



**Choosing Eyewear**  
**- *The Jacksons***  
***Opticians guide to***  
***selecting eyewear***  
***that makes you***  
***feel fantastic***

**Love your Glasses!**

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# Introduction

Firstly, let me acknowledge that if you are reading this then you find choosing eyewear stressful.

You dislike everything there is about buying glasses. Having to choose something new that is going to be a constant in your life for the next two years or so and having to do this in unfamiliar surroundings. It's so confusing – lots of frames that all look the same, none of them seeming to fit as you would like, confusion over which is the best lens to go for, limited or no advice – just go try some glasses on and find a pair you like..... It can be nightmare experience.

Sadly, our industry frequently promotes itself similarly to any retail outfit. 2-for-1 offers, free eye tests and low prices all in attempt to encourage your patronage. It can feel as if they forget that you are unique with very individual requirements for both your frames and lenses. It can feel as if it is all about selling glasses.

Our goal here at Jacksons is to give you the best information we can about how to invest in eyewear that makes you look, feel good and gives you outstanding visual performance.

So, this guide is not about us, it is about you. And should you decide to purchase from us we will be very excited that you trust us enough to help you find the right eyewear for you.

To your enjoyment of your eyewear!

## Why read this book

I wrote this book because I believe in helping people make educated decisions. It doesn't take long, working as an optician, to understand that a lot of people suffer the

same frustrations and have the same desires when it comes to eyewear.

In this guide I have highlighted the most common issues I have come across concerning unsatisfactory eyewear during my time in practice. Some of them I am sure will resonate with you.

Feel free to pick whichever chapters stand out most to you. You don't have to read them in order.

Life is too short to read books that are boring. So, I've tried to keep it short and sweet!

If you want to get in touch with me and the team you can contact me at [jacksonsopticiansnantwich@gmail.com](mailto:jacksonsopticiansnantwich@gmail.com)

## Who are Jacksons Opticians?

Jacksons have been locally, independently owned since 1888. I trained as an optometrist in Birmingham and graduated in 1988. After many years working in all areas of optometry, I became frustrated with a system that did not always seem to put the patient first. In 2007 I purchased SW and C Jackson with the intention of putting that right – at least in my own practice!

For us, providing eyewear is not just a job. Your choice of eyewear says a lot about you. We believe that everyone deserves to look good, feel good and see well in their eyewear. Our aim is to enhance every aspect of being a glasses wearer; from the frames you select through to every detail of the experience and service you receive.

The right choice of eyewear can make a difference in your life. From a boost in confidence through feeling more attractive, to being able to see clearly and comfortably in every task that you undertake.

Being the owner of a small business in tough economic times, I fully endorse supporting locally owned businesses. I think independent businesses are ideally placed to deliver better service and a better experience to customers. BUT just being independent isn't enough. We actually *have* to excel at what we do create value for our patients. My staff and I strive to do all of this for all our patients giving them a truly personal service – we don't want you to feel like you are being treated like just another number. Our prices are fair, our selection is extensive, and our service is outstanding.

You have my word. You also have the word of our patients who return year after year and enthusiastically refer their friends and family to us. Please see the testimonials section to see what our patients are saying about us

Hopefully, after reading the guide you will like the sound of the way we work and be confident to book an appointment with us. But if we are not for you then I hope this guide will make your next eyewear decision a little easier

I am honoured that you are taking the time to read our book and if you feel we might be able to help you then we'd be delighted to have a conversation with you.

To your happiness through better eyewear!

*Helen Corson*

Owner of SW & C Jackson Opticians

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## Chapter 1: Designer Glasses – the real truth

Fashion designers started putting their names on the sides of frames in the early 90's. Since then “Designer Glasses” have taken over the high street. However, you are about to find out all is not as it seems...

The “Designer Glasses” customer thinks they are buying something stylish and individual, but in reality “Designer Glasses” are mass-produced for the mass markets. It's big business. There are two huge eyewear manufacturers that own the licences for most of the big designer brands that you know. In a nutshell, these frames are made in the same factories. They are made by the same people. They differentiate them by stamping a different logo and brand name on the side so they can charge a premium for it. Then they distribute them across the world to mainstream opticians and department stores.

These companies have one thing in mind; to make and sell hundreds of thousands of their frames. They are playing a numbers game.

They want each frame to fit onto as many faces as possible. They play it safe with designs and only make generic shapes that will look ok on most faces. They usually come in a standard one-size-fits-all with no facility for tailoring to the individual. People with a more petite features or large head size often end up with badly fitting frames.

To maximize sales, they supply them to lots of opticians and department stores, so they are available everywhere –they do not have the exclusivity that the brand name implies.

They are not interested in making designs for the individual who wants something different from the masses. They are only interested in

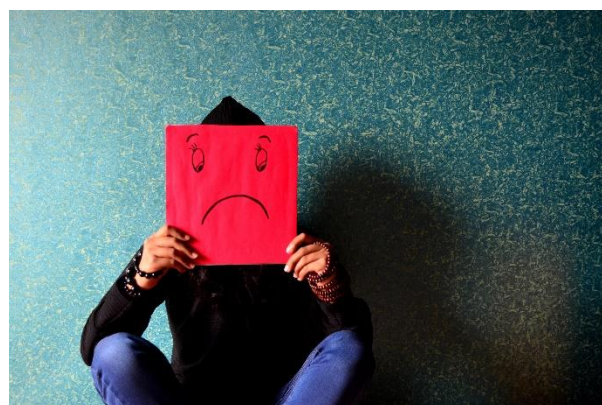
predictable and safe shapes and styles that will sell in large numbers.

### The Big Lie

The big lie they are telling is, “If you buy our brand, it's exclusive, you're an individual.” In reality, it's not. It's all designed and made by the same people. It's widely available and targeted at the mass market. And it's far from cutting edge. They play it safe with commercial designs that anyone could wear and look average in. They leave the trend setting to the real eyewear designers.

(Have you noticed, if you look on the shelves of most opticians, most of the frames look the same in terms of shape and style and colour? Now you know reason for that!)

How can these frames be considered individual when they are designed for the mass market? How can they be considered exclusive when they are distributed in massive volumes, and available everywhere and anywhere? How can they be considered different, when the design is unoriginal and purely commercially driven?



## The TRUE eyewear designers you should know about

On the other hand, there is a growing amount of independent, niche, eyewear design companies who have a passion and flair for their craft. They are the ones who push the boundaries and produce cutting-edge eyewear and keep the industry moving forward. The reason behind their success is that these people design with the individualist in mind. They don't care if a frame will only fit a very specific face shape and work for someone with a very distinctive taste. They don't care if only 1 in 20 people will look great in that frame. They design it with that 1 person in mind and they design it to be perfect on that face. The originality and design stand out and it creates out wow factor. That's why they produce the most interesting shapes, the most varied colours and finishes.



These frames are produced in much smaller quantities and distribution is only through practices that are a good fit for the product. You can only find these frames in the best independent opticians who are in the know. And the end result is the customer gets a frame that is more unique and exclusive. A frame they're not going to see for sale in

every other opticians and department stores. And they're not going to bump into other people in the street wearing the same frame; so, you get that sense of individuality that a lot of people desire.

### **Helpful tips:**

*If you're interested in a twist of individuality, stay away from the big designer names. Don't turn into another high street clone.*

*Ask the opticians you are in where they source their frames from. The good ones will passionately tell you about their travels to trade fairs in the UK and abroad, all in the name of discovering the very best eyewear in the world and bringing it to you!*

## Chapter 2: The wrong advice from the wrong people

There is a pattern to how we go about making decisions in life. Some of us just wing it, but most of us try to at least gather some information so we can make educated decisions. Even if it's just asking a friend for advice or looking back on our own personal experience to provide some perspective. Regardless of how we do it, we all want to make educated decisions. More importantly, we all want to make the right decisions.

As you know, however, not all decisions work out to be the right ones, regardless of the amount of information we collect. For the buyer, it has become increasingly difficult to know which product, service, brand or company is best for you. There are just too many choices. All the advertising, promotions and pressure used to manipulate customers create one thing - stress.

A lot of people struggle when they're choosing glasses. The most frequent problems that I hear from patients are;

- They struggle because they don't know what suits them.
- They're frustrated because they can't find glasses that fit them.
- They're dissatisfied with the same old eyewear ranges available all over the high street.
- They're on a gruelling search in the hope for something different and something better.

So, in an attempt to deal with all of these issues, most people turn to others for help. They ask their friend's opinion. They bring their partner along with them to look at glasses. They look online. They look for reviews. They go into information-seeking

mode. And all of this can be helpful, but there are big pitfalls you need to be aware of.

First of all, think about who you are asking for advice. When you bring your friend along to help you look at glasses, are they qualified to give you advice in this area? Do they have any skills or experience in doing this? Do they really understand what's important to you? Do they have any insight or knowledge?

Or if you're looking online for reviews and information, do you even know who you're getting that information from? Can you trust them? Are they even remotely like you? Do they understand your requirements and preferences? Or are you just hoping that it will work out ok and blindly believing what you read online?

One of the problems with doing your own research online is not having any insider knowledge. You don't know what is truth and what is marketing hype - and there is a lot of marketing hype online. You need to be wary of misleading information on some websites. A Google search for designer glasses will give you over 35 million results and keep in mind; they are all looking for an edge.

In reality, most information you get from other people or from online reviews, won't be tailored for you and your priorities. At best, it will be off-the-shelf, one-size-fits-all advice. At worst it will be incorrect and completely the wrong advice for you.

### Why Do We Turn to Others?

Everyone loves getting advice from others we trust. Be it friends, family or the internet, we crave information about the products we desire. Especially when we feel out of our depth and are struggling to make an intelligent decision.



However, glasses are a very personal thing. It is not like taking someone's recommendation on which restaurant to go to. This is something much more personal. It's something you're going to live with every day. You're going to wear them every day. And everyone will see your glasses, so it's important to get it right. No one wants to make the wrong decision, waste their money, look foolish or live to regret their choice.

There is a smarter way to make the right decision on your eyewear choices. You need someone with expertise, and who knows the eyewear industry. Someone who is skilled and experienced in helping people look good in glasses. And someone who really understands the process, and the pitfalls to avoid.

The process must focus on the wearer. Who you are, how you feel about glasses, and what you want in terms of frames and lenses?

Once there is an understanding about you, your lifestyle and your requirements, the ideal optician will be able to show you all the possibilities you could wear. The person you choose to trust should be someone who has done all the research and who lives and breathes in the eyewear industry. That person can truly advise you, and you can benefit from their insider knowledge.

The smartest decision is to take guidance from someone who understands the process and who will take responsibility by giving you some kind of guarantee.

guarantees can be a sales tactic used to coax you into making an impulse decision.

the best guarantees are not based on salesmanship, they are based on confidence to deliver results for their customers.

At Jacksons we offer our guarantee because we are confident in the results that patients get from our Eyewear Styling Consultation. We've perfected the Eyewear Styling Consultation over time, and we know from experience that it works. That is the only reason we can afford to offer the guarantee.

#### **Helpful Tips:**

*Be fair to yourself when collecting information about products. Keep in mind that each person has unique and individual eyewear needs. One person's negative or positive experience may not reflect your own experience due to your individual eyewear requirements.*

*Please don't believe everything you read online. Similarly, don't purchase a particular type of glasses just because your brother, sister or friend down the road just bought one. Be sure it is the right choice for you by having a consultation and taking professional advice to make the right decision. It is a risky business to purchase glasses online.*



## Chapter 3: Embarrassing Eyewear - When your glasses send out the wrong message.

I have worn glasses since I was nine years old so I can speak from experience about the “joys” of spectacle wear!

There can be some serious psychological issues associated with wearing glasses if you’re not careful. From my childhood I still remember the line “Boys don’t make passes at girl who wear glasses” and the films in which the secretary is invisible to her boss until the day she takes off her specs!

In everyday life, even if on a sub-conscious level, we all notice how other people present themselves. People see you wearing glasses and make a snap judgment about you. They’ll make all sorts of judgments like - whether you’re someone that has style and has good taste; whether you understand the importance of appearance; whether you appreciate design. They’ll decide if you’re someone that values high quality and high-level service. They’ll even make judgments about whether you have money and whether you’re successful. All this based on something as simple as the glasses that you’re wearing!



This doesn’t sound very nice does it? It’s shallow. We were all taught “not to judge a book by its cover” but that is exactly how our

brains work. People are constantly noticing these things and their brain is rapidly pulling all this information together and they end up with a gut feeling about you.

Take the film industry for example. They bring characters to life and make them convincing by presenting the actor in a certain way. They will dress the actor a certain way, and in many roles, they use eyewear to convey a certain look and get a certain type of person across. Eyewear works very well for this and has a big impact on how someone is perceived. But how do you know what will suit you? How do you create the right image for who you are and what you do?

Now, if you’re like most people, you choose new glasses in totally the wrong way. You make the decision relatively quickly, without any forethought or any reflection on “What’s important here?” It’s all a bit rushed. But you make a decision and then you leave and get on with your life. After the first day or two you probably don’t think too much about your new glasses again. But in the real world, people are making judgments about you every day based on what you’re wearing on your face.

The reason this has happened is because the place and people helping to choose has failed to do the right thing for you.

Picture this scene. In your typical opticians, you see racks and racks of glasses. The glasses all look the same. But you see a frame that catches your attention. You pick it up. You try it on. It looks ridiculous.

They never look how you’re expecting! You don’t even know if it’s a man’s frame or a woman’s frame. Nothing makes you feel as foolish as trying on a frame that you think looks good, and then you’re told that it was intended to be worn by the opposite sex!

You don't really know what you're doing. There's no way of telling the size. You can't differentiate between petite, small, medium, large, extra-large. It's just a guessing game you're forced to play, and you're left there to figure it out by yourself. And frequently, you'll have someone by your side, whose only skill is making the right kind of noises every time you try on a frame. Not particularly helpful.

But that's precisely the environment that many opticians create for you. It's a sterile, plain, dull environment - not the most inspiring setting to be making a choice about your style. Think about other industries with a link to fashion and style. Would they expect you to decide in an environment where everything's just kind of thrown on racks?



But you might say, "Is it really that important, how your glasses look? It's just a pair of glasses at the end of the day."

Your glasses are in the middle of your face. They sit perched on your nose for everyone to see. Every time you have a conversation and every time you make eye contact with someone, they look at your glasses. And more than likely you wear your glasses every day.

I believe you must dress appropriately for what you're trying to do, for the environment that you're in, and for the kind of people that you're trying to communicate with. "Dress for

the job you want not the job you are in" I was told right at the start of my career. And that can be in both professional and social settings. Think about it. In a professional setting if you want others to trust you or to appreciate certain traits that you have, then you should look the part.

I believe it's an optician's responsibility to help you with this. That's part of our job. We're the ones supposed to have the expertise. We're supposed to make your life easier.

At Jacksons, we are not a come-in-and-scratch-your-head-and-browse-around kind of place. We're set up in a way where we help guide you through the process. There is a lot to consider. But before we consider any frames, a good optician will consider **you** and who **you** are.

Ask yourself, what do your glasses say about you? Maybe they age you. Maybe they take 10 years off you. Do they have a little twist that show you have a personality? Or do they say you're boring?

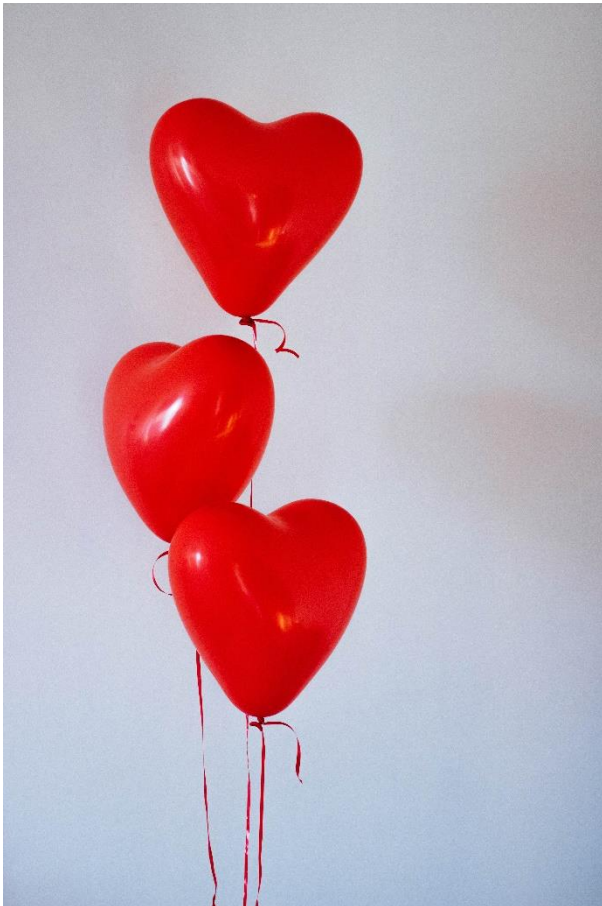
Don't make the mistake of choosing glasses that say you are boring if you are not. Don't be afraid to be yourself. Don't be ashamed of your glasses or try to hide them away. Embrace them and they can enhance your style and become one of your best features. Enjoy them.

Stretch your comfort zone just a little bit and you'll be surprised at the compliments.

Have you ever thought why your style is the way it is? Changing your glasses can take your whole style and image in a new direction. Getting the right eyewear can have a big effect on your overall look, and how you feel.

## Out of touch

It is easy to get out of touch. Fashions and trends change so quickly and nobody wants to invest in something that is already “old hat” so rely on your opticians to advise you on the latest trends.



When choosing where to buy your eyewear look at the environment a practice creates for itself in order to get a sense of their enthusiasm for eyewear. Look at the shop window displays and what the staff choose to wear themselves. Are they wholehearted and passionate about eyewear?

## Chapter 4: Robbing Peter to pay Paul – the perils of scrimping on lens quality.

So, a spectacle lens is just a spectacle lens, a clear disc of plastic made to your prescription and set in your choice of frame – right?

You don't need to waste money on expensive lenses because they all do the same thing – right?

Cheap lenses will last me just as long as more expensive ones – right?

My glasses are difficult to keep clean but that's just coated lenses – right?

Varifocals can make you feel sick if you move your head quickly and vision out of the edges of the lens isn't good, but that's just how they are – right?

Wrong!

All spectacle lenses were not created equals. The quality of both lens material and design dictate the quality and comfort of our vision. Quality lenses, give outstanding visual optics, look good and last well with fewer scratches and less degradation of the lens surface treatments as the lens ages



Why choose a lovely frame and then spoil it all by using lenses with inferior optical performance that scratch easily, are difficult to keep clean and at worst can make you feel ill! After all, the purpose of wearing glasses is supposed to be to improve your vision.

Some people might encourage you to spend on your glasses frame but then have it glazed with an inferior lens either because they lack the expertise and product knowledge to do better or in the misguided belief that it is doing you a favour because it is giving you more within your budget to spend on your frame. Avoid this route at all costs.

## Chapter 5: The Perils of buying online.

Mintel's 2012 Market Research report into the UK optical industry found that online spectacle purchases accounted for only 3% of all eyewear purchases in the UK. They said, "growth of online spectacle shopping has been slow compared with other markets because optical outlets provide a lot more than just the goods."

Today, advertisements for online spectacle retailers pop up frequently on the TV and online but should you consider them as a potential way to purchase your new spectacles?

The process often seems to go something like this: -

*Look at some pictures of glasses and select a pair that you like the look of – sometimes you can upload a picture of yourself and the website will superimpose the frame over your face to give a vague idea of what it will look like on you.*

*Type in your prescription (making sure you get the numbers 100% correct or you will not be able to see)*

*Guess where the lenses should be centred in the frame - often websites suggest you look in a mirror to do this.*

*Enter your credit card details and press send.*

*Good luck with that!*

In a couple of weeks your new eyewear will arrive. Hopefully, if you input the prescription details correctly you will be able to see through them but if you did not measure the centration of the lenses correctly your eyes will feel very strained.



If you are a varifocal wearer, by now you may well be having some misgivings. Varifocals are tricky to measure for and if you don't get the measurements right your distance vision will seem blurry and reading area will be very restricted. At Jacksons, we frequently have two team members look at a patient's varifocal measurements in order to ensure that they are spot on, so estimating the measurements yourself by looking in a mirror or using a photo is unlikely to work.

So then comes the matter of fitting your frames.

The online company will not be able to fit the frame for you and make sure it is comfortable, just as they were not able to check the fit of the frame on your face in the first place. The online companies certainly don't care about mere details like that. They just care about making the sale, regardless of whether the glasses actually work for you.



You could take the frames to your local opticians to have them fitted but there will be a charge for this service and if the frame you have selected is not appropriate for your features, they will struggle to make it comfortable for you.



And what if you do decide that you need to return them? It's frustrating to buy glasses that don't fit you or suit you. The hassle of returning them is the icing on the cake. Getting to the post office, paying for recorded delivery..... And even if they seem okay in the beginning, there is the future hassle of trying to return it if something goes wrong over time.

**Helpful Tip:**

*Look for opticians who will help you explore all your eyewear needs and offer advice that makes sense depending on what is most important to you. They'll take stock and ask about all the glasses that you currently have. And they'll help you prioritize what you really need so that you can make a considered choice. And with most things in life, some things are a must-have, while others would be a nice luxury.*

So, by buying online you might save a few pounds. But it comes with risk, compromise, and the likely heartache of wasted time and money

## Chapter 6: Not enough time – The impossible we do immediately. Miracles take a little longer.....

You would be amazed how often this happens. The clinic is running a little late. Maybe a patient earlier in the day had a problem that took extra time to resolve or maybe someone got stuck in traffic but we still fitted them in.

The optician invites the patient into the consulting room and the patients first words are

“will this take long? Only I only put an hours’ parking on the car”

No pressure then!

Allow yourself time – both for your eye examination and to select new glasses if you need them. This is important stuff. You want to give your optometrist their best shot at helping you to see perfectly and detect any underlying eye health issues that could cause you problems in the future.

We allow between half and three quarters of an hour for an eye examination so that there is no rush and no pressure. Selecting new glasses could take a similar length of time so make sure that you have allowed enough time. If time becomes an issue I would always suggest rescheduling rather than trying to squeeze things in – no one wants to feel pressured when they are choosing their eyewear.



It’s a big decision, they are going to be on your face for a couple of years and you are going to make a financial investment in them.

Make sure you allow yourself the time to make your choice.

## Chapter 7: Purchasing Just One Piece of the Eyewear Puzzle

I once heard about a shoe designer who said every morning, she dressed from her shoes up. She'd pick the shoes and work the rest of her outfit around them. I doubt any of our patients go to this extreme with their eyewear but we do have some who are true eyewear aficionados with a different pair for every day of the week. You personally might not want a different pair for every day but don't miss the valuable lesson.



The eyewear puzzle is often about more than one piece of eyewear. It all depends on your needs and your lifestyle. I believe most people should have a wardrobe of eyewear, i.e. 2 or 3 or more pairs of eyewear that all have their place. Think of it this way; Do you have more than 1 pair of shoes? Or would you wear a work suit at the weekend?

Here's a few examples of what you'll find in an eyewear aficionado's wardrobe...

- Glasses for every day
- Glasses for being dressed up
- Work glasses
- Glasses for meeting clients
- Weekend glasses
- Sunglasses
- Sports glasses
- Computer glasses
- Glasses for reading music
- Reading glasses
- Office glasses
- Driving glasses
- Glasses for reading in bed
- Glasses for your handbag
- An old pair for high risk activities like DIY or the gym
- Spare glasses for travel and in case of emergencies

The list goes on and on and I haven't even mentioned matching glasses to different outfits!

Most people don't need 10 pairs of glasses but if you're being honest with yourself, you probably do need 2 or 3 at least.

If you try to rely on 1 pair of glasses for all your eyewear needs, you will be prone to the following problems;

- Major inconvenience and hassle when you lose or break your glasses. Can you work without your glasses?
- Looking slightly odd if you wear the same glasses for all of life's occasions
- eyestrain, glare and potential cataracts from not wearing sunglasses
- Eyestrain and visual fatigue from wearing general glasses for a specific task where you would get clearer vision from task-specific glasses



## Chapter 8: Dead ends and delays – doing it the hard way.

Picture this - You're busy. Your time is precious. You want to look great in glasses. You care about quality. You care about service. You care about style.

BUT you want to get all that done as quickly and as effectively as possible so that you can get on with your life!



So, you want the result, but you don't want the hassle of going through a painful process of looking for glasses. You don't want to spend one weekend, never mind two or three or four weekends, on a gruelling search for glasses, where you bumble around from optician to optician trying hundreds and hundreds of frames. Getting confused, not knowing what's what, and just fumbling your way through the whole process.

There are a lot of people who hate shopping for glasses, and it's mainly because they find the process of choosing new glasses painful, difficult and time consuming. The process normally involves browsing in lots of different opticians in the hope of finding what you're looking for. Looking for inspiration but failing to find it. You might look online for ideas, but obviously you want to try frames on. It boils down to the fact that you struggle to find glasses that fit you and suit you. It's frustrating because you don't even know what styles suits you. And it's dull and disappointing to find the same mainstream brands of eyewear everywhere you look.

The smart thing to do is to find the right person or business to take advice from. Look for someone with information and expertise. Look for someone you can trust and have reasons to trust them. When that all happens, everything changes.

The process of buying glasses is frustrating until you experience a way of buying glasses that is easy and effective, even enjoyable. A process that saves time and hassle and is guaranteed.

As consumers we are frequently subjected to poor advice, un-kept promises, low standards and lack of caring on a daily basis. That's why I set out to do things differently for our patients. I have created a different experience and I think of it as "a smarter way to shop for eyewear."

### The Eyewear Styling Consultation

The eyewear styling consultation was designed to make it easier for glasses wearers to get good advice, and a great choice of appealing eyewear, no matter what their requirements. It is about tailoring the service and the eyewear to the needs of any

individual customer. Not generic, one-size-fits-all solutions.

Browsing for glasses is not a very effective experience in my opinion. So, we have removed browsing and replaced it with a styling consultation which is one on one and individual. A high-level personal service where we guide you through the process of choosing glasses. Rather than look at 1000 pairs of specs, we can ask you diagnostic questions in order to find out what you are looking for, what is important to you, what you are looking for, what you have had in the past and things you have and have not liked.

In an eyewear styling consultation, we first find out about your preferences, advise you on shape and style and what will suit you and your prescription, and then show you all the possibilities you could wear from a cutting-edge collection of eyewear. We will only show you the options that will look good, fit you well and suit your lenses – its like having your own personal shopper.

We work with niche eyewear designers from suitably stylish paces such as Milan, Paris, and Antwerp. On any given week we will have around 900 styles in stock, all carefully sourced and brought to Nantwich for our patients to choose from.

The consultation means you get better advice and personal service. And it means that you don't have to scratch your head and browse and try on lots of frames that neither fit you nor suit you. It stops you from falling in love with frames that are not suitable for your visual requirements.

Think about it. When you go shopping for trousers, the men's are not mixed in with the women's. The denim section isn't mixed with the chinos or suits, so why would you want that when trying on eyewear? That's how

most opticians do it and we think it doesn't make sense.

Instead we guide you through the process. We try to give you the best information we can about eyewear so that you can confidently select whatever eyewear is right for you.

**Helpful Tips:**

*How do you know who to trust? If you're not sure, do they have any testimonials from happy customers? If they do have some it is reassuring. And there is a big difference between having a huge quantity of sincere testimonials versus only having a few generic testimonials*

*Do they have a guarantee in place? Do they have a process and service that is so good that they are happy to guarantee it? This tells you a lot*

The process of buying glasses is frustrating until you experience a way of buying glasses that is easy and effective, even enjoyable. A process that saves time and hassle and is guaranteed.

## Chapter 9: Its confusing - so make sure you get the best advice.

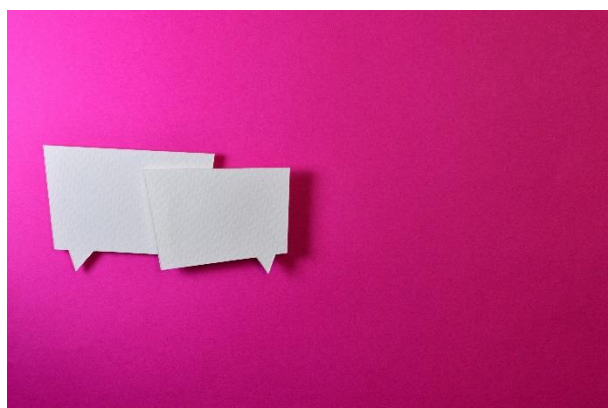
Have you ever been told you can't have something?

"I'm sorry, you can't have this frame because of your prescription. And your lenses are always going to be thick and heavy because of your prescription."

A lot of people have been told thing like this over the years and just accepted it at face value, no questions asked.

That's a mistake because it can have a real impact upon how you relate to your eyewear. It can be the difference between your glasses being a positive - something you enjoy wearing or a negative - something you're self-conscious about and uncomfortable with.

Your glasses are very individual to you. You have a specific requirement for your prescription, for the size of frame that you require, for the shape of glasses that you require. And yes, it's true, there are certain restrictions on what will work for you – but there are sometimes more possibilities than some opticians are offering you.



Whenever you hear the word “NO” you need to consider who you are asking?

Some high street opticians have low prices and are volume-based businesses - they want to get as many people in through the door as possible. And then they want to get them out again as quickly as possible. To do that, they need to keep things very simple. They do not necessarily expertise or the time to tailor their service to any specific requirements that you as an individual might have.

The truth is there are much more desirable solutions available to any eyewear problem if you ask someone with the time and expertise to advise you. You will get very different answers if you ask someone whose priority is to see as many people as possible and keep things very simple; than if you're talking to someone that's interested in you as individual and has a business that's set up in a way to take care of you as an individual. The best opticians are not about generic solutions. They're about tailoring solutions to fit with a particular individual.

Over the years I have heard many stories from our new patients who on their first visit to us have a real revelation about what is really possible with their glasses;

- They have been told for years they can't wear rimless glasses because their prescription is too high.
- They believe they can't get used to varifocals because they tried them before unsuccessfully and they think it's their fault.
- They've been told that they can only wear a certain type of frame.
- They've been told that their head is too wide so there's very little choice. (As a result, they must put up with wearing a frame that's going to leave tracks down the side of their head).

- They've been told their face is so petite that they need to look children's glasses because they don't have any adult glasses to fit them.

People are getting this poor advice every day and it's sad really because when glasses are done right, they can be such a positive talking point for a person. When they're done wrong people can get hung up on their appearance and become self-conscious. It's totally preventable if you find the right person to trust that has expertise to create the right solution for you.

### **Transforming Your Eyewear Experience**

It's a very satisfying part of our work when we see this transformation. Someone who has been told they can't have this, and they can't have that. Then for the first time we show them something that is much more appealing and much more attractive. The amazed expression on their face says it all. But even though they are putting their trust in us, years of previous bad experiences mean they still have nagging doubts. They wonder, "Is this really possible?" and "Will they actually be able to do what they're promising me?"

But when they collect the glasses, it's really a transformation. Instantly their glasses can go from being a negative in their life to being a big positive. That makes what we do particularly rewarding.

### **Helpful Tips:**

*High street opticians are often limited in what they will or can do for you because of the frame collections they stock and the lens suppliers they work with. The best opticians have the skills to consider more complex requirements and come up with solutions that work for your individual requirements. Yes, there are always limits, but the limits are vastly different depending on who is doing the work.*

*Consider who you are asking for help? Is it the high street opticians whose business relies on spending very little time with each customer? Are they on a conveyor belt of making sales and moving on to the next one? Are they an unqualified salesperson with only a few weeks training? Or are you asking a professional working in an environment that allows them to take the time with each individual customer to get the best results?*

*If you sense a lack of expertise, and you feel like you're the one doing all the thinking and the work; then chances are you are in a place that sees you as a number and not an individual*



## Chapter 10

### The Eyewear Styling Consultation – Changing the way you choose eyewear.

The eyewear styling consultation at Jacksons is designed to make your quest for new eyewear an enjoyable experience. It will save you time and hassle. You will find out definitively which frame styles will suit your face shape. It will make your decision on new eyewear easier and give you confidence in what you choose.

By the end of your consultation our aim is for you to feel like this;

“I actually enjoyed this whole experience. I’m more excited about my eyewear that I thought possible. I can’t imagine choosing glasses in any other way!”

The consultation is essentially an opportunity to discover the right style of eyewear for you in a no-pressure, relaxed environment with the help of an eyewear professional.

Making the right choice of eyewear requires some thought and consideration and we guide you through the process. We try to give you the best information we can about eyewear so that you can confidently select the right eyewear for you – the perfect pair or pairs of glasses that will match your personality.



The eyewear styling consultation is our way of delivering personal service to patients, enhancing their overall experience of buying glasses, and giving them access to desirable and cutting-edge eyewear design.

## Frequently Asked Questions

### **Can I have an eyewear styling consultation?**

The eyewear styling consultation is an appointment where you get professional advice regarding you and your eyewear. After an initial conversation on the phone or in the practice we'll be able to tell you if we can help you, and if we think we will be able to help, we are more than happy to invest our time in giving you an eyewear consultation. There is no obligation to make a purchase after your consultation either.

### **Who is this for?**

Our customers tend to be people who want to look good and see well in glasses and who care about design and quality and service. We find that a lot of people struggle to know what will suit them and what will fit them. Many of our patients are dissatisfied with the normal branded frames you find on the high street - they are looking for something individual, and different.

### **What kind of eyewear do you have?**

We select our eyewear collections each season from the world's finest eyewear designers. The practice is stocked with what we believe is some of the very best eyewear in the world. Each frame is hand selected with particular face shapes, colourings or prescriptions in mind – our frames fit real people!

These are glasses that are not mainstream, not branded with logos on the side, and you're not likely to see other people wearing the same frame as you.

For those that want them, we do also carry some of the so-called designer frames where we feel a collection offers something in

particular but we are certainly not slaves to designer names and labels.

Our collection of eyewear extends to over 900 pieces and represents the very best of eyewear design, the highest quality and styles for individuals. We believe that eyewear should match your personality and we cater for a wide variety of looks from a conservative, sophisticated look, to cutting-edge style.

As part of our service we can source specific styles of eyewear and we offer a bespoke design service where a complete pair of eyewear is designed and made for you.

### **How do I make an appointment for an eyewear styling consultation?**

You can request a complementary styling consultation at [www.jacksonsopticians.com](http://www.jacksonsopticians.com). A short conversation is all that is required to schedule your eyewear styling consultation and to explain how the eyewear styling process works, what information to bring, and what to expect. This call will take 5 to 10 minutes. Please call 01270 625889 or you can visit the practice in person.

### **Can I browse and try on lots of frames?**

If you are more interested in seeing lots of frames, and an overview of eyewear styles and trends then we can tailor your experience to provide that. Just think of a personal shopping experience but with no obligation or pressure.

***But don't just take our word for it...  
Listen to what a few happy glasses  
wearers have to say.***

## Testimonials

**Margaret Sutton.** *A lovely atmosphere and so helpful too. Very friendly, patient, supportive and understanding. Thank you.*

**Chris Povey.** *Staff are wonderful. Very helpful in helping me choose a lovely frame, a very daunting task for a contact lens wearer. Always on hand if I have a problem, always great service. Thanks everyone.*

**Nicola Breadon** *can't thank the staff at Jackson opticians enough. My new glasses are light weight, no pressure on my nose and ears at all! Plus, due to the lenses being coated on both sides no more mascara smears or constant glasses cleaning during the day! Love them.*

**Peter Wright.** *This, in my opinion, is an excellent optician with first class service and very friendly and experienced staff. I would highly recommend this optician to anyone who cares to ask.*

**Alan Breadon.** *A niche market for those who value a personal service over the mass market of some well-advertised "High Street" opticians. They provide a wide range glasses and lenses as well as contact lens. A welcoming staff who go that extra mile to support the optometrist. Great to find a "traditional" optician in this day of speed over quality. A real find.*

**Simon Hall.** *As a small independent optician, I found the staff very professional the whole experience was excellent from the eye test to the choice of glasses A much better experience and care than the bigger high street chains. I would highly recommend Jackson's Opticians*

**Stephanie Gaskin.** *Fantastic personal service from a very friendly helpful team. I would definitely recommend this opticians.*

*I tried quite a few frames on for new glasses and sunglasses and I loved the honesty of the staff as to whether they suited me.*

*I went back to collect the glasses and I can honestly say the fitting was very professional. From previous experiences with other opticians after a few hours the glasses would be slipping down my nose or hurting*

*behind my ears. This has certainly not been the case with these new frames, they fit like a glove.*

*The selection of frames they have in stock are very good, I chose Ronit Furst frames and they are very colourful - I just love them*

*Thank you so much*

**Ashley Weaver.** *Having struggled with varifocals from large high street chains in the past I now visit Jacksons for a more bespoke, personalised service which is exactly what I get. Very friendly with a high level of service*

**Roger Stanton.** *This is a practice with experienced and friendly staff who go out of their way to help and I would recommend it to anyone looking for an Opticians*

**Peter Shea.** *An excellent, professional and efficient service, while at the same time being personal, thorough and unhurried.*

**John Fielding.** *Very nice people with a friendly yet ultra professional approach. Not afraid of investing in new equipment. Five star all the way.*

**Douglas Thompson.** *Brilliant opticians in Nantwich. Went the extra mile when I registered as I had only just moved to Nantwich and broke my glasses. The service from start to finish was brilliant with a thank you card and phone call asking if everything is ok with the glasses.*

*All the staff are very friendly and have very up to date machines that I have never been offered before in my previous opticians. Would recommend you register here if you are looking for an opticians in Nantwich. You will not be disappointed.*

**Keith Williams.** *Excellent service. Thorough eye sight test and glasses came with in a week for me to wear. Thank you*

**Diana Jodrell.** *The service and staff are fantastic!*

**Mike Hoppo.** *Very professional and friendly. Excellent service.*

**Mike Butler.** *Thoroughly recommend this opticians. I recently suffered a partial detachment of the retina which was diagnosed by Helen. She immediately made me an appointment at Leighton Hospital at Crewe. I have also recently purchased my first set of distance glasses from them and am pleased with the professional and friendly service.*

## Comfortable Glasses Guaranteed - The 60 Day “Love Your Glasses” Comfort Guarantee.

### Our promise to you.

Your glasses will feel great and completely comfortable or we'll replace the frame and lenses at no charge.

Red marks on your nose. Painful pressure behind your ears. No one wants to buy glasses that end up being uncomfortable to wear after a few hours...

At Jacksons Opticians we give our customers a 60 day “Love Your Glasses” Comfort Guarantee – if for any reason you find that the fit of your frame is uncomfortable to wear or if you have any discomfort with the lenses within 60 days of collecting your new glasses – the Comfort Guarantee means you can choose an alternative frame and/or lenses that will be more comfortable for you. All at no charge.

- **We also stand behind these 6 promises to you...**
- We promise we will only supply the highest quality frames and lenses - so you can rely on your glasses and get a good lifetime from them.
- We promise that our eyewear collections will be current and represent the best of independent, niche eyewear design from around the globe – you will have the world's most appealing styles to choose from and all under one roof
- We promise to supply state of the art lenses that will offer you the sharpest possible vision.
- We promise to supply niche eyewear in limited quantities so that your eyewear will be more exclusive to you. So, you'll have something individual to you.
- We promise to invest in industry research, ongoing training for our eyewear experts so that you receive the best advice.
- We promise to deliver a customer service experience that is personal, friendly, helpful and that makes your day!





**Its easy to take the next  
step - Get in touch!**



**Call us on**

01270 625 880



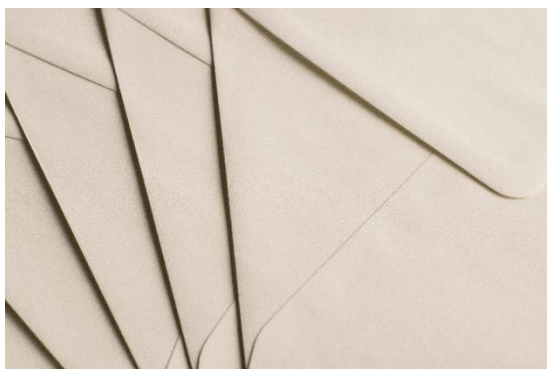
**Email us at**

[jacksonsopticiansnantwich@gmail.com](mailto:jacksonsopticiansnantwich@gmail.com)



**Visit us at**

[www.jacksonsopticians.com](http://www.jacksonsopticians.com)



**Write to us or pop in at**

SW & C Jackson Opticians

43-45 Welsh Row

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Cheshire

CW5 5EW

### **About the author.**

Helen Corson qualified as an Optometrist in 1989 having graduated from Aston University with a First-Class Honours Degree. After qualifying, she moved to Northumberland before relocating to Cheshire where she gained valuable experience working in all sectors of the optical marketplace.

Knowing there must be a better way, in 2007 she purchased SW & C Jackson Opticians in Nantwich and developed a practice that put customer service to the fore.

*“After years as working as a locum, often for some of the bigger multiples, I wanted to work in a practice where my patients needs were paramount and they were given the time and care needed. Also, as a glasses wearer myself, I understood what it was to struggle to find spectacle frames that fitted – I wanted to make sure that my patients looked good and felt good in their glasses!*

*I understood that there are many pitfalls to buying eyewear so I set out to develop a practice where our patients are supported on their eyewear purchase journey – in short, I wanted to help my patients avoid the commonly made mistakes outlined in this book.”*

since 2007 the practice has grown and now offers an extensive range of hand selected, handmade frames to offer an outstanding collection of designs from all over the world.