**How to Sell Home Improvement Products**

**Reasons Why People Buy Home Improvement Products**

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 fix things that break at the home.

They want to save money by not hiring a repair service.

They want to add new fixtures or editions to their home.

They want to increase the value of their home.

They want to make their home look better.

**Types Of Home Improvement Products 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:

Paint/Wallpaper Light Fixtures Home Security/Looks

Hand Tools Plumber Parts Appliances

Power Tools Nails/Bolts/Nuts Ladders

Carpet Wood Storage/Cabinets/Shelving

Paneling/Dry Wall Windows/Doors Home Improvement Books

**Words Or Phrases That Sell Home Improvement Products**

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:

improvement decorative in many colors quick installation

easy sturdy it matches in many shapes/sizes

simple guaranteed compatible quality materials

instructions warranty safe/secure strong

step by step handy in many finishes fast assembling

**Graphics Or Images That Sell Home Improvement Products**

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:

Someone using the item in their house.

A series of pictures on all the uses of the item.

The brand name/logo of the the item.

A picture of the finished project, house or room.

**Stories That Sell Home Improvement Products**

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 much money the family saved doing the work themselves.

The extra benefits people have with their new home improvement.

How fast and easy it was to do the home improvement themselves.

How much pride and confidence they gained doing the project themselves.

**Backend Products To Sell With Home Improvement Products**

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:

Extra long warranty/guarantee

Special tools to make the job easier.

Tool attachments.

Blueprints or plans for the project.

**Bonus Or Content Ideas That Sell Home Improvement Products**

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:

A checklist of tools you should keep around the house.

How to pick the right color paint or carpet for a room.

How to get discounts on home improvement items.

Safety tips for doing projects around the home.

**Keywords And Phrases That Sell Home Improvement Products**

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:

home decorating home improvement repair home improvement construction

home improvement home improvement remodeling home improvement hardware

home improvements home improvement show home improvement companies

home alarm home improvement loans home remodeling

remodeling home improvement tool house improvement

home repair home improvement plumbing home improvement paint

**Special Offers That Sell Home Improvement Products**

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:

Free shipping on an order over a certain dollar amount.

Free delivery of bigger home improvement items.

A discount if they open up a store line of credit.

No interest for a certain length of time.