

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 educate 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, p's; 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 an 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 it's 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 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:

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 a 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.

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