**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.

The 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 phases 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.