**How to Sell Pet Products**

**Reasons Why People Buy Pet 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 make sure their pets are eating nutritiously.

They want to groom your pets and make them look clean.

They want to make sure their pets are comfortable.

They want their pets to play and have lots of fun.

They want their pets to be comfortable in their environment.

**Types Of Pet 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:

Pet Food Pet Houses Pet Training Guides Pet Leaches

Pet Cages Pet Grooming Tools Pet Potty Supplies Pet Snacks

Pet Bedding Pet Medicine Pet Clothes Pet Flea Replant

Pet Toys Pet Snacks Pet Dishes Pet Books

Pet Cleaners Pet Order Replants Pet Exercise Equipment Pet Carriers

**Words Or Phrases That Sell Pet 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:

healthy trained tricks tasty

clean obedient friendly warm

groomed playful loving sanitary

soft fluffy shiny coat order free

nutritious flee-free happy sturdy

**Graphics Or Images That Sell Pet 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 pet playing with toys.

A picture of a pet eating.

A picture of a pet calmly sleeping.

A picture of a pet doing a trick.

**Stories That Sell Pet 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 your pet has become your best friend.

A story about how you found or picked your pet.

How your pet became so obstinate or smart.

A story about how your pet saved your life.

**Backend Products To Sell With Pet 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:

Pet Collars

Pet Health Insurance

Pet Daycare/Sitting

Pet Training

**Bonus Or Content Ideas That Sell Pet 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 groom your pet.

How to teach your pet tricks.

A list of the best types of pets for kids.

A description of physical or social qualities from each pet's breed.

**Keywords And Phrases That Sell Pet 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:

(type of pet) pet products cats kennels

veterinarian pet supply pet furniture puppies

pets pet accessories wholesale pet pet medication

pet pet toys pet training online pet shop

pet supplies pet shops small pet pet birds

pet stores dogs pet sitting pet fish

**Special Offers That Sell Pet 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 pet card that racks up points for discounts.

A free first time pet owner starter kit.

A local veterinarian discount.

A free name tag for the pet.