

How to Sell Pet Products

Reasons Why People Buy Pet 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 make sure their pets are eating nutritiously.

They want to groom your pets and make them look clean.

They want to make sure their pets are comfortable.

They want their pets to play and have lots of fun.

They want their pets to be comfortable in their environment.

Types Of Pet Products 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:

Pet Food	Pet Houses	Pet Training Guides	Pet Leashes
Pet Cages	Pet Grooming Tools	Pet Potty Supplies	Pet Snacks
Pet Bedding	Pet Medicine	Pet Clothes	Pet Flea Replant
Pet Toys	Pet Snacks	Pet Dishes	Pet Books
Pet Cleaners	Pet Order Replants	Pet Exercise Equipment	Pet Carriers

Words Or Phrases That Sell Pet 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:

healthy	trained	tricks	tasty
clean	obedient	friendly	warm
groomed	playful	loving	sanitary
soft	fluffy	shiny coat	order free
nutritious	flee-free	happy	sturdy

Graphics Or Images That Sell Pet 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:

A picture of a pet playing with toys.

A picture of a pet eating.

A picture of a pet calmly sleeping.

A picture of a pet doing a trick.

Stories That Sell Pet 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 your pet has become your best friend.

A story about how you found or picked your pet.

How your pet became so obstinate or smart.

A story about how your pet saved your life.

Backend Products To Sell With Pet 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:

Pet Collars

Pet Health Insurance

Pet Daycare/Sitting

Pet Training

Bonus Or Content Ideas That Sell Pet 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:

How to groom your pet.

How to teach your pet tricks.

A list of the best types of pets for kids.

A description of physical or social qualities from each pet's breed.

Keywords And Phrases That Sell Pet 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:

(type of pet)	pet products	cats	kennels
veterinarian	pet supply	pet furniture	puppies
pets	pet accessories	wholesale pet	pet medication
pet	pet toys	pet training	online pet shop
pet supplies	pet shops	small pet	pet birds
pet stores	dogs	pet sitting	pet fish

Special Offers That Sell Pet 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:

A pet card that racks up points for discounts.

A free first time pet owner starter kit.

A local veterinarian discount.

A free name tag for the pet.