

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 phrases 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.