


# THE GROOM'S GUIDE

You'd never buy a luxury car without  
knowing it's specs...  
so why buy her ring without the same  
certainty?



**Before** You Buy the Ring...  
Know These

**3 SECRETS**

So, you've met the love of your life and you're ready to put a ring on it. Amazing!!!!!!

**BUT NOW YOUR  
HEAD IS FULL OF  
QUESTIONS...**



Where do I  
even start?

What style will  
she love?

What if I get it  
wrong?

How do I know  
if I'm paying the  
right price?

How do I figure  
out her size  
without ruining  
the surprise?

Who do I  
trust?


***You're not alone.***  
*Every groom feels  
this way.*

That's why I've created this guide....  
To give you 3 simple secrets that cut through the overwhelm  
and give you clarity, confidence and peace of mind.

**Shall we get into it??**

# SECRET #1

## The Engine of Sparkle (Cut)



When you look at cars,  
the first thing that matters is the engine.  
It's what drives the whole experience.

**Diamonds are the same.**

The cut is the engine of sparkle. If  
the cut is poor, even a large stone  
looks dull.

**Other factors matter, sure!**

The colour is like the paintwork,  
clarity is like the interior finish but  
the engine is what makes the car  
come alive.

**Your move:** Focus on cut first. Get the “engine” right and you’ll  
have a diamond that truly performs.

# SECRET #2

## The Model That Fits (Her Style)

Think of choosing her ring like choosing the right model of car. Not everyone wants a sports car... some people want an SUV, others love a sleek sedan.

### Her ring is no different.

- If she's **adventurous and active**, a low-set design is like a practical SUV... built for everyday wear.
- If she's **bold with style**, a halo is like a convertible... head-turning and dramatic.
- If she's **timeless and classic**, a solitaire is like a luxury sedan... simple, elegant, always in fashion.

**Your move:** Think about her lifestyle and her taste. The best "model" is the one that feels like her.



# SECRET #3

## The Service History (Certification)



You'd never buy a luxury car without checking its service history. You want proof that it's been looked after and that what you're paying for is real.

### **The same applies to diamonds**


A certificate (from GIA or IGI) is the diamond's "service book".

**It tells you exactly what  
you're getting**

And gives you confidence that the details  
are accurate

**Your move:** Always ask for certification. It's your guarantee that the ring has the right "service history".

# READY FOR THE FULL RIDE?



You've just learned the 3 secrets most men  
never hear before buying a ring.  
Already, you're ahead of the game.

**But this is only the beginning.**

From finding her exact size, to  
choosing the right diamond, to  
comparing quotes fairly...

We've built the **Groom's  
Engagement Ring Protocol** to give  
you step-by-step clarity for the whole  
journey.

**Are you ready to feel confident, calm  
and certain about the most  
important purchase of your life??**

**YES! SHOW ME HOW...**