

How to Sell Party Supplies

Reasons Why People Buy Party Supplies

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 celebrate an accomplishment of someone else.

They want to have a birthday party for a friend or family member.

They want to celebrate a holiday.

They want to make people know they care and think about them.

Types Of Party Supplies 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:

Greeting Cards	Flowers	Graffiti	Candles
Holiday Gifts	Wrapping Paper	Whistles	Favors
Costumes	Paper Dishes	Party Hats	Noise Makers
Banners	Party Treat Bags	Candy	Piñatas
Balloons	Cake/Ice Cream	Decorations	Stationery

Words Or Phrases That Sell Party Supplies

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:

party	wedding	music	invited
celebrate	birthday	ceremony	fun
holiday names	anniversary	dance	happy
presents	love	games	get together
gifts	cherish	snack food	theme

Graphics Or Images That Sell Party Supplies

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:

People at a party celebrating.

A picture of the theme of a party.

Holiday related pictures.

Picture of a decorated party room.

Stories That Sell Party Supplies

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 you meant the person you was marrying.

How a couple stayed married for so long.

A story about how someone was so happy and surprised at a party.

How successful a party was that you planned by yourself.

Backend Products To Sell With Party Supplies

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:

Party Music

Decorating Service

Catering

Greeting Card Maker Software

Bonus Or Content Ideas That Sell Party Supplies

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 decorate a certain type of party.

How to decorate a cake.

How to plan a good surprise party.

A list of party games or traditions.

Keywords And Phrases That Sell Party Supplies

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:

birthday party	invitations	party favors	wedding
party supplies	kids party	Christmas party	balloons
birthday parties	party ideas	wedding reception	piñatas
wedding cakes	party theme	party store	decorations
birthday decorations	party planning	birthday cards	party hat
birthday supplies	weddings	party	gifts

Special Offers That Sell Party Supplies

A lot of people decide to buy products because of a special offer or deal. People are always looking for a good bargain or an extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

The bigger pack you buy the cheaper it is.

A free disposal camera or photo album.

Buy one card, get one free.

A free baby book for a shower party.