**How to Sell Diet Products**

**Reasons Why People Buy Diet 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 lose weight and wear smaller sized clothes.

They want to look better to themselves and to others.

They want to eat less fattening foods and more nutritious foods.

They want to to look, feel and be more healthy.

**Types Of Clothes To Sell Diet Products**

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:

Pre Package Diet Food Clubs Online Fat Counter Membership Sites

Online Calorie Counter Membership Sites Diet Recipe Books

Online Carb Counting Memberships Sites Diet Pills

A Full Diet Meals All In One Product Diet Herds And Supplants

Diet Instructional Videos Diet Support Web Sites

**Words Or Phrases That Sell Diet 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:

lose weight feel healthy look better stop aging

build muscle increase endurance no embarrassment improve confidence

get in shape live longer increase energy feel thin

tone up fit into old clothes keep the weight off enjoy the beach

lose fat eat more look younger wear a swim suit

**Graphics Or Images That Sell Diet 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:

Before and after pictures of people over weight then thinner.

People smiling and enjoying their diet food/plan.

People enjoying more activities because they are thinner.

Pictures of how good the diet food or recipes look.

**Stories That Sell Diet 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 person used the diet product to lose a ton of weight fast.

How a person lost weight and finally found the person of their dreams.

How a person avoided going to the hospital for poor health problems.

How easy and comfortable it is to stay on the diet plan.

**Backend Products To Sell With Diet 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:

Fitness and exercise products.

Diet consulting, coaching or a personal trainer.

A diet organizer to keep track of the food you eat.

A diet hot line to talk them out of eating bad.

**Bonus Or Content Ideas That Sell Diet 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:

A list of good exercises they could do.

How to find low cost healthy foods.

How to mentally prepare for a diet.

Diet plan reviews and recommendations.

**Keywords And Phrases That Sell Diet 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 phases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

diet carb diet nutrition diet fat diet

diets low carb diet diet supplements weight loss diet

diet plans diet reviews calorie diet diet exercise

diet recipes healthy diet diabetic diet diet programs

diet foods low fat diet free diet diet books

diet pills protein diet best diet low diet

weight diet health diet low carb weight loss

**Special Offers That Sell Diet 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:

Get a discount card for a health product store.

They get a particular rebate if they send in their testimonial.

Get a free instructional exercise video.

They can get the first month of the diet membership for free.