

**HAVE YOU EVER TAKEN AN  
ONLINE EDUCATIONAL COURSE  
TO IMPROVE YOUR SKILLS  
AS A JEWELER OR BUSINESS  
OWNER?**



**YES**  
52%

**NO**  
48%



**YES, I HAVE**

→ PR courses. They are free to members of the Public Relations Society of America. I take as many as I have time for. — *Susan Eisen, Susan Eisen Fine Jewelry & Watches, El Paso, TX*

→ A number of software courses, primarily. Photoshop, basic html, search engine optimization. Loved how I could chose a very specific course to learn exactly what I wanted to learn. — *Zdena Erantova, Zdenka Gallery*