

How to Sell Baby Products

Reasons Why People Buy Baby 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 be able to take good care of their baby.

They want to their baby be comfortable.

They want their baby to drink and eat nutritious stuff.

They want to teach and educate their baby.

They want to keep their baby safe.

Types Of Baby 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:

Baby Beds	Baby Furniture	Baby Food
Baby Room Decorations	Home Safety	Baby Pack
Car Seats	Strollers	Baby Blankets
Baby Clothes	Mobile	Baby Monitor
Diapers	Baby Toys	Rocking Chair
Formula	Craddle	Pacifiers

Words Or Phrases That Sell Baby 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:

soft	caring	comfortable	cute
warm	cozy	nutritious	pretty
cutey	gentle	sterile	pink
safe	allergy free	for a boy	baby blue
small	unscented	for a girl	tested

Graphics Or Images That Sell Baby 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:

A baby sleeping comfortably.

A baby smiling or laughing.

A baby's decorated room.

A baby snuggled up against his/her mom/dad.

Stories That Sell Baby 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 a certain product protected a baby.

A story of how a baby learned stuff so fast.

How they test a certain baby product for safety

How to a certain product helps a baby sleep.

Backend Products To Sell With Baby 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:

Baby Music

Baby Books/Magazines

Baby Care Videos

Baby Audio Stories

Bonus Or Content Ideas That Sell Baby 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:

How to get a baby to sleep through the night.

How to take care of your baby.

How to communicated with your baby.

How to teach and educate your baby.

Keywords And Phrases That Sell Baby 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 phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

babies	baby sleep	baby safety	baby cry
baby clothes	baby's	baby diapers	baby birth
newborn baby	new baby	baby names	baby nursery
baby care	baby toys	baby bedding	infant
baby feeding	baby furniture	infant baby	newborn
baby products	baby shower	baby toddler	pregnancy
baby clothing	baby gifts	baby nursing	baby accessories

Special Offers That Sell Baby 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:

A discount on their next birthday.

An offer to sell their used baby furniture or toys.

A free upgrade on a future product for when they are older.

A buy one, get one free or half off deal.