**How to Sell Furniture**

**Reasons Why People Buy Furniture**

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 it to decorate a certain room theme.

They want it to be comfortable to sit or lay on.

They want to be able to store stuff in or away from sight.

They want to save space or fill in space.

They want it to organize their personal items.

**Types Of Furniture 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:

Couches Desks Kitchen Tables Bean Bag Chairs Exterior Closets

Chairs Shelves TV Stands Bar Stools Exterior Cupboard

Love Seats Dressers Beds Grandfather Clocks China Cabinets

Recliners Bufassa Night Stands Chests Coffee Table

**Words Or Phrases That Sell Furniture**

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:

comfortable variety of colors goes with anything adjustable height/width

decorative soft saves space dent/scratch proof

durable firm pick your covering relaxing

rare hardwood simple to clean come with locks

stained stylish easy to put together reclines

cup holders fold out bed hide away storage spinning seats

**Graphics Or Images That Sell Furniture**

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 person seating comfortably in a chair or couch.

A picture of a great looking, decorated room.

A person sleeping soundly on a bed.

An open cabinet/closet/shelves/dresser etc with all their stuff organized.

A room full of people enjoying/using the furniture at a party.

**Stories That Sell Furniture**

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 bought a new bed they can get a good nights sleep on.

A story about guests complimenting a person's furniture.

How a person saved money buying the furniture.

A story about how the furniture has held up with rough kids and pets.

**Backend Products To Sell With Furniture**

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:

Furniture Cleaner

Protective Covers

Room Decorations (paintings, glassware, etc)

Longer Warranties

Old Furniture Takeaways

**Bonus Or Content Ideas That Sell Furniture**

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 get pet hair off of couches, chairs and beds.

How to restore your old furniture by yourself.

How to create and build your own furniture.

How to decorate a room or whole house.

How to buy used furniture for cheap and fix it up, then sell it.

**Keywords And Phrases That Sell Furniture**

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:

furniture contemporary furniture home furniture

(type of furniture) furniture store bed furniture

(brand of furniture) oak furniture antique furniture

bedroom furniture wood furniture cherry furniture

living room furniture dining room furniture wicker furniture

modern furniture outdoor furniture leather furniture

wholesale furniture kitchen furniture modern furniture

discount furniture children's furniture furniture sofas

office furniture garden furniture buy furniture

furniture sets kids furniture furniture chair

used furniture furniture sale home furnishings

furnishings new furniture furniture collections

**Special Offers That Sell Furniture**

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:

Free pillows, blankets or comforters with a bed.

Free delivery and old furniture takeaways.

Old furniture trade ins for a discount.

No cost, on site furniture repair service.

No interest or payments for a period of time.