Tanzanite weighing between one and five grams each?"

If the price your buyer is willing to pay is higher than the one at source, you're onto a winner. The difference between the two is your profit plus whatever commission the seller is willing to pay you; and the finder's fee your buyer *could* pay you. We will discuss this subject later in this report.

BE WARNED, the Tanzanite, for example, is a stone that is only available in Tanzania. There is simply nowhere else on planet earth where this precious stone is mined. The downside is, it is almost always over priced - even at source, more than the market could bear at times and hence not at all profitable for the middleman. However, you could get lucky! What I'm trying to point out is, always look out for stones that cost 'nothing' to buy and fetch a fortune on the marketplace. In the stone business, opportunities don't spring-up all the time, so when they do, it is wise you make the most of it. Most times, the seller doesn't have a clue as to how much his stones could fetch on the international arena. He would be content with a small pay-off especially when he believes his stones are not in great demand... a game savvy dealers tend to play all the time. A good example is when I witnessed a Golden Tourmaline transaction whose buying price at source was a mere \$500, for which the contact was willing to pay \$50,000.

For those of you who have no experience at all, do not despair. Life is but a learning process. So NEVER say 'I CAN'T'. That would be a grave mistake. Wherever you live, the best way to get started is to look-up gem dealers in your area and to show them the list of stones you are able to supply.

Soliciting for Clients

Setting-up Your Office & Business Correspondence

A dealer or broker would immediately be in a position to tell you what is required on the marketplace. Demands vary a lot. You could find one dealer in desperate need of Rubies in say Hong Kong, whereas in that very city, another dealer has no need of them whatsoever. So never rule out the possibility of finding a buyer for a given stone, in an area where a host of others have expressed disinterest.

The fortunate thing is, through **thegemsreport.com**, you have access to almost every conceivable gemstone on this planet, so this should be the least of your worries. There's always something they're going to want from your extensive list. A market you WILL find - believe me.

Another way to prospect for buyers is to put a small effective ad in local and international newspapers. Classified ads are usually quite affordable. To give you an idea, a small effective ad like the following example should generate inquiries. This particular one has worked extremely well for me:

Prospect for buyers with the following lineage ad:

GEMSTONES AVAILABLE

From reliable sources in Africa!!

A very wide selection, including Gold, Diamonds, Tanzanite, Ruby, Sapphire and much, much more.

For details, write to **The Advertiser, P.O Box 4454, Gemland**

Prospect for suppliers with the following lineage ad:

Gemstone Suppliers Wanted

From reliable sources in Africa!!

We have International buyers waiting.

Contact: Richard 0800800999

You may use different variations of the above wording, to suit the occasion, work with different ideas until you find what works best for you. Always do a test run before you launch a major campaign.

You would be better off having them write back to you via post or e-mail, rather than handle enquiries via the phone - assuming you don't have much knowledge about gemstones - you would be safer dispensing information by post or e-mail to begin with. If you do not have a post office box and you do not wish to reveal your physical address (home or office), it would be best to ask the publication through which you are advertising to allot a voucher number through which all the inquiries would come in-care-of the newspaper. Alternatively, rent a post office box or get a free email address from [Hotmail](#) or [Yahoo!](#), or an autoresponder from [getresponse](#). The advantage with an autoresponder is you get your email inquiries responded to automatically... and you get to create a database of potential associates at the same time. But if you're going to use an autoresponder, you've got to follow-up with a personal email immediately OR better still, make sure you have your direct contact details (phone, email, fax and so on) included in your autoresponder messages.

A Virtual Office is what I personally use in London, England. My postal business mail is sent to this physical address (my virtual office), where it is then forwarded to my residence. And when I want to meet dealers in person, I rent the conference room (at my virtual office's physical address) for that purpose. You may do this too. (Cliffhanger!)