

How to Sell Sports Equipment

Reasons Why People Buy Sports Equipment

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 the feeling of victory or triumph over their competition.

They want to do entertaining things to loose weight or stay in shape.

They want to be part of a team with similar interests.

They want to turn pro and make money.

They want to gain self esteem and have goals to reach.

They want to impress their parents, family or friends with their skills.

Types Of Sports Equipment 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:

Team Jerseys	Rackets	Team T Shirts	Volleyballs
Footballs	Sport Shoes	Workout Sweats	Nets/Tables
Bats	Baseballs	Soccer Balls	Bowling Balls
Gloves	Basket Balls	Shorts	Gold Clubs/Ball
Safety Gear	Pucks	Tights	Team Helmets/Hats
Hockey Sticks	Injury Tape	Exercise Equipment	Skates/Skies

Words Or Phrases That Sell Sports Equipment

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:

MVP	be victorious	more TD's	big contract
pro athlete	break records	score big	more KO's
championships	fun	huge play	more home runs
win	strong competition	first place	more baskets
good teamwork	top position	be a starter	get faster/quicker
big trophy	scholarship	better performance	get stronger

Graphics Or Images That Sell Sports Equipment

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:

Athletes scoring.

Athletes working out.

Team emblems.

Sports trophies.

Teammates celebrating.

Stories That Sell Sports Equipment

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 an amateur over came an obstacle to become a pro.

How an athlete broke a record in their particular sport.

A popular athlete in a commercial advertising a product.

How a coach took a bad team and made it a champion.

How an athlete overcame an injury or disability to be a champion.

Backend Products To Sell With Sports Equipment

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:

Tickets to a certain sporting event.

An autographed sports item from a famous athlete.

A highlight video of a famous team's season.

Pictures or trading cards of an famous athlete.

Bonus Or Content Ideas That Sell Sports Equipment

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 specific workout plan for a particular sports position.

Videos drills athletes can do in their spare time to get better.

An ebook on how to be a good teammate.

An inspiring audio that will motivate them to be better.

Keywords And Phrases That Sell Sports Equipment

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:

sports	sports clothing	high school sports	sports radio
team sports	sports apparel	college sports	sporting goods
sports camps	sports equipment	sports training	sports books
women's sports	sports gear	sports workouts	sports videos
men's sports	sports shop	sports drills	international sports
(team names)	athletic equipment	sports games	varsity sports
(sport types)	pro sports	sports news	sports games

Special Offers That Sell Sports Equipment

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:

Get a 10% rebate on all exercise equipment.

Have chance to win your favorite teams jersey.

Grab a free 30 day trial to our football video training series.

We eill match the price of any other online sports store.