**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 phases 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.