**How to Sell Lawn & Garden Products**

**Reasons Why People Buy Lawn And Garden 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 decorate their yard and property.

They want to grow their own fruits and vegetables.

They want to increase their curb appeal value to sell the house.

They want to remove and clean up any eye sores.

They want to make a living or play area outside.

**Types Of Lawn And Garden 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:

Swing Sets Patio Furniture Yard Tools

Flower Seeds Water Hose/Spraying Plant/Yard Chemicals

Veg/Fruit Seeds Pre Grown Plants Bug Prevention Products

Bushes/Trees Garden Tools Landscaping Material (bark,dirt, etc.)

Yard Ornaments Trimmers/Mowers Fencing

Grills Deck/Gazebo Plans Swimming Pools

**Words Or Phrases That Sell Lawn And Garden 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:

nature fresh foods weed free sunshine

landscaping shade fertilized outdoors

outside green comfortable cool

healthy looking pretty weather proof fun

**Graphics Or Images That Sell Lawn And Garden 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 picture of a really healthy looking, lush green yard.

A picture of a flower bed.

A picture of kids enjoying a swing set or swimming pool.

A picture of someone picking brightly colored, fresh fruit or vegetables.

**Stories That Sell Lawn And Garden 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's outdoor party was a huge success.

A story about how many people give you compliments on your yard.

How your landscaping projects added an extra $5,000 to the value of your house.

How you learned to do all the landscaping projects by your self.

**Backend Products To Sell With Lawn And Garden 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:

Special yard gadgets or tools to save time and energy.

Chemicals to make your plants grow better.

Landscaping books, videos or magazines

Watering equipment.

**Bonus Or Content Ideas That Sell Lawn And Garden 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 find lawn and garden tools for a discount.

How to pick a good, reliable landscaper or lawn service.

How to make your own yard ornaments.

Plans and supply lists for different landscaping projects.

**Keywords And Phrases That Sell Lawn And Garden 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:

yards landscaping supplies water garden patio

gardens garden landscape garden sculpture decking

landscaping landscape design landscape architecture fountains

landscape gardening gardener gazebo

landscaping ideas flower garden small garden shrubs

garden design garden supplies landscapers planting

**Special Offers That Sell Lawn And Garden 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 guarantee their plants will grow or live so long.

Free delivery of large quantiles of landscaping supplies.

A free evaluation of their lawn and soil.

A gift certificate for landscaping rental equipment.