

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 relaxed after a hard days work.

They want to see their favorite actor/actress preform.

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, p's; 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 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:

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	showtimes	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 of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

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