**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 a 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 assemblely 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 phases 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.