

# How to Sell Clothes

## Reasons Why People Buy Clothes

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 stay warm and cozy.

They want to cover up or hide a certain part of their body.

They want to stay cool and comfortable.

They want to represent a certain brand, sports teams, etc.

They want to be in style or own a certain fashion.

They want to dress for work or a certain occasion.

## Types Of Clothes 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:

Hats	Tennis Shoes	Boots	Scarfs	Bras
Dress Pants	Dress Shoes	Jeans	Sweaters	Gloves
Sweats	Sandals	Shorts	Dress Shirts	Ear Muffs
T-Shirts	Coats	Tank Tops	Uniforms	Jackets
Underwear	Suits	Sock	Dresses	Hose
Costumes	Snow Pants	Dress Shorts	Skirts	Swimsuit

### **Words Or Phrases That Sell Clothes**

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:

in style	durable	elegant	one size fits all
fashion	athletic	warm	adjustable
comfortable	dressy	cool	easy to coordinate
cute	designed by	colorful	strong fabric
pretty	licensed by	in all colors	quality material
professional	formal	in all sizes	stretchy
rugged	sporty	for all shapes	hot look

### **Graphics Or Images That Sell Clothes**

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:

Happy people in the clothes.

All the different colors of the clothes.

Before and after pictures of people wearing the cloths.

A modal in the clothes.

### **Stories That Sell Clothes**

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 story about how many compliments a person gets about her/his clothes.

How the clothes/uniform hold ups good in a blue collar, rough work place.

How soft and comfortable the clothes are.

A story about how it's the only brand of clothes that fits your body perfectly.

### **Backend Products To Sell With Clothes**

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:

Jewelry

Clothing accessories.

Special stain removers/detergents.

Water-proofing spay.

### **Bonus Or Content Ideas That Sell Clothes**

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 make your clothes last longer.

How to keep the color of your clothes bright and like new.

How to put together fashionable outfits.

The latest styles for the upcoming month or season.

### **Keywords And Phrases That Sell Clothes**

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:

(type of clothes)    baby clothes    petite clothing    cheap clothing    fashion  
(brand of clothes)    kids clothes    children clothing    mens clothing    apparel  
clothes    girls clothes    baby clothing    clothing stores    pants  
women's clothes    womens clothing    clothes accessories    men's clothing    suits  
womens clothes    designer clothing    clothes online    infant clothing    skirts  
maternity clothes    discount clothes    casual clothing    dresses    hats  
plus size clothes    wholesale clothing    clothes apparel    shoes    jackets

### **Special Offers That Sell Clothes**

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:

Buy one get one free/half off.

A 'one day' only sale.

A 'out of season' discount.

If we don't have it in your exact size it's free.