

Ira Weissman's Truth About Diamonds Gives Diamond Shoppers the Inside Scoop

NEW YORK, N.Y., June 1, 2011 (SEND2PRESS NEWSWIRE) – After seven years in the diamond business, Ira Weissman launched a website – [Truth About Diamonds](#) – to help diamond shoppers make educated decisions and garner significant savings; and he loves what he does.

Weissman understands that people who buy diamonds are likely doing so for a momentous occasion; they want the product to be just right. But, where does one begin? There are many things to consider when purchasing a diamond ring.

“It’s all about building trust,” says Weissman. “In addition to teaching people about diamonds, I protect them from unethical diamond-seller practices. I spend time learning about what the person wants and I ensure that they get it.”

For instance, bachelors who are ready to take the marital plunge often need guidance and direction when diamond shopping. And, [Truth About Diamonds](#) provides that support to ensure that they are not taken advantage of in an industry filled with dishonest players.

Weissman provides online visitors with personal assistance. Visitors to the site post questions and Weissman answers them. He holds their hand every step of the way. Most importantly, his services are free and he almost always helps his readers save significant money.

Many readers have shared positive stories.

One recent visitor to the site said: “Ira is a legend. We had multiple e-mail exchanges and he answered all of my questions. In the end, his service saved me thousands of dollars; he really took the time to understand what I wanted and made excellent recommendations. He didn’t push me to spend more than I needed, nor did he sway me to use a specific vendor. We continue to keep in touch and he even followed up with me to see how my fiance liked her [diamond ring](#).”

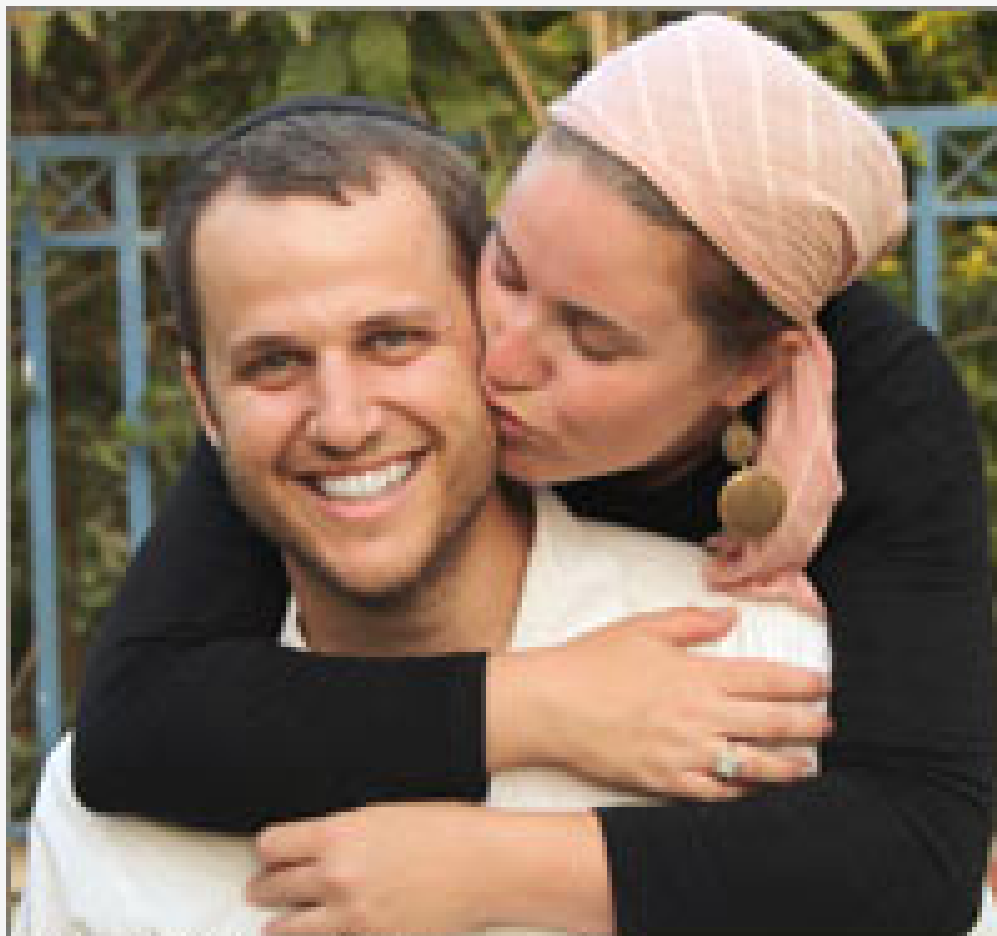
In addition to professional, personalized advice, Weissman offers critical reviews of major diamond sites and provides practical diamond reviews.

“My greatest joy comes from helping people to leave a little extra cash in their pockets for the challenges that lay ahead in married life,” adds Weissman.

Weissman is available to write an educational column about diamonds for niche publications such as men’s magazines. For more information, visit: www.TruthAboutDiamonds.com .

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News issued by: Truth About Diamonds



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Original Story ID: 2011-06-0601-002 (7003) :: 2011-06-0601-002-Truth-About-Diamonds

Original Keywords: Ira Weissman Truth About Diamonds, diamond shoppers, online jeweler reviews, blog, publication TruthAboutDiamonds, jewelry, fashion, retail, hearts and arrows, engagement ring advice, unethical diamond-seller practices, New York business news, Israel author and writer Truth About Diamonds New York New York NEW YORK, N.Y.

Alternate Headline: Ira Weissman's 'Truth About Diamonds' Blog Gives Online Diamond Shoppers the Scoop

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Original Shortcode for Story: <http://goo.gl/E5S9M>