

How to Sell Lawn & 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, p's; 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 your self.

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 a 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 a 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 quantiles of landscaping supplies.

A free evaluation of their lawn and soil.

A gift certificate for landscaping rental equipment.

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