**How to Sell Cosmetics**

**Reasons Why People Buy Cosmetics**

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 look more attractive and beautiful.

They want to hide or cover up any embarrassing skin problems.

They want to enhance their looks to impress or attract another person.

They want to smell good and hide any body orders.

They want to heal up or help any skin problems.

**Types Of Cosmetics 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:

Lipstick Lotions Perfumes Hair Moose

Eye Liner Skin Creams Powders Hair Coloring

Mascara Masks Bath Oils Hair Gel

Perfume Nail Polish Hair Spay Colored Eye Contacts

Blush Eye Brow Pencils Lip Gloss Waxes

Conditioners Fake Eye Lashes Masks Skin Gels

**Words Or Phrases That Sell Cosmetics**

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:

pretty lasts forever new makeover replenish skin

beautiful water friendly repair skin/hair for sensitive skin

hide blemishes lost of shades moisturizing formula allergy free

colorful radiant skin highlight face smells great

attractive oil less conceal problems perfect scent

**Graphics Or Images That Sell Cosmetics**

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 with and without make up.

A person having a good time and socializing with the make up on.

A person having a romantic evening with someone special.

A picture of the makeup in all the different colors.

**Stories That Sell Cosmetics**

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 found the love of their life while wearing the make up.

A story about a social gathering and all compliments they got about their perfume.

How the makeup saved their day because it covered up a huge blemish.

A story about how a person's significant other notice how soft their skin was.

**Backend Products To Sell With Cosmetics**

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:

Spa or message treatments.

Other complimentary cosmetic products.

A makeup of the the month type of club or membership.

A professional makeover.

A beauty salon package.

**Bonus Or Content Ideas That Sell Cosmetics**

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:

The right way to use or apply a specific cosmetic product.

How to take care of their skin.

An article on the hottest hair styles for this year.

How to create their own make up or skin remedies at home.

The top rated comedic products in each category.

**Keywords And Phrases That Sell Cosmetics**

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:

(cosmetic names) skin care products make up

(kinds of cosmetics) makeup lipstick

(brands of cosmetics) foundation makeup mascara

cosmetics eye makeup beauty

skin care cosmetics face makeup eyeshadow

skin cosmetic beauty makeup concealer

cosmetic surgery makeup artist make up tips

skin care makeup brushes natural makeup

**Special Offers That Sell Cosmetics**

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 future, new cosmetic products that haven't come out yet.

A free gift bag of cosmetic samples, chocolate, coupons, etc.

An extra shade, color, scent or kind of cosmetic for half off.

A 10% discount if they purchase two different kinds of cosmetics.