

How to Sell Diet Products

Reasons Why People Buy Diet 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 lose weight and wear smaller sized clothes.

They want to look better to themselves and to others.

They want to eat less fattening foods and more nutritious foods.

They want to look, feel and be more healthy.

Types Of Clothes To Sell Diet Products

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:

Pre Package Diet Food Clubs

Online Fat Counter Membership Sites

Online Calorie Counter Membership Sites

Diet Recipe Books

Online Carb Counting Memberships Sites

Diet Pills

A Full Diet Meals All In One Product

Diet Herbs And Supplants

Diet Instructional Videos

Diet Support Web Sites

Words Or Phrases That Sell Diet 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:

lose weight feel healthy look better stop aging
build muscle increase endurance no embarrassment improve confidence
get in shape live longer increase energy feel thin
tone up fit into old clothes keep the weight off enjoy the beach
lose fat eat more look younger wear a swim suit

Graphics Or Images That Sell Diet 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:

Before and after pictures of people over weight then thinner.

People smiling and enjoying their diet food/plan.

People enjoying more activities because they are thinner.

Pictures of how good the diet food or recipes look.

Stories That Sell Diet 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 a person used the diet product to lose a ton of weight fast.

How a person lost weight and finally found the person of their dreams.

How a person avoided going to the hospital for poor health problems.

How easy and comfortable it is to stay on the diet plan.

Backend Products To Sell With Diet 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:

Fitness and exercise products.

Diet consulting, coaching or a personal trainer.

A diet organizer to keep track of the food you eat.

A diet hot line to talk them out of eating bad.

Bonus Or Content Ideas That Sell Diet 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:

A list of good exercises they could do.

How to find low cost healthy foods.

How to mentally prepare for a diet.

Diet plan reviews and recommendations.

Keywords And Phrases That Sell Diet 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 phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

diet	carb diet	nutrition diet	fat diet
diets	low carb diet	diet supplements	weight loss diet
diet plans	diet reviews	calorie diet	diet exercise
diet recipes	healthy diet	diabetic diet	diet programs
diet foods	low fat diet	free diet	diet books
diet pills	protein diet	best diet	low diet
weight diet	health diet	low carb	weight loss

Special Offers That Sell Diet 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:

Get a discount card for a health product store.

They get a particular rebate if they send in their testimonial.

Get a free instructional exercise video.

They can get the first month of the diet membership for free.