**How to Sell Video Games**

**Reasons Why People Buy Video Games**

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 complete short term goals that video games offer.

They like the thrill of winning challenging games.

They like to be entertained and escape the reality of real life.

They can relax and give their hands something to do.

They like to play the role of a character they fantasize about being.

**Types Of Video Games 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:

Sports Boardgames Building Card/Casino Games

Roleplaying Children Strategy War

Shooter Word/Trivia Learning Puzzle

Action Fighting Simulation Multi player

Adventure Carnival Racing Arcade/Classic

**Words Or Phrases That Sell Video Games**

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:

excellent graphics real sound effects awesome sequel

good storyline amazing music very addictive

great gameplay simple controls cool levels

easy navigation smooth movement fun and entertaining

beautiful visuals award wining customizing options

**Graphics Or Images That Sell Video Games**

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:

Popular characters in the game. (cartoons, people, creatures, etc)

Scenes from the game. (levels, intro pictures, etc)

Famous people the game is based on. (athletes, celebrities, professional, etc)

Famous stuff the game is based on. (race cars, tanks, weapons, tools, etc)

**Stories That Sell Video Games**

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 video trailer of the video game.

A short walk through of the video game.

Music clips from the video game.

A ebook with the storyline of the game.

The story of how the video game was created.

**Upsell And Backend Products To Sell With Video Games**

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:

The upcoming sequel of the video game.

A video game storage case.

A music soundtrack of the video game.

Video game accessories for the game or game system.

**Bonus Or Content Ideas That Sell Video Games**

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:

Video game cheats for the game.

A strategy guide ebook for the video game.

Previews of similar upcoming video games.

An online community membership for the game players.

**Keywords And Phrases That Sell Video Games**

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:

video games pc video games video games reviews

new video games play video games old video games

(system) video games classic video games racing video games

cheap video games discount video games arcade video games

buy video games rpg video games fighting video games

used video games video game consoles video game releases

computer video games video game rental online video games

**Special Offers That Sell Video Games**

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:

Offer specialty items with the game. (t-shirts, bumper stickers, patches, etc)

They can advertise their old video games for sale at your site for free.

You give them a free 30 minute consultation of playing tips for the video game.

You'll give them one of your used games for free.