

# CRAFTY TWIST HEADBAND SELLING TIPS

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## MARKETING IDEA: SPORTS FANS

Because this headband looks great made with 2 colors, it's perfect for sports fans like moms, girlfriends, cheerleaders etc. I gave a few vague keywords here but you will also want to use more specific keywords (like team specific) but without infringing on copyright. For example if I was listing a blue and white headband and wanted to attract Kentucky fans I would use the word Kentucky and the word BBN

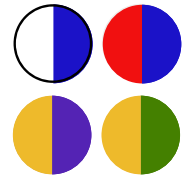
### KEYWORDS

- Blue and White Headband (insert colors used)
- Football Headband
- Sports Ear warmer
- Team Color Ear warmer
- State Hat

### PHOTOGRAPHY TIPS

- On a model wearing sports gear
- Flat lay with team spirit outfit
- A group of girls all wearing team spirit headbands.

### COLOR INSPO



## MARKETING IDEA: MINIMALIST

Making this headband in a solid, neutral color would be perfect for the minimalist customers.

### KEYWORDS

- Twisted Knit Ear Warmer
- Knit Turban Headband
- Ear Warmers Headband
- Knot Headband Ear Warmer

### PHOTOGRAPHY TIPS

- Model wearing headband, a neutral sweater in front of a clean light color background.
- Flat lay of headband on a clean white background with your hand holding the corner.
- These pics should all be very clean, bright and uncluttered.

### COLOR INSPO



## MARKETING IDEA: MOMMY AND ME

Since this pattern includes 3 sizes, it's perfect for mommy and me sets!

### KEYWORDS

- Mommy and Me Hats
- Mommy and Me Headbands
- Mom Daughter Hats
- Matching Headbands

### PHOTOGRAPHY TIPS

- Mommy holding baby wearing headbands
- Overhead shot of mom and daughter laying on the floor looking at each other laughing.
- Flat lay of both headbands.

### COLOR INSPO

