4 Guaranteed **Methods**
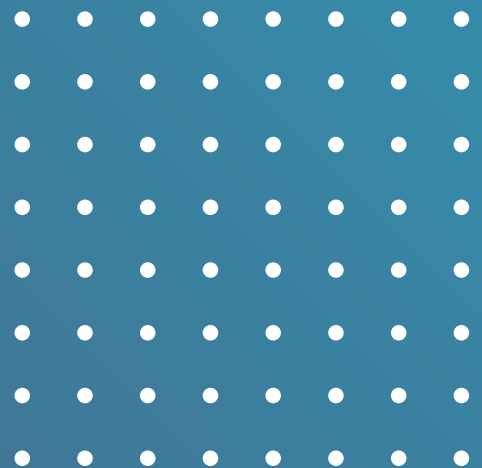
to Finding Highly-Profitable Niches in 2019

Find Your Niche with Our

Profitable Niche Selection Guide

DROP SHIP
LIFESTYLE

HI THERE!

Looking to turn more visitors into buyers on your Shopify store? You've come to the right place!

Welcome to your Profitable Niche Selection Guide, and congratulations on taking the next big step in your pursuit of an online stream of income.

I've been dropshipping for more than 10 years now and I'm sharing this guide with you. Brainstorming is the first step in anything, and with these methods you'll soon be ready to come up with a long list of profitable dropshipping niches.

I wasn't always confident about my dropshipping ability... In fact, when I first started, I didn't know a thing about eCommerce. But with the desire to learn and $29 to invest in a website I was able to build an online business that does over $1,000,000 per year in sales.

I have been lucky to meet many people at this point who have enjoyed a similar success. I see them in person each year at the Drop Ship Lifestyle retreat, where hundreds of successful and aspiring dropshippers alike fly from across the world to share what's working in ecommerce and what's not.

All of the people behind these "success stories" have something in common: They followed a PROVEN FRAMEWORK for success

Every year we update our guide to selecting profitable niches. If you're familiar with digital and **eCommerce trends**, you know how fast things change. This is still good news for you though!

That's because it's only getting easier to research the profitability of a niche product before you start building your dropshipping store. This will give you a clear picture of market trends, releases, and ways to be profitable within a broad, over-saturated niche, hint: sub-niches.

This guide will cover the first and arguably, one of the most important steps in building your own profitable eCommerce business: selecting profitable niches.

DON'T RUSH THE NICHE SELECTION PROCESS

One of the first steps in eCommerce is choosing a niche… it's also the biggest point where we see people get hung up. While you shouldn't make niche selection harder than it is, it's more important to not rush the process.

Selecting a niche can make or break your **dropshipping** business, making it one part of the dropshipping process you don't want to rush.

Breaking it down, there are two types of niches; the bad (non-profitable niches) and the good (profitable niches). Let's start with what makes a niche 'good':

Good Niche

Products that have a lot of styles.	Products that have a lot of variation.	Products that customers can wait for due to its uniqueness.

Examples

Rugs
- Have Wide Varieties of Size and Design
- Customizable

Furniture
- Have Wide Varieties
- People Don't Mind Waiting

Lighting
- Hundreds of Style Options
- No Brand Loyalty

Bad Niche

Products that are too personalized.	Products that have emotional attachment.	Products that have deadlines.

Examples

Seasonal Products
- Time Sensitive Which Will Cause Customer Service Issues

Electronics
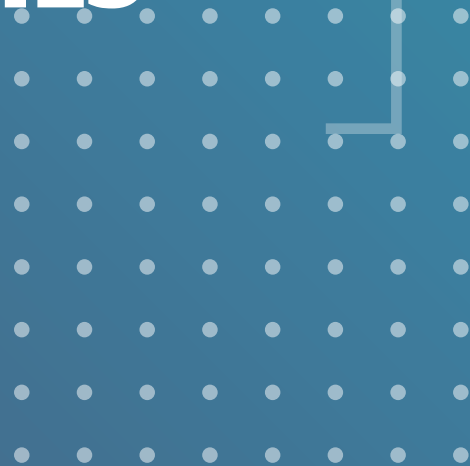- Technical Issues Which Will Cause Customer Service Issues

Bedding
- Very Personalized Products
- High Return Rate

4

GUARANTEED

METHODS

TO FINDING

PROFITABLE

NICHES

When searching for a profitable niche that's good for the dropshipping model in 2019, you'll want to use these four methods that I have learned from more than a decade in eCommerce.
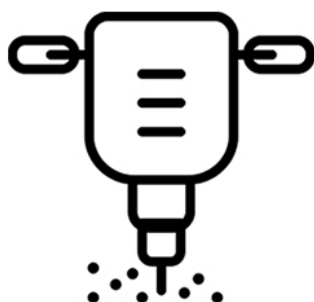
NICHE SELECTION

Focused Brainstorming

Research & Evaluate

Drill Down

Think Like A Marketer

DROP SHIP LIFESTYLE

To give you a little background, my **very first eCommerce** store started making money within 24 hours of going live. I made a sale for $485 the FIRST night that my store was able to accept orders.

I'm not telling you this to show off. I'm telling you because I want you to know the secret to my dropshipping method. The same secret **I used to make over $3,000** in sales in just over three weeks.

People are often shocked when they hear this because it sounds like I just threw together an online shop and starting making money through luck. But the truth is I spent A LOT of time prior to launching. *In fact, it's all about the preparation.*

Before my store launched, I did a ton of market research in order to have the best chance of success once I was ready to launch. There was one reason that I made $485 within hours of launching. It was because I found a profitable niche that fit a certain criteria.

It's not hard but there are a few methods that you need to know in order to successfully select a profitable dropshipping product.

Keep reading to learn all the details, **plus step-by-steps of my favorite methods,** to research the current profitability of any eCommerce niche.

METHOD #1: FOCUSED BRAINSTORMING

Before you can test different niches for profitability you need to think of niches to test. This doesn't mean you think about it on the ride to a friends house, you need to block off time and focus on brainstorming.

TIP: When first brainstorming profitable niches, make a list of at least 50 good niches that fit the criteria above.

To brainstorm new ideas, I often think of things that I've recently bought online. As well as asking family and friends what they've recently purchased. Also, think about what you've bought in the past.

Here are some more action tasks that will help you brainstorm a long list of profitable niches.

- What are the last five items you bought online?
- What do people like to do on vacation?
- What are the hobbies of your family and friends?
- What's the most expensive item in the room you're in right now?
- Think about all your family and friends and what they have in their houses.

Write everything down, even if it seems questionable at the time. I then take this list and begin running them through my "tests". Tons of niches are profitable, but that doesn't mean you should rush into them.

Once you have your first list of niches, view them through these five lenses:

1. **COMPETITION** - Scout out other dropshipping stores and see what products are over-saturated. You don't want to sell those.
2. **LOYALTY** - Don't go for a niche or product that is dominated by a national brand(s).
3. **PRICING** - It's easy: **the higher the price** of the products, the greater your profit margin will be!
4. **WEIGHT** - Shipping is expensive but a winning combo is a high-priced product that has low shipping weights.
5. **RETURNS** - Don't pick a product with sizing and style preferences, they will have an astronomical return rate.

METHOD #2: RESEARCH AND EVALUATE CURRENT DROPSHIPPING TRENDS

eBay is still a good place to check if items sell online but don't base your prices off of eBay's. They're far too low. Even though it's not as relevant these days, it's still a good place to brainstorm profitable niches.

Once you're on eBay, you want to identify products in different niches that are expensive (to me, that's $500 or more, but it's up to you). Then go through different categories on eBay and change your search results to show "completed listings".

If the completed listing is in red it means the item did not sell. If it's in green it means the item sold.

Look closer into the products that are shown in green and search for completed listing only for that specific product. I used to do this over and over until I identified about 20 products within one niche that almost ALWAYS sold (10+ units per day).

TIP: Tons of niches are profitable, but that doesn't mean you should rush into them.

When I started I wasn't dropshipping. I was importing from China, so I contacted a few suppliers that I had found on **Alibiba.com** and requested price lists for these exact products. I then contacted a customs broker and got shipping quotes for a container of the products.

Next, I factored in all of my other expenses and learned I could sell these on eBay at the same price as many competitors and make a 50%+ profit on each sale! But that was back in 2006...

METHOD #3: USE AMAZON'S HELP TO SELECT VERY SPECIFIC NICHES

Amazon is the **world's biggest** retailer and they sell pretty much everything under the sun. That's what makes it one of the best places to find profitable niches and the products that are "red hot".

Here's the step by step process to finding profitable niches using Amazon:

1. Click on the 'All' tab at the left of the main search bar it will show a list of categories or 'niches'.
2. Click on a specific category, that interests you (or at random).
3. Then leave the search box blank and hit 'Go'.
4. A new page will display and on the left-hand side a whole list of subcategories or 'sub-niches' will pop up.
5. Click a subcategory and it'll take you further down into the niche into a more specific sub-niche.
6. You now have drilled down into specific niches and can even go further still.

Amazon is especially great to help you find a super specific niche and the products that sell best. Even better is you can choose 'best sellers' from the navigation bar at the top of the page just under the search box and see what's currently selling best.

There's no way you can't find a profitable niche on Amazon, or at least have a good brainstorming session browsing the site. Amazon's "Best Sellers" page is updated hourly making it a solid resource for profitable niche selection!

METHOD #4: THINK LIKE A MARKETER

Now, I know that I'm not selling on eBay anymore and I don't think you should either. But, a lot of this advice is still useful in the world of dropshipping today. The first (and most important) tip I will share on finding a profitable niche when dropshipping is SELL EXPENSIVE ITEMS!!
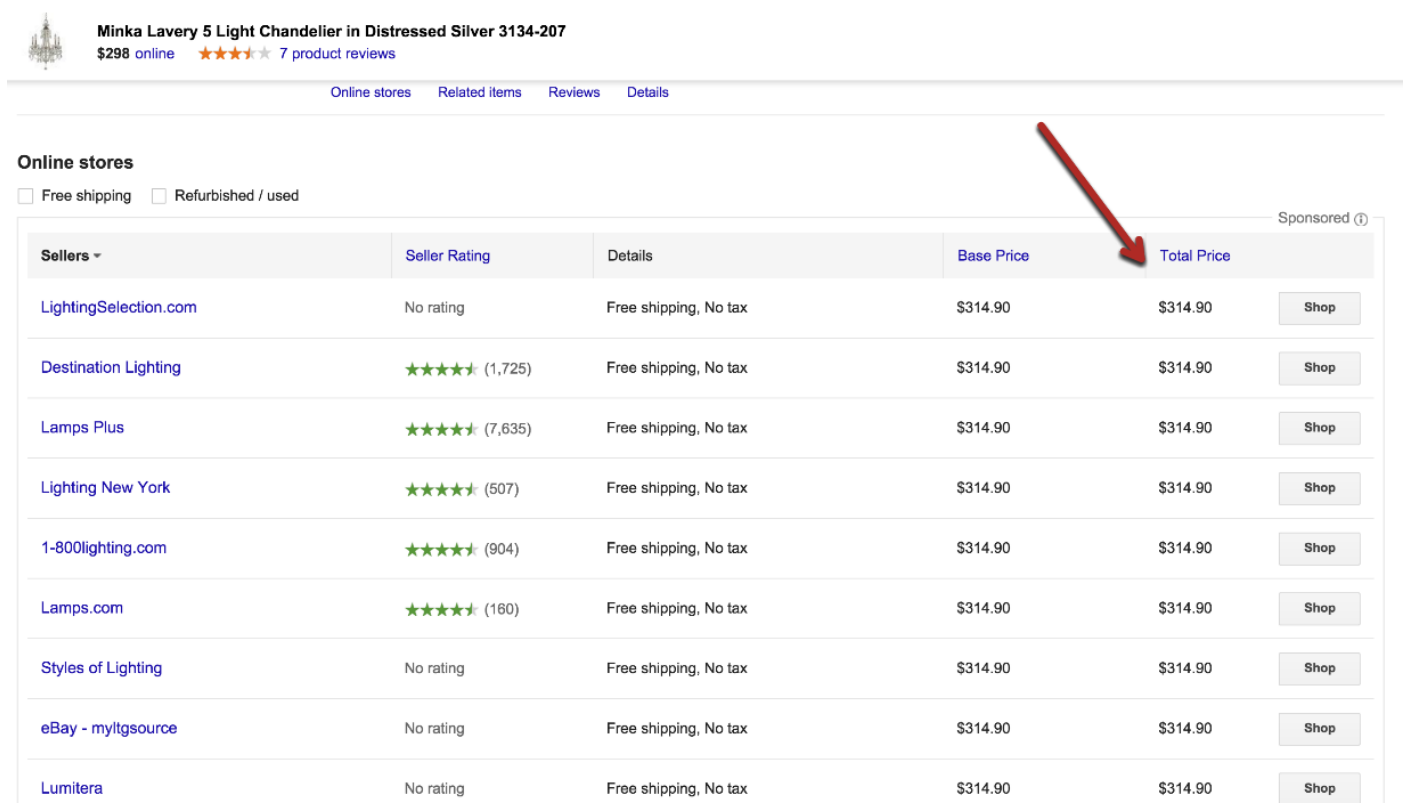
Based on my experience, the average net profit when dropshipping is about 20% of your total sales. Basically, you'll make 20% profit on a $1,000 item and a $10 item so you could either make $200 or $2 per sale. If you want to make money, you need to sell expensive items.

There's nothing else to it. Not that complicated, right?

Once you've identified these items you need to find some potential "future competition". Online retailers who are already selling these items. Unfortunately, there's no way to find out how much money they make on each sale at this point. BUT you can find out if this niche is profitable by seeing if the suppliers enforce MAP policies.

If your results show different prices, that are all over the place, then this supplier does NOT enforce MAP. If the results say something like "$999 from 3 stores" and there are no other prices listed for the same exact item then you've likely found a supplier that enforces MAP!

You can call these potential suppliers to see if they enforce MAP policies. But the easiest way to check if MAP policies are in place, is to go to Google Shopping and search for some random products in your niche:

Minka Lavery 5 Light Chandelier in Distressed Silver 3134-207
$298 online ★★★☆☆ 7 product reviews

Online stores   Related items   Reviews   Details

Online stores

☐ Free shipping   ☐ Refurbished / used

Sponsored ⓘ

Sellers ▾	Seller Rating	Details	Base Price	Total Price	
LightingSelection.com	No rating	Free shipping, No tax	$314.90	$314.90	Shop
Destination Lighting	★★★★½ (1,725)	Free shipping, No tax	$314.90	$314.90	Shop
Lamps Plus	★★★★½ (7,635)	Free shipping, No tax	$314.90	$314.90	Shop
Lighting New York	★★★★½ (507)	Free shipping, No tax	$314.90	$314.90	Shop
1-800lighting.com	★★★★½ (904)	Free shipping, No tax	$314.90	$314.90	Shop
Lamps.com	★★★★½ (160)	Free shipping, No tax	$314.90	$314.90	Shop
Styles of Lighting	No rating	Free shipping, No tax	$314.90	$314.90	Shop
eBay - myltgsource	No rating	Free shipping, No tax	$314.90	$314.90	Shop
Lumitera	No rating	Free shipping, No tax	$314.90	$314.90	Shop

GETTING STARTED AND FINDING YOUR WINNING NICHE

Moving into 2019, we're heavily focusing on **brandable** dropshipping stores. That means we need niches that give us *multiple opportunities for monetization.*

Finding a profitable niche is the most important factor that goes into building a successful dropshipping store. To help get you started brainstorming dropshipping products, here's my list for the most profitable niches in 2019

2019'S MOST PROFITABLE NICHES FOR ECOMMERCE

1. MINIMALIST LUGGAGE
2. HOME GAMING SETUPS
3. HIGH-PERFORMANCE WORKSTATION
4. HOME GYM EQUIPMENT
5. TINY HOME FURNISHINGS
6. CUSTOM WINDOW TREATMENTS
7. RECREATIONAL BOATING
8. HOME THEATER EQUIPMENT
9. INDOOR GROW ROOMS
10. KITEBOARDING GEAR

DROP SHIP LIFESTYLE

While it's still very possible to make a lot of money with niches that only provide the opportunity for one-off sales, I do believe that as we move into the future, the more opportunities for monetization, the better.

CONGRATULATIONS

Now...If you haven't already, it is time to put your newfound knowledge into action! You can do this.

You deserve a second stream of income that is completely controlled by you, one that can work on whenever you choose and take a break from whenever you choose.

Or, if your goal is to create an online stream of income that can replace your 9-to-5 entirely so you can quit your job, you can achieve that as well – and you'll get it if you work hard and follow my proven system.

When I was first starting out in the eCommerce more than a decade ago, I remember how overwhelming the process of building an online business was.

One of the key things that enabled me to achieve success was ignoring the "I need to build a business" thought, and just focusing on the very next step I knew I had to take...the little but important next action that would take me that much closer to realizing my goal.

So, whether you're feeling overwhelmed by this or whether you're just excited and ready to get started, take that very next step. And then the next one after that. And before you know it, you'll be looking back at how far you've come as a successful business owner and entrepreneur.

WANT INSTANT ACCESS TO THE WORLD'S BEST ECOMMERCE COURSE WITH FREE UPDATES & MONTHLY CALLS... FOR LIFE?

As a leader in the field of eCommerce, I've experienced this first hand. With both my own stores, and the stores of 10,000+ students that I am proud to have as part of the Drop Ship Lifestyle family.

Here are a few quick facts about Drop Ship Lifestyle:

1) Drop Ship Lifestyle has thousands of members from over 30 different countries.
2) We have 1,000+ success stories from people of all different backgrounds.
3) In 2018, Shopify voted Drop Ship Lifestyle as the "Best eCommerce Course" in the industry.

This isn't about bragging or showing off. This is about giving you a proven path to follow that starts with your desire and ends with your success.

That path is paved by following my Blueprint, which has been created from more than 10 years of trial, error, optimization, and always working to create ticket, semi-automated online stores.

Drop Ship Lifestyle is not just another course. It's an entire program that has been changing lives since I started it back in 2013!

Thousands of people have already said yes, and they're doing it. Are you ready to get started?

REGISTER NOW!

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ECOMMERCE
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BY SHOPIFY