**How to Sell Party Supplies**

**Reasons Why People Buy Party Supplies**

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 celebrate an accomplishment of someone else.

They want to have a birthday party for a friend of family member.

They want to celebrate a holiday.

They want to make people know they care and think about them.

**Types Of Party Supplies 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:

Greeting Cards Flowers Graffiti Candles

Holiday Gifts Wrapping Paper Whistles Favors

Costumes Paper Dishes Party Hats Noise Makers

Banners Party Treat Bags Candy PiÒatas

Balloons Cake/Ice Cream Decorations Stationery

**Words Or Phrases That Sell Party Supplies**

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:

party wedding music invited

celebrate birthday ceremony fun

holiday names anniversary dance happy

presents love games get together

gifts cherish snack food theme

**Graphics Or Images That Sell Party Supplies**

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:

People at a party celebrating.

A picture of the theme of a party.

Holiday related pictures.

Picture of a decorated party room.

**Stories That Sell Party Supplies**

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 you meant the person you was marrying.

How a couple stayed married for so long.

A story about how someone was so happy and surprised at a party.

How successful a party was that you planned by yourself.

**Backend Products To Sell With Party Supplies**

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:

Party Music

Decorating Service

Catering

Greeting Car Maker Software

**Bonus Or Content Ideas That Sell Party Supplies**

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 decorate a certain type of party.

How to decorate a cake.

How to plan a good surprise party.

A list of party games or traditions.

**Keywords And Phrases That Sell Party Supplies**

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:

birthday party invitations party favors wedding

party supplies kids party Christmas party balloons

birthday parties party ideas wedding reception piÒatas

wedding cakes party theme party store decorations

birthday decorations party planning birthday cards party hat

birthday supplies weddings party gifts

**Special Offers That Sell Party Supplies**

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:

The bigger pack you buy the cheaper it is.

A free disposal camera or photo album.

Buy one card, get one free.

A free baby book for a shower party.