

2009  
Edition

# How To Sell Niche Products

## Niche Marketing Blueprint

Learn the ins and outs of selling niche products outside the competitive Internet Marketing (IM) industry. It will give you ideas for targeted sale letters, promotional e-mails, web site content, list building and traffic generation.



Get more strategies at:  
[commissionbluprint2.com](http://commissionbluprint2.com)

Nicholas Peters  
2009 Edition



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## Introduction

This eBook will give you the ins and outs of selling niche products outside the competitive Internet Marketing (IM) industry. It will give you ideas for targeted sale letters, promotional e-mails, web site content, list building and traffic generation.

Once you combine all these tools and strategies together you'll have an arsenal of marketing weapons at your disposal. It doesn't matter if you are selling niche products as a business, affiliate or auction seller. They will give you an overall road map for improving your niche selling process.

## How to Sell Jewelry

### Reasons Why People Buy Jewelry

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons get you started:

- They want highlight or decorate a certain part of their body.
- They want to purchase the jewelry as a gift for another person.
- They want to accessorize an outfit(s) that they wear.
- They want to use it as a symbol of a specific time in their life.
- They want to show off their expensive jewelry to others.
- They want to propose or show their marriage with someone else.

### Types of Jewelry to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Rings - diamond, stone, wedding, engagement, bands, metal, etc
- Bracelets - wrist, ankle, beaded, metal, charm, plastic, etc
- Earrings - studs, dangling, hoops, pierced, clip on, etc.
- Watches - pocket, wrist, digital, windup, hands, etc.
- Necklaces - beaded, rope, pearl, chain, pendant, locket, chokers, etc
- Pins Or Brooches - ornaments, business, memorizer, symbols, etc

### Words or Phrases That Sell Jewelry

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- stunning      fashionable      romantic      rare

- gold/silver    sparkle    priceless    perfect cut
- diamond    elegant    hand crafted    shiny
- valuable    glamorous    gorgeous    flawless
- beautiful    bright    dazzling    precious

## Graphics or Images That Sell Jewelry

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A body part with a sparkling piece of jewelry on it.
- The positive facial expression of someone wearing the jewelry.
- A piece of jewelry in a beautiful, elegant case.
- A piece of jewelry a store has in a shining jewelry case.

## Stories That Sell Jewelry

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- A creative engagement proposal.
- People giving someone a compliment about their jewelry.
- A wedding ceremony exchanging the rings.
- Someone opening up a jewelry gift for a birthday.
- Someone having a good time with a piece of jewelry on.

## Backend Products to Sell With Jewelry

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Jewelry Cleaner - To clean and make their jewelry look like new.
- Jewelry Box - To store all their new and old jewelry in.
- Jewelry Insurance - To repair jewelry parts or replace lost stones.

- Jewelry Gift Wrapping - To give as a gift to another person.
- Jewelry Materials - To make their own custom jewelry at home.

## Bonus or Content Ideas That Sell Jewelry

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- A report on how to clean jewelry.
- Article on buying jewelry for less.
- An eBook on how to make your own jewelry.
- A video on how to sell jewelry at online auctions.
- An audio how to take care of jewelry.

## Keywords and Phrases That Sell Jewelry

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- jewelry
- gold jewelry
- gemstone jewelry
- bead jewelry
- diamond jewelry
- vintage jewelry
- online jewelry
- rhinestone jewelry
- jewelry earrings
- wire jewelry
- handmade jewelry
- antique jewelry
- pearl jewelry
- costume jewelry
- fine jewelry
- glass jewelry
- artisan jewelry
- white gold jewelry
- charm jewelry
- jewelry gifts
- silver jewelry
- turquoise jewelry
- wholesale jewelry
- beaded jewelry
- handcrafted jewelry
- jewelry stores
- bracelets jewelry
- heart jewelry
- stone jewelry
- wholesale jewelry
- men's jewelry
- crystal jewelry
- jewelry designs
- fashion jewelry
- unique jewelry
- wedding jewelry
- jewelry necklace
- hand made jewelry
- rings jewelry
- leather jewelry

## Special Offers That Sell Jewelry

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A lifetime diamond money back guarantee.
- Buy one necklace get another one at half off.
- We will match any other jeweler's price.
- No down payment is required and easy payments.
- Trade in your old jewelry for a substantial discount.

## How to Sell Music

### Reasons Why People Buy Music

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to hear new music from one of their favorite singers or bands.
- They want to hear music while on their portable device while they do other things.
- They want to collect all their favorite kinds of music and artists.
- They get bored with their older music and want to listen to something new.
- They want to listen to their favorite songs anytime they want instead of randomly on the radio.

### Types of Music to Sell

There are many types of music you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Rock
- Pop
- Rap
- Blues
- Alternative
- Religious
- Disco
- Heavy Metal
- County
- Jazz
- Reggae
- Rap/Hip
- Film/Soundtrack
- Punk
- Opera
- Ragtime
- Dance
- Holiday
- Folk
- R&B
- Western
- Bluegrass
- Band
- Children's
- Classic
- Speed Metal
- Easy Listening
- Funk

### Words or Phrases That Sell Music

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- popular
- clear sound
- killer lyrics
- acoustic version

- new                      number one                      live                      catchy tune
- a hit                      great beat                      rockin                      platinum/gold
- greatest hits                      uncut                      free sample                      top of charts
- all the range                      uncensored                      (no) copies sold                      hot duet
- relaxing                      downloadable                      love ballads                      award winning

## Graphics or Images That Sell Music

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A singer with his/her band.
- A band playing live in concert.
- Music notes.
- Singers in stylish or sexy outfits.
- Band logos or symbols.

## Stories That Sell Music

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How they went about making a CD or song.
- A clip of the music video with a storyline.
- A list of concerts dates they will be playing at live.
- How they got a certain idea for a popular song.
- Where and how they wrote the lyrics to a certain song.

## Backend Products to Sell With Music

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- A DVD of the band or singer in concert.

- A book the band or singer wrote about their life.
- A collection of their music videos.
- Specialty items like bumper stickers, bandannas, t-shirts, etc.
- An autographed copy of their CD.

### Bonus or Content Ideas That Sell Music

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to play the singer's or band's songs.
- How to take care of CD's.
- How to listen, download and buy music online.
- Where to find hidden words or lyrics in certain songs.
- Reviews of the best sounding CD players, stereos, mobile phones or mp3 players.

### Keywords and Phrases That Sell Music

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- sheet music          music          downloadable music          download music
- music downloads      pop music          music mp3          music piano
- music videos          music ringtones      instrumental music      free music
- guitar music          jazz music          old music          gospel music
- latest music          music songs          music albums          music hits
- free downloadable music      burn music          online music          listen to music
- rap music          country music          music websites          music video downloads
- kids music          club music          music reviews          digital music
- popular music          free music videos      free mp3 music          music to download
- computer music          watch music videos      internet music          free music downloads
- songs          mp3          download songs          mp3 songs
- cheap cds          cds          cds used          cd music
- rock cds          single cds          cds release          cds albums

- cds singles
- cds hits
- buy cds
- cds tracks
- burn cds
- mp3 downloads
- cd albums
- cd singles
- music cds
- track cds
- cd titles
- cds online

## Special Offers That Sell Music

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A CD 'scratch and dent' sale.
- Download and listen to music before your buy it.
- Buy his new CD and get 50% off all his old ones.
- Trade in your old cds to get a discount on a new one.
- Get 2 cds for free, if you agree to buy 4 more in a year.

## How to Sell Movies

### Reasons Why People Buy Movies

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to escape from the reality of life and project themselves in the movie.
- They want to learn or discover something new.
- They want to be entertained while they have nothing else to do.
- They want to be able to relax after a hard day's work.
- They want to see their favorite actor/actress perform.

### Types of Movies to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Action      Cartoon      Adventure      Children      Fitness
- Classic      Comedy      Fantasy      Musicals      Educational
- Documentary      Drama      Horror      Wholemade      Foreign
- Mystery      Religious      Concert      Sci-Fi      Sports
- TV Show      Collections      Family

### Words or Phrases That Sell Movies

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- great animation      for wide screen      produced by (name)
- box office hit      good date movie      directed by (name)
- star studded cast      rated (PG/PD-13/R)      in stores now

- high budget                      a true story                      makes you laugh
- movie stars                      a must see movie                      scariest ever
- top actors                      available in (format)                      based on the book
- nominated for (x)                      award winning                      includes extra screens

## Graphics or Images That Sell Movies

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A picture of some of the most popular actors.
- A still shot of an important scene in the movie.
- Picture of things in the movie (ex. car, knife, house, etc).
- A scene of the type of environment in the movie (ex. water, mountains, tornado, darkness).

## Stories That Sell Movies

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- A trailer of some of the best movie scenes.
- An audio of some of the great lines in the movie.
- One scene revealed that leaves people wanting to see more.
- A story about why an actor decided to do the movie.
- A story about how the movie was made or got started.

## Backend Products to Sell With Movies

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Bonus footage.
- The actual script to the movie.

- The music soundtrack to the movie.
- The theater poster for the movie.
- Different endings to the movie.
- Autographed pictures of the top actors.

### Bonus or Content Ideas That Sell Movies

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to take care of your DVDs.
- Your personal review of a movie.
- How to get DVD movies for little or no cost.
- How to watch movies online or DVD's with your computer.

### Keywords and Phrases That Sell Movies

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- dvds            buy dvds            dvd players            dvd rw            dvd vcr
- dvd discs        dvd releases        dvd recorders        dvd's            dvd software
- dvd movies        dvd burning        dvd burner            dvd recorders        buy movies
- dvd drive        dvd reviews        used dvds            dvd clubs            dvd recording
- dvd copy        dvd movie            dvd collections        dvd release dates    blank dvds
- dvd converter    movie trailers        movie posters        free movie            movie theaters
- movie ratings    movie cast            movie actors            movie trivia            movie scenes
- movie reviews    movie show times    movie preview        horror movie            movie clips
- movie downloads    online movies        movie dates            show times            theaters
- clips            comedy movies        action movies            downloadable movies

### Special Offers That Sell Movies

A lot of people decide to buy products because of a special offer or deal. People are always looking for a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Buy one movie get a free one for a friend.
- Guaranteed to make you (laugh, scream, and cry) or your money back.
- Get a free bag of microwave popcorn.
- Earn points for every movie you buy to get free DVDs.
- Referral a friend that buys and gets a 50% discount on your next DVD purchase.

## How to Sell Video Games

### Reasons Why People Buy Video Games

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want complete short term goals that video games offer.
- They like the thrill of winning challenging games.
- They like to be entertained and escape the reality of real life.
- They can relax and give their hands something to do.
- They like to play the role of a character they fantasize about being.

### Types of Video Games to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- |                |             |            |                   |
|----------------|-------------|------------|-------------------|
| • Sports       | Board games | Building   | Card/Casino Games |
| • Role-playing | Children    | Strategy   | War               |
| • Shooter      | Word/Trivia | Learning   | Puzzle            |
| • Action       | Fighting    | Simulation | Multi player      |
| • Adventure    | Carnival    | Racing     | Arcade/Classic    |

### Words or Phrases That Sell Video Games

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- |                      |                    |                |
|----------------------|--------------------|----------------|
| • excellent graphics | real sound effects | awesome sequel |
| • good storyline     | amazing music      | very addictive |
| • great game play    | simple controls    | cool levels    |

- easy navigation
- beautiful visuals
- smooth movement
- award winning
- fun and entertaining
- customizing options

## Graphics or Images That Sell Video Games

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Popular characters in the game. (cartoons, people, creatures, etc)
- Scenes from the game. (levels, intro pictures, etc)
- Famous people the game is based on. (athletes, celebrities, professional, etc)
- Famous stuff the game is based on. (race cars, tanks, weapons, tools, etc)

## Stories That Sell Video Games

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- A video trailer of the video game.
- A short walk through of the video game.
- Music clips from the video game.
- An eBook with the storyline of the game.
- The story of how the video game was created.

## Up sell and Backend Products to Sell with Video Games

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- The upcoming sequel of the video game.
- A video game storage case.
- A music soundtrack of the video game.
- Video game accessories for the game or game system.

## Bonus or Content Ideas That Sell Video Games

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- Video game cheats for the game.
- A strategy guide eBook for the video game.
- Previews of similar upcoming video games.
- An online community membership for the game players.

## Keywords and Phrases That Sell Video Games

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- video games
- new video games
- (system) video games
- cheap video games
- buy video games
- used video games
- computer video games
- pc video games
- play video games
- classic video games
- discount video games
- rpg video games
- video game consoles
- video game rental
- video games reviews
- old video games
- racing video games
- arcade video games
- fighting video games
- video game releases
- online video games

## Special Offers That Sell Video Games

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Offer specialty items with the game. (t-shirts, bumper stickers, patches, etc)
- They can advertise their old video games for sale at your site for free.
- You give them a free 30 minute consultation of playing tips for the video game.
- You'll give them one of your used games for free.

## How to Sell Sports Equipment

### Reasons Why People Buy Sports Equipment

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want the feeling of victory or triumph over their competition.
- They want to do entertaining things to lose weight or stay in shape.
- They want to be part of a team with similar interests.
- They want to turn pro and make money.
- They want to gain self esteem and have goals to reach.
- They want to impress their parents, family or friends with their skills.

### Types of Sports Equipment to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- |                 |             |                    |                   |
|-----------------|-------------|--------------------|-------------------|
| • Team Jerseys  | Rackets     | Team T Shirts      | Volleyballs       |
| • Footballs     | Sport Shoes | Workout Sweats     | Nets/Tables       |
| • Bats          | Baseballs   | Soccer Balls       | Bowling Balls     |
| • Gloves        | Basketballs | Shorts             | Gold Clubs/Ball   |
| • Safety Gear   | Pucks       | Tights             | Team Helmets/Hats |
| • Hockey Sticks | Injury Tape | Exercise Equipment | Skates/Skies      |

### Words or Phrases That Sell Sports Equipment

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- MVP
- be victorious
- more TD's
- big contract

- pro athlete      break records      score big      more KO's
- championships      fun      huge play      more home runs
- win      strong competition      first place      more baskets
- good teamwork      top position      be a starter      get faster/quicker
- big trophy      scholarship      better performance      get stronger

## Graphics or Images That Sell Sports Equipment

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Athletes scoring.
- Athletes working out.
- Team emblems.
- Sports trophies.
- Teammates celebrating.

## Stories That Sell Sports Equipment

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How an amateur overcame an obstacle to become a pro.
- How an athlete broke a record in their particular sport.
- A popular athlete in a commercial advertising a product.
- How a coach took a bad team and made it a champion.
- How an athlete overcame an injury or disability to be a champion.

## Backend Products to Sell With Sports Equipment

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Tickets to a certain sporting event.

- An autographed sports item from a famous athlete.
- A highlight video of a famous team's season.
- Pictures or trading cards of a famous athlete.

## Bonus or Content Ideas That Sell Sports Equipment

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- A specific workout plan for a particular sports position.
- Videos drills athletes can do in their spare time to get better.
- An eBook on how to be a good teammate.
- An inspiring audio that will motivate them to be better.

## Keywords and Phrases That Sell Sports Equipment

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- |                  |                    |                    |                      |
|------------------|--------------------|--------------------|----------------------|
| • sports         | sports clothing    | high school sports | sports radio         |
| • team sports    | sports apparel     | college sports     | sporting goods       |
| • sports camps   | sports equipment   | sports training    | sports books         |
| • women's sports | sports gear        | sports workouts    | sports videos        |
| • men's sports   | sports shop        | sports drills      | international sports |
| • (team names)   | athletic equipment | sports games       | varsity sports       |
| • (sport types)  | pro sports         | sports news        | sports games         |

## Special Offers That Sell Sports Equipment

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Get a 10% rebate on all exercise equipment.

- Have chance to win your favorite teams jersey.
- Grab a free 30 day trial to our football video training series.
- We will match the price of any other online sports store.

## How to Sell Electronics

### Reasons Why People Buy Electronics

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to use them to as entertainment while they are at home.
- They want to be informed of different kinds of information.
- They want to use electronics to help fill and decorate their home.
- They want to use them to entertain guests that come to their home.
- They want to use mobile electronics to communicate, be informed and to be entertained away from home.
- They want to record and capture memories or experiences for future reference.

### Types Of To Sell Electronics

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Desk top Computers      Video Game Systems      MP3 Players      Printers
- Stereos                      GPSs                      CD Players      Scanners
- TVs                              Mobil Phones              Cameras              Web Cams
- DVD Players                  Cell Phones                  Laptops              Car Stereos
- Satellites                      Digital TV recorders      Speakers
- Internet Phones                  Monitors                      Projectors
- Car Phone                      Answer Machine              Camcorders

### Words or Phrases That Sell Electronics

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- quality sound            wireless            Internet ready
- good picture quality    stylish            carry it with you
- fast processing        durable            flat/compact
- lost of memory        lost of channels    a wide selection
- handy gadget        clear sound        in many colors
- digital                great apps        top rated
- mobile                space saver        cool graphics

## Graphics or Images That Sell Electronics

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Pictures of the electronics with good backgrounds.
- People using and/or playing the electronics at home.
- Children being entertained or educated from the electronics.
- People using, playing and/or the mobile electronics away from home.
- A service person installing the new electronics.

## Stories That Sell Electronics

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person that didn't buy a certain TV item missed a good sports game.
- A person using a cell phone was able to call in help for an emergency.
- A person with a computer was able to get a good grade on their report.
- How a person who didn't use GPS got lost and was late for a date.
- A person used their new stereo to entertain a bunch of dinner guests.

## Backend Products to Sell With Electronics

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Software            Internet Access            Special Cables/Wires    Mousepads
- Video Games       Service Plans               Batteries/Chargers       Printer Ink
- CDs                Products Stands/Cases    Memory Cards            Controllers
- DVDs               Microphones/Headphones   Digital Downloads        Adapters

### **Bonus or Content Ideas That Sell Electronics**

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to clean and take care of your electronic item.
- Ideas on how to get more use out of your electronic item.
- How to fix and troubleshoot problems that may arise with your electronic item.
- Product reviews of electronics items that you own or tried out.

### **Keywords and Phrases That Sell Electronics**

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- electronics                    consumer electronics            (brand of an electronic)
- (name of an electronic)    home electronics                used electronics
- (kind of an electronic)    electronics shop                kids electronics
- televisions electronics    computer electronics            electronic supplies
- electronic components    electronics stores                cheap electronics
- electronic parts             car electronics                 free electronics
- electronics supply         auto electronics                new electronics

### **Special Offers That Sell Electronics**

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Free service plans or extended warranties with purchase.
- Buy one get one for a friend for free.
- Two free DVD or video games rentals at (name of rental store).
- Half off installation and delivery for a purchase of \$200 or more.
- You'll be entered to win a new home entertainment system.

## How to Sell Cosmetics

### Reasons Why People Buy Cosmetics

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to look more attractive and beautiful.
- They want to hide or cover up any embarrassing skin problems.
- They want to enhance their looks to impress or attract another person.
- They want to smell good and hide anybody orders.
- They want to heal up or help any skin problems.

### Types of Cosmetics to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Lipstick      Lotions      Perfumes      Hair Moose
- Eye Liner      Skin Creams      Powders      Hair Coloring
- Mascara      Masks      Bath Oils      Hair Gel
- Perfume      Nail Polish      Hair Spray      Colored Eye Contacts
- Blush      Eye Brow Pencils      Lip Gloss      Waxes
- Conditioners      Fake Eye Lashes      Masks      Skin Gels

### Words or Phrases That Sell Cosmetics

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- pretty      lasts forever      new makeover      replenish skin
- beautiful      water friendly      repair skin/hair      for sensitive skin

- hide blemishes    lost of shades    moisturizing formula    allergy free
- colorful            radiant skin            highlight face            smells great
- attractive            oil less            conceal problems            perfect scent

## Graphics or Images That Sell Cosmetics

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Before and after pictures with and without make up.
- A person having a good time and socializing with the makeup on.
- A person having a romantic evening with someone special.
- A picture of the makeup in all the different colors.

## Stories That Sell Cosmetics

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person found the love of their life while wearing the makeup.
- A story about a social gathering and all compliments they got about their perfume.
- How the makeup saved their day because it covered up a huge blemish.
- A story about how a person's significant other notices how soft their skin was.

## Backend Products to Sell With Cosmetics

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Spa or message treatments.
- Other complimentary cosmetic products.
- A makeup of the month type of club or membership.
- A professional makeover.
- A beauty salon package.

## Bonus or Content Ideas That Sell Cosmetics

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- The right way to use or apply a specific cosmetic product.
- How to take care of their skin.
- An article on the hottest hair styles for this year.
- How to create their own make up or skin remedies at home.
- The top rated comedie products in each category.

## Keywords and Phrases That Sell Cosmetics

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- (cosmetic names) skin care products make up
- (kinds of cosmetics) makeup lipstick
- (brands of cosmetics) foundation makeup mascara
- cosmetics eye makeup beauty
- skin care cosmetics face makeup eyeshadow
- skin cosmetic beauty makeup concealer
- cosmetic surgery makeup artist make up tips
- skin care makeup brushes natural makeup

## Special Offers That Sell Cosmetics

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A discount on future, new cosmetic products that haven't come out yet.
- A free gift bag of cosmetic samples, chocolate, coupons, etc.

- An extra shade, color, scent or kind of cosmetic for half off.
- A 10% discount if they purchase two different kinds of cosmetics.

## How to Sell Furniture

### Reasons Why People Buy Furniture

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want it to decorate a certain room theme.
- They want it to be comfortable to sit or lay on.
- They want to be able to store stuff in or away from sight.
- They want to save space or fill in space.
- They want it to organize their personal items.

### Types of Furniture to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Couches      Desks      Kitchen Tables      Bean Bag Chairs      Exterior Closets
- Chairs      Shelves      TV Stands      Bar Stools      Exterior Cupboard
- Love Seats      Dressers      Beds      Grandfather Clocks      China Cabinets
- Recliners      Bufassa      Night Stands      Chests      Coffee Table

### Words or Phrases That Sell Furniture

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- comfortable      variety of colors      goes with anything      adjustable height/width
- decorative      soft      saves space      dent/scratch proof
- durable      firm      pick your covering      relaxing
- rare      hardwood      simple to clean      come with locks

- stained                      stylish                      easy to put together                      reclines
- cup holders                      fold out bed                      hideaway storage                      spinning seats

## Graphics or Images That Sell Furniture

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A person seating comfortably in a chair or couch.
- A picture of a great looking, decorated room.
- A person sleeping soundly on a bed.
- An open cabinet/closet/shelves/dresser etc with all their stuff organized.
- A room full of people enjoying/using the furniture at a party.

## Stories That Sell Furniture

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person bought a new bed they can get a good night's sleep on.
- A story about guests complimenting a person's furniture.
- How a person saved money buying the furniture.
- A story about how the furniture has held up with rough kids and pets.

## Backend Products to Sell With Furniture

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Furniture Cleaner
- Protective Covers
- Room Decorations (paintings, glassware, etc)
- Longer Warranties
- Old Furniture Takeaways

## Bonus or Content Ideas That Sell Furniture

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to get pet hair off of couches, chairs and beds.
- How to restore your old furniture by yourself.
- How to create and build your own furniture.
- How to decorate a room or whole house.
- How to buy used furniture for cheap and fix it up, then sell it.

## Keywords and Phrases That Sell Furniture

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- furniture
- (type of furniture)
- (brand of furniture)
- bedroom furniture
- living room furniture
- modern furniture
- wholesale furniture
- discount furniture
- office furniture
- furniture sets
- used furniture
- furnishings
- contemporary furniture
- furniture store
- oak furniture
- wood furniture
- dining room furniture
- outdoor furniture
- kitchen furniture
- children's furniture
- garden furniture
- kids furniture
- furniture sale
- new furniture
- home furniture
- bed furniture
- antique furniture
- cherry furniture
- wicker furniture
- leather furniture
- modern furniture
- furniture sofas
- buy furniture
- furniture chair
- home furnishings
- furniture collections

## Special Offers That Sell Furniture

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Free pillows, blankets or comforters with a bed.
- Free delivery and old furniture takeaways.
- Old furniture trade ins for a discount.
- No cost, on site furniture repair service.
- No interest or payments for a period of time.

## How to Sell Software

### Reasons Why People Buy Software

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to protect their computer, personal information and Internet usage.
- They want to do common or office tasks faster than before.
- They want to create and do things that would be too hard or impossible to do without software.
- They want to save time doing things quicker and faster than without software.
- They want sets of utilities that will do multiple tasks all at once.

### Types of Software to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Antivirus          Productivity          Security          Business
- Children's          Web Publishing      Developer Tools      Educational
- Databases          Reference          Desktop          Games
- Entertainment      Graphics          Multimedia          Internet
- Utilities          Music          Networking          Operating Systems
- Finance          Utilities          Video          Maintenance
- Office Suites      Photo          Editing          Web Development

### Words or Phrases That Sell Software

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

More strategies at [commissionblueprint2.com](http://commissionblueprint2.com)

- save time      easy to use      push button      multi task
- faster          automatically      instantly          minimal requirements
- quicker        simple install      quick set up      fast loading
- get organized   free support      fast download      runs smooth
- protect        step by step      just click          just log in
- secure        easy navigation      powerful          safe

## Graphics or Images That Sell Software

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- People enjoying their computer.
- A persuasive screen shot of the software.
- The software brand's logo.
- Picture of the end result/benefit of using the software.
- A software character that helps them uses the software.

## Stories That Sell Software

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person got a raise at work because the software saved time.
- A story about how a person made things on their computer for holiday gifts.
- How the software saved them money from not hiring a printer shop.
- A story about teaching kids how to use software to improve their grade.

## Backend Products to Sell With Software

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- An Upgraded Version Of The Software

- Special Computer Equipment That The Software Can Use
- A Step By Step Software Instructional Video
- Blank Items That the Software Can Use Like Paper, CDR's, DVD's, etc.

## Bonus or Content Ideas That Sell Software

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- A list of the top-rated software in each category.
- How to use the software for other tasks that it's not intended for.
- How to back up their software in case it quits working.
- How to recover their software after a computer crash.

## Keywords and Phrases That Sell Software

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- software                      business software      small business software
- (type of software)      desktop software      accounting software
- (brand of software)      software player      burning software
- (name of software)      software developer      used software
- free software              software games      productivity software
- software applications      computer software      website software
- software downloads      new software              media software
- utilities software          systems software          download
- software project              music software              free downloads
- mobile software              antivirus software          buy software

## Special Offers That Sell Software

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Free online download of other similar software.
- A discount on their next software purchase if they buy it within 6 months.
- Free updates of the software for life.
- A \$10 coupon for when the next version of the software is released.

## How to Sell Appliances

### Reasons Why People Buy Appliances

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to get chores around the house done faster.
- They want to save time so they can enjoy other things in life.
- They want to use less effort doing everyday routine jobs.
- They want to put their household duties on auto-pilot.
- They want to use less energy so they can save it for fun.

### Types of Appliances to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- refrigerator      microwave oven      can opener      electric knife
- stove      washing machine      deep fryer      mixer
- freezer      dryer      mini-grill      crock pot
- dishwasher      air conditioner      coffee machine      waffle iron
- miscellaneous      food disposal      toaster      vacuum sealer
- blender      oven      food processor      food steamer

### Words or Phrases That Sell Appliances

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- saves time      digital      gadget      little effort
- quick      energy efficient      done in minutes      does all the work

- push button    in many colors    easy to clean    makes tasty food
- automatic    fire safe    heats fast    no mess
- time-saver    handy    cools fast    multiple settings

## Graphics or Images That Sell Appliances

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- People smiling while using the appliance.
- The beneficial results of what the appliance does.
- Pictures of the appliance in many different colors.
- The appliance in a professionally decorated room.

A picture of people enjoying things they love because of the appliance.

## Stories That Sell Appliances

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- A demonstration video of how easy the appliance is to use.
- A story how a person was able to spend more time with their family and less time doing chores.
- An instructional video on how easy it is to clean.
- A story of how a person who made a tasty 5 course meal in under an hour.

## Backend Products to Sell With Appliances

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Cookware that matches the appliance.
- Food storage ware containers.

- A longer warranty.
- On site repair servicing.

## Bonus or Content Ideas That Sell Appliances

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to cook certain recipes with the appliance.
- Reviews of other types or kinds of appliances.
- How to repair the appliance by yourself.
- Organizational ideas for storing your appliances.

## Keywords and Phrases That Sell Appliances

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- appliance parts      appliance discount      small appliances
- appliances      kitchen appliances      used appliances
- (type of appliance)      home appliances      appliance electronics
- (brand of appliance)      appliance service      cooking appliances
- (name of appliance)      major appliances      new appliances
- appliance repair      electric appliance      appliances online
- appliance store      household appliances      appliances discount

## Special Offers That Sell Appliances

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A discount on attachments or add ons for the appliance.
- A gift certificate for a grocery store.

- Free handy kitchen utensil gadgets for little jobs.
- You'll beat any competitor's price.

## How to Sell Exercise Equipment

### Reasons Why People Buy Exercise Equipment

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want their body to look better and in shape.
- They want to lose weight and tone up.
- They want to get and feel healthier.
- They want to build a lot of muscle.

### Types of Exercise Equipment to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- stationary bikes      free weights      rowing machine      gliders
- treadmills      weight machines      ski machine      trampolines
- elliptical trainers      resistance bands      multi equipment machine      jump rope
- stair climbers      balance balls      sport training equipment      ad machines

### Words or Phrases That Sell Exercise Equipment

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- lose weight      feel healthy      look better      stop aging
- build muscle      increase endurance      no embarrassment      improve confidence
- get in shape      live longer      increase energy      feel thin
- tone up      fit into old clothes      keep the weight off      enjoy the beach
- lose fat      eat more      look younger      wear a swim suit

## Graphics or Images That Sell Exercise Equipment

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Before and after pictures of people in shape.
- People smiling and enjoying the equipment.
- People at home using the equipment while watching TV.
- The equipment side by side to the competitions.

## Stories That Sell Exercise Equipment

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person used the equipment to lose a ton of weight fast.
- How a person got in shape and it help them get a date.
- How a person improved their overall health examine/physical.
- How easy it was to set up or use the exercise equipment.

## Backend Products to Sell With Exercise Equipment

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Diet plans
- Exercise plans
- Add on equipment
- Extra attachments

## Bonus or Content Ideas That Sell Exercise Equipment

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- A list of good and nutritious foods to eat.
- A list of exercises they could do anywhere.
- How to make time in the day for a quick workout.
- Exercise equipment reviews and recommendations.

### Keywords and Phrases That Sell Exercise Equipment

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- (type of equipment)      fitness equipment      exercise bike
- (name of equipment)      gym equipment      home fitness equipment
- (brand of equipment)      gym machines      home gym
- exercise equipment      fitness machines      weight lifting equipment
- used exercise equipment      exercise machine      exercise
- fitness exercise equipment      abdominal equipment      exercises
- home exercise equipment      weight equipment      exercise program
- exercise bike equipment      sports equipment      fitness exercise

### Special Offers That Sell Exercise Equipment

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Get a free instructional exercise video for the equipment.
- They can make easy monthly payments.
- They get a particular rebate if they send in their success story.
- A chance for them to be featured or starred in your next ad.

## How to Sell Books and Magazines

### Reasons Why People Buy Books and Magazines

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to educate themselves and learn about new things.
- They want to regularly be informed with new articles and news.
- They want to be quietly entertained without television or radio.
- They want to collect books or magazines of things they are interested in.
- They want to easily and quickly pass a boring part of their day.

### Types of Books and Magazines to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Mystery      Sports      Technical      Travel
- Business      News      Computer      History
- Notification      Comic      Religion      Home
- Hobbies      Children's      Romance      Horror
- Family      Self Help      Cooking      Outdoors
- Fiction      Professional      Science Fiction      Entertainment

### Words or Phrases That Sell Books and Magazines

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- great reading      excellent reviews      simply to read      life like characters
- informative      entertaining      easy to understand      creative plot

- (no.) pages    inspiring story    step by step    includes lessons
- educational    superb illustrations    good story line    complete
- well written    very organized    a true story    many examples

## Graphics or Images That Sell Books and Magazines

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- The book or magazine cover.
- A famous character, expert or author from the book.
- A picture of a popular news story.
- A picture of an interesting scene described in the book.

## Stories That Sell Books and Magazines

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How the author come up with the idea for the publication.
- An illustrated video of a story or subject from the publication.
- An audio message from the author or publisher.
- A shot of the publications table of contents.

## Backend Products to Sell With Books and Magazines

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- An audio version of the publication.
- A video version of the publication.
- An autographed copy from the author.

Online updates of the publication.

## Bonus or Content Ideas That Sell Books and Magazines

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- An excerpt or sample from the book.
- An article example from the magazine.
- Reviews of people that have read the publication.
- A brief summary of the publication.

## Keywords and Phrases That Sell Books and Magazines

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- books                      paperback books                      read book
- book review              audio book                      chapter book
- book summary            used book                      magazines
- online book              mystery books                      magazine subscriptions
- fiction books              novel                      magazine covers
- free book                  paperback                      magazine articles
- book search              new book                      free magazines

## Special Offers That Sell Books and Magazines

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A free trial subscription to the magazine.
- Get some many books free if they agree to buy more later on.
- Access to free back issues of the publication online.
- Discounted or free shipping and handling over a certain dollar amount.

## How to Sell Baby Products

### Reasons Why People Buy Baby Products

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to be able to take good care of their baby.
- They want their baby to be comfortable.
- They want their baby to drink and eat nutritious stuff.
- They want to teach and educate their baby.
- They want to keep their baby safe.

### Types of Baby Products to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Baby Beds                      Baby Furniture              Baby Food
- Baby Room Decorations      Home Safety                  Baby Pack
- Car Seats                        Strollers                      Baby Blankets
- Baby Clothes                    Mobile                         Baby Monitor
- Diapers                         Baby Toys                     Rocking Chair
- Formula                         Cradle                         Pacifiers

### Words or Phrases That Sell Baby Products

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- soft            caring            comfortable      cute
- warm          cozy             nutritious        pretty

- cutely      gentle      sterile      pink
- safe      allergy free      for a boy      baby blue
- small      unscented      for a girl      tested

## Graphics or Images That Sell Baby Products

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A baby sleeping comfortably.
- A baby smiling or laughing.
- A baby's decorated room.
- A baby snuggled up against his/her mom/dad.

## Stories That Sell Baby Products

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a certain product protected a baby.
- A story of how a baby learned stuff so fast.
- How they test a certain baby product for safety
- How to a certain product helps a baby sleep.

## Backend Products to Sell With Baby Products

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Baby Music
- Baby Books/Magazines
- Baby Care Videos
- Baby Audio Stories

## Bonus or Content Ideas That Sell Baby Products

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to get a baby to sleep through the night.
- How to take care of your baby.
- How to communicate with your baby.
- How to teach and educate your baby.

## Keywords and Phrases That Sell Baby Products

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- babies                baby sleep            baby safety            baby cry
- baby clothes        baby's                baby diapers        baby birth
- newborn baby      new baby            baby names        baby nursery
- baby care            baby toys            baby bedding        infant
- baby feeding        baby furniture      infant baby        newborn
- baby products      baby shower        baby toddler        pregnancy
- baby clothing      baby gifts            baby nursing        baby accessories

## Special Offers That Sell Baby Products

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A discount on their next birthday.
- An offer to sell their used baby furniture or toys.
- A free upgrade on a future product for when they are older.
- A buy one, get one free or half off deal.

## How to Sell Toys

### Reasons Why People Buy Toys

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to give toys as gifts on the holiday and at birthdays.
- They want toys that will educated their children.
- They want to occupy their kids so they can do other chores.
- They want their kids to have fun and enjoy their childhood.

### Types of Toys to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Dolls                      Vehicles              Video Games              Dress Up/Costume
- Stuffed Animals      Sports                  Educational                  Puzzles
- Action Figures      Models                  Electronic                  Cartoon Toys
- Building Sets      Board Games      Radio Control              Wooden
- Artistic                  Card Games      Outside                  Pretend Grown Up

### Words or Phrases That Sell Toys

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- fun                      entertaining              weather proof              takes (no.) batteries
- exciting                  hobble                  builds skills                  exercise
- educational              enjoy                  strong                  great gift
- play                      for ages (no)              pretend                  for boys and girls

- for kids      safe      tested      no batteries needed
- for children      durable      simple assembly      lifelike

## Graphics or Images That Sell Toys

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Picture of the toys.
- Kids playing with and enjoying the toy.
- A cartoon character that represents the toy.
- A series of pictures demonstrating all the uses of the toy.

## Stories That Sell Toys

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How the toy taught a children to read.
- How all the neighborhood kids want to come over and play with the toy.
- How a kid's face lit up when he/she opened the toy gift.
- How the toy is selling out everywhere because of its popularity.

## Backend Products to Sell With Toys

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Batteries
- A longer warranty.
- Replacement parts.
- Add on toys for toy sets.

## Bonus or Content Ideas That Sell Toys

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to keep up with toy recalls.
- The top toys of the year or upcoming year.
- How to play and spend more time with your kids.
- What types of toys you should avoid buying.

### Keywords and Phrases That Sell Toys

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- toys            strategy game        card games            children's toy
- games            electronic game        Christmas toys        classic toy
- toy stores        wooden toy            computer games        water toys
- (toy brand)       kids toy                video games            hot toys
- (toy name)       stuffed toy              top toys                toy guns
- (toy type)        educational toys        action figures            toy cars
- toys game        best toys              baby toys                fun toys

### Special Offers That Sell Toys

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Donating a percentage of the profits to a children's charity.
- Offering free gifting wrapping.
- A coupon for any toy by that particular brand.
- A rebate for buying the higher priced version of the toy.

## How to Sell Diet Products

### Reasons Why People Buy Diet Products

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to lose weight and wear smaller sized clothes.
- They want to look better to themselves and to others.
- They want to eat less fattening foods and more nutritious foods.
- They want to look, feel and be healthier.

### Types of Clothes to Sell Diet Products

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Pre Package Diet Food Clubs
- Online Calorie Counter Membership Sites
- Online Carb Counting Memberships Sites
- A Full Diet Meals All In One Product
- Diet Instructional Videos
- Online Fat Counter Membership Sites
- Diet Recipe Books
- Diet Pills
- Diet Herds And Supplants
- Diet Support Web Sites

### Words or Phrases That Sell Diet Products

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- lose weight    feel healthy    look better    stop aging
- build muscle    increase endurance    no embarrassment    improve confidence
- get in shape    live longer    increase energy    feel thin
- tone up    fit into old clothes    keep the weight off    enjoy the beach

- lose fat
- eat more
- look younger
- wear a swim suit

## Graphics or Images That Sell Diet Products

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Before and after pictures of people over weight then thinner.
- People smiling and enjoying their diet food/plan.
- People enjoying more activities because they are thinner.
- Pictures of how good the diet food or recipes look.

## Stories That Sell Diet Products

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person used the diet product to lose a ton of weight fast.
- How a person lost weight and finally found the person of their dreams.
- How a person avoided going to the hospital for poor health problems.
- How easy and comfortable it is to stay on the diet plan.

## Backend Products to Sell With Diet Products

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Fitness and exercise products.
- Diet consulting, coaching or a personal trainer.
- A diet organizer to keep track of the food you eat.
- A diet hot line to talk them out of eating bad.

## Bonus or Content Ideas That Sell Diet Products

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- A list of good exercises they could do.
- How to find low cost healthy foods.
- How to mentally prepare for a diet.
- Diet plan reviews and recommendations.

### Keywords and Phrases That Sell Diet Products

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- diet                      carb diet                      nutrition diet                      fat diet
- diets                      low carb diet                      diet supplements                      weight loss diet
- diet plans                      diet reviews                      calorie diet                      diet exercise
- diet recipes                      healthy diet                      diabetic diet                      diet programs
- diet foods                      low fat diet                      free diet                      diet books
- diet pills                      protein diet                      best diet                      low diet
- weight diet                      health diet                      low carb                      weight loss

### Special Offers That Sell Diet Products

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Get a discount card for a health product store.
- They get a particular rebate if they send in their testimonial.
- Get a free instructional exercise video.
- They can get the first month of the diet membership for free.

## How to Sell Clothes

### Reasons Why People Buy Clothes

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to stay warm and cozy.
- They want to cover up or hide a certain part of their body.
- They want to stay cool and comfortable.
- They want to represent a certain brand, sports teams, etc.
- They want to be in style or own a certain fashion.
- They want to dress for work or a certain occasion.

### Types of Clothes to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Hats            Tennis Shoes      Boots           Scarfs           Bras
- Dress Pants    Dress Shoes      Jeans           Sweaters        Gloves
- Sweats        Sandals           Shorts           Dress Shirts    Ear Muffs
- T-Shirts       Coats            Tank Tops      Uniforms        Jackets
- Underwear    Suits            Sock            Dresses         Hose
- Costumes     Snow Pants      Dress Shorts   Skirts           Swimsuit

### Words or Phrases That Sell Clothes

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- in style            durable            elegant            one size fits all

- fashion      athletic      warm      adjustable
- comfortable      dressy      cool      easy to coordinate
- cute      designed by      colorful      strong fabric
- pretty      licensed by      in all colors      quality material
- professional      formal      in all sizes      stretchy
- rugged      sporty      for all shapes      hot look

## Graphics or Images That Sell Clothes

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Happy people in the clothes.
- All the different colors of the clothes.
- Before and after pictures of people wearing the cloths.
- A model in the clothes.

## Stories That Sell Clothes

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- A story about how many compliments a person gets about her/his clothes.
- How the clothes/uniform hold ups good in a blue collar, rough work place.
- How soft and comfortable the clothes are.
- A story about how it's the only brand of clothes that fits your body perfectly.

## Backend Products to Sell With Clothes

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Jewelry
- Clothing accessories.

- Special stain removers/detergents.
- Water-proofing spray.

## Bonus or Content Ideas That Sell Clothes

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to make your clothes last longer.
- How to keep the color of your clothes bright and like new.
- How to put together fashionable outfits.
- The latest styles for the upcoming month or season.

## Keywords and Phrases That Sell Clothes

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- (type of clothes) baby clothes petite clothing cheap clothing fashion
- (brand of clothes) kids clothes children clothing men's clothing apparel
- clothes girls clothes baby clothing clothing stores pants
- women's clothes women's clothing clothes accessories men's clothing suits
- women's clothes designer clothing clothes online infant clothing skirts
- maternity clothes discount clothes casual clothing dresses hats
- plus size clothes wholesale clothing clothes apparel shoes jackets

## Special Offers That Sell Clothes

A lot of people decide to buy products because of a special offer or deal. People are always looking for a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Buy one get one free/half off.
- A 'one day' only sale.

- A 'out of season' discount.
- If we don't have it in your exact size it's free.

## How to Sell Home Improvement Products

### Reasons Why People Buy Home Improvement Products

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to fix things that break at the home.
- They want to save money by not hiring a repair service.
- They want to add new fixtures or editions to their home.
- They want to increase the value of their home.
- They want to make their home look better.

### Types of Home Improvement Products to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Paint/Wallpaper      Light Fixtures      Home Security/Looks
- Hand Tools          Plumber Parts      Appliances
- Power Tools          Nails/Bolts/Nuts      Ladders
- Carpet              Wood              Storage/Cabinets/Shelving
- Paneling/Dry Wall      Windows/Doors      Home Improvement Books

### Words or Phrases That Sell Home Improvement Products

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- improvement      decorative      in many colors      quick installation
- easy              sturdy          it matches          in many shapes/sizes
- simple            guaranteed      compatible          quality materials

- instructions      warranty      safe/secure      strong
- step by step      handy      in many finishes      fast assembling

## Graphics or Images That Sell Home Improvement Products

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- Someone using the item in their house.
- A series of pictures on all the uses of the item.
- The brand name/logo of the item.
- A picture of the finished project, house or room.

## Stories That Sell Home Improvement Products

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How much money the family saved doing the work themselves.
- The extra benefits people have with their new home improvement.
- How fast and easy it was to do the home improvement themselves.
- How much pride and confidence they gained doing the project themselves.

## Backend Products to Sell With Home Improvement Products

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Extra long warranty/guarantee
- Special tools to make the job easier.
- Tool attachments.
- Blueprints or plans for the project.

## Bonus or Content Ideas That Sell Home Improvement Products

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- A checklist of tools you should keep around the house.
- How to pick the right color paint or carpet for a room.
- How to get discounts on home improvement items.
- Safety tips for doing projects around the home.

### Keywords and Phrases That Sell Home Improvement Products

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- home decorating                      home improvement repair                      home improvement construction
- home improvement                      home improvement remodeling                      home improvement hardware
- home improvements                      home improvement show                      home improvement companies
- home alarm                      home improvement loans                      home remodeling
- remodeling                      home improvement tool                      house improvement
- home repair                      home improvement plumbing                      home improvement paint

### Special Offers That Sell Home Improvement Products

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- Free shipping on an order over a certain dollar amount.
- Free delivery of bigger home improvement items.
- A discount if they open up a store line of credit.
- No interest for a certain length of time.

## How to Sell Lawn and Garden Products

### Reasons Why People Buy Lawn and Garden Products

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to decorate their yard and property.
- They want to grow their own fruits and vegetables.
- They want to increase their curb appeal value to sell the house.
- They want to remove and clean up any eye sores.
- They want to make a living or play area outside.

### Types of Lawn and Garden Products to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- |                   |                     |   |
|-------------------|---------------------|---|
| • Swing Sets      | Patio Furniture     | Yard Tools                              |
| • Flower Seeds    | Water Hose/Spraying | Plant/Yard Chemicals                    |
| • Veg/Fruit Seeds | Pre Grown Plants    | Bug Prevention Products                 |
| • Bushes/Trees    | Garden Tools        | Landscaping Material (bark, dirt, etc.) |
| • Yard Ornaments  | Trimmers/Mowers     | Fencing                                 |
| • Grills          | Deck/Gazebo Plans   | Swimming Pools                          |

### Words or Phrases That Sell Lawn and Garden Products

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- |               |             |            |          |
|---------------|-------------|------------|----------|
| • nature      | fresh foods | weed free  | sunshine |
| • landscaping | shade       | fertilized | outdoors |

- outside          green          comfortable          cool
- healthy looking    pretty          weather proof    fun

## Graphics or Images That Sell Lawn and Garden Products

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A picture of a really healthy looking, lush green yard.
- A picture of a flower bed.
- A picture of kids enjoying a swing set or swimming pool.
- A picture of someone picking brightly colored, fresh fruit or vegetables.

## Stories That Sell Lawn and Garden Products

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How a person's outdoor party was a huge success.
- A story about how many people give you compliments on your yard.
- How your landscaping projects added an extra \$5,000 to the value of your house.
- How you learned to do all the landscaping projects by yourself.

## Backend Products to Sell with Lawn and Garden Products

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Special yard gadgets or tools to save time and energy.
- Chemicals to make your plants grow better.
- Landscaping books, videos or magazines
- Watering equipment.

## Bonus or Content Ideas That Sell Lawn and Garden Products

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to find lawn and garden tools for a discount.
- How to pick a good, reliable landscaper or lawn service.
- How to make your own yard ornaments.
- Plans and supply lists for different landscaping projects.

### Keywords and Phrases That Sell Lawn and Garden Products

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- yards                      landscaping supplies                      water garden                      patio
- gardens                      garden landscape                      garden sculpture                      decking
- landscaping                      landscape design                      landscape architecture                      fountains
- landscape                      gardening                      gardener                      gazebo
- landscaping ideas                      flower garden                      small garden                      shrubs
- garden design                      garden supplies                      landscapers                      planting

### Special Offers That Sell Lawn and Garden Products

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A guarantee their plants will grow or live so long.
- Free delivery of large quantities of landscaping supplies.
- A free evaluation of their lawn and soil.
- A gift certificate for landscaping rental equipment.

## How to Sell Pet Products

### Reasons Why People Buy Pet Products

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to make sure their pets are eating nutritiously.
- They want to groom your pets and make them look clean.
- They want to make sure their pets are comfortable.
- They want their pets to play and have lots of fun.

They want their pets to be comfortable in their environment.

### Types of Pet Products to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Pet Food
- Pet Cages
- Pet Bedding
- Pet Toys
- Pet Cleaners
- Pet Houses
- Pet Grooming Tools
- Pet Medicine
- Pet Snacks
- Pet Order Replants
- Pet Training Guides
- Pet Potty Supplies
- Pet Clothes
- Pet Dishes
- Pet Exercise Equipment
- Pet Leashes
- Pet Snacks
- Pet Flea Replant
- Pet Books
- Pet Carriers

### Words or Phrases That Sell Pet Products

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- healthy
- clean
- groomed
- trained
- obedient
- playful
- tricks
- friendly
- loving
- tasty
- warm
- sanitary

- soft                      fluffy                      shiny coat                      order free
- nutritious                      flea-free                      happy                      sturdy

## Graphics or Images That Sell Pet Products

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- A picture of a pet playing with toys.
- A picture of a pet eating.
- A picture of a pet calmly sleeping.
- A picture of a pet doing a trick.

## Stories That Sell Pet Products

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How your pet has become your best friend.
- A story about how you found or picked your pet.
- How your pet became so obstinate or smart.
- A story about how your pet saved your life.

## Backend Products to Sell With Pet Products

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Pet Collars
- Pet Health Insurance
- Pet Daycare/Sitting
- Pet Training

## Bonus or Content Ideas That Sell Pet Products

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to groom your pet.
- How to teach your pet tricks.
- A list of the best types of pets for kids.
- A description of physical or social qualities from each pet's breed.

### Keywords and Phrases That Sell Pet Products

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- (type of pet)      pet products      cats      kennels
- veterinarian      pet supply      pet furniture      puppies
- pets      pet accessories      wholesale pet      pet medication
- pet      pet toys      pet training      online pet shop
- pet supplies      pet shops      small pet      pet birds
- pet stores      dogs      pet sitting      pet fish

### Special Offers That Sell Pet Products

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- A pet card that racks up points for discounts.
- A free first time pet owner starter kit.
- A local veterinarian discount.
- A free name tag for the pet.

## How to Sell Party Supplies

### Reasons Why People Buy Party Supplies

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

- They want to celebrate an accomplishment of someone else.
- They want to have a birthday party for a friend or family member.
- They want to celebrate a holiday.
- They want to make people know they care and think about them.

### Types of Party Supplies to Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

- Greeting Cards    Flowers    Graffiti    Candles
- Holiday Gifts    Wrapping Paper    Whistles    Favors
- Costumes    Paper Dishes    Party Hats    Noise Makers
- Banners    Party Treat Bags    Candy    Piñatas
- Balloons    Cake/Ice Cream    Decorations    Stationery

### Words or Phrases That Sell Party Supplies

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, etc.

Here are some targeted words and phrases:

- party    wedding    music    invited
- celebrate    birthday    ceremony    fun
- holiday names    anniversary    dance    happy
- presents    love    games    get together

- gifts
- cherish
- snack food
- theme

## Graphics or Images That Sell Party Supplies

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

- People at a party celebrating.
- A picture of the theme of a party.
- Holiday related pictures.
- Picture of a decorated party room.

## Stories That Sell Party Supplies

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

- How you met the person you are marrying.
- How a couple stayed married for so long.
- A story about how someone was so happy and surprised at a party.
- How successful a party was that you planned by yourself.

## Backend Products to Sell With Party Supplies

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

- Party Music
- Decorating Service
- Catering
- Greeting Card Maker Software

## Bonus or Content Ideas That Sell Party Supplies

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

- How to decorate a certain type of party.
- How to decorate a cake.
- How to plan a good surprise party.
- A list of party games or traditions.

### Keywords and Phrases That Sell Party Supplies

Tons of people like to promote their products in the search engines or with pay per click ads because they are good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

- birthday party      invitations      party favors      wedding
- party supplies      kids party      Christmas party      balloons
- birthday parties      party ideas      wedding reception      piñatas
- wedding cakes      party theme      party store      decorations
- birthday decorations      party planning      birthday cards      party hat
- birthday supplies      weddings      party      gifts

### Special Offers That Sell Party Supplies

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

- The bigger pack you buy the cheaper it is.
- A free disposal camera or photo album.
- Buy one card, get one free.
- A free baby book for a shower party.

## Conclusion

Any number of these strategies can be the determining reason why someone purchases your niche product. You just need to test which ones have the best sale and traffic conversion rates.

People may buy because of persuasive words or phrases, an emotional graphic on your web site, a special offer or bonus, an entertaining story or article or they have a targeted benefit or feature that your product can provide them with.