

# 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 odors.

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 Moisture
Eye Liner	Skin Creams	Powders	Hair Coloring
Mascara	Masks	Bath Oils	Hair Gel
Perfume	Nail Polish	Hair Spray	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 phrases 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.