

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, p's; 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 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 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:

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 a 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.

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