JPD ATED TO

257 PROFITABLE PRODUCT IDEAS



ANTON KRALY

FOUNDER OF DROP SHIP LIFESTYLE

About DROP SHIP LIFESTYLE

Create Freedom Through Entrepreneurship



Founded by Anton Kraly, Drop Ship Lifestyle is an online coaching program that has taught over 10,000 students since 2013. Voted "Best eCommerce Course" by Shopify in 2018, Drop Ship Lifestyle was created to give students the knowledge and tools necessary to create freedom through entrepreneurship.

We teach proven business systems that constantly help students build an online store, generate sales, and lead a life of freedom. We take you

step-by-step and show you how to build a profitable online store. With thousands of success stories and world class support, Drop

I've got a quick question for you...

If you're looking for a profitable niche to build a business around, the first question I have for you is this:

Does any of this sound familiar?

"How do I not get paralyzed in the niche selection process?"

- Rohaail -







How do i not get paralyzed in the niche selection process. I would like to know how do I find the balance between finding a niche that has competition, meaning people are buying it, it may be a trending niche, and a niche that is saturated and has too much competition. In other words, a niche that has competition, but not too much competition.

At the same time, how do i find the balance between a niche has low competition, but not too low to the point where very few are looking for it, want it, or buy it.

I really want to get this right so that my first store is truly profitable. my goal is to make at least \$1000 in profit, but i would like to aim for \$2000 in profit as quickly as possible. I would love some advice on this and i would greatly appreciate it.

3

3 Comments

I am having such a hard time finding a niche."



- Celeste -



Celeste



I am having such a hard time finding a niche. I think this is because I ran a business in the past that offered services and I also did network marketing where it came with a turn-key system. I am having a really hard time finding excitement in a niche/product - and if it will be the right niche. Help! Any advice?!!



8 Comments

"Can anyone give me ideas on brainstorming niche ideas?"



- Lyn -





Anyone can give me ideas on brainstorming niche ideas. I asked my friends and family on Facebook and I got basic answers (shoes, clothes, sofa, tv etc... I also realized they are not upper middleclass so their spending is different. Any other ideas to help me brainstorm ideas? I maybe over thinking or underthinking...



10 Comments

If you said yes to any one of these above, block out 5-10 minutes to read this entire eBook.

And know, it's not your fault that you're struggling with niche or product selection...

Here's the truth:

Much of the advice out there from so-called "experts" about picking a niche is flat out wrong.

Here's an example. Has anyone ever told you...

"The secret to building a highly profitable business is picking a niche that you're passionate about."

That couldn't be more wrong.

I've already debunked this myth on several occasions. You can read about it on my blog and listen to it on my podcast and YouTube channel.

Want to know the real secret to pick

profitable products to sell?

The real secret is to build a business that will make you money, so you can have more time for your passions.

Not all passions are profitable, and that's okay. If you have a business that makes you money without having to work 80 hour work weeks and can be run from anywhere in the world, then you'll have more time to pursue your passions.

But, you can't be too angry about these so-called "experts" who have misled you, since



most of them fall into two categories.

They are either:

- 1. Experts who built their dropshipping business off of low ticket items based on their passions. Which is perfectly okay to do, you just make less money doing the same amount of work.
- 2. Experts who are trying to "fake it until they make it". They share tips and advice they think is right, but they don't actually run their own business. They make money off of coaching and they teach the wrong things.

That's why their advice isn't working for you.

They don't even know what they're teaching is wrong.

And, unfortunately, it's costing you your hard-earned money, your precious time, and your success.

But that's why you're here, right?

You want to learn my strategies for picking profitable products and niches.

And I can deliver... I'm Anton Kraly, the founder of Drop Ship Lifestyle.



After graduating from college in 2006, I wanted to become my own boss by launching my first online store! By year two, I had made over \$1 Million and it kept climbing.

Building and growing dozens of eCommerce stores in multiple niches, with thousands of suppliers is a challenge. Especially when you don't have a proper system to follow. That's what led me to create my 7-Step Drop Ship Blueprint.

My streamlined approach to eCommerce led to exponential growth in my businesses. In 2013, I realized that what I had created was bigger than myself. That's when I created Drop Ship Lifestyle, where I've been sharing my secret dropshipping strategies that work. Now, Drop Ship Lifestyle is an award-winning program with a community of over 10,000 members from over 30 countries.



And now, I'm pulling back the curtain to reveal some of the most effective and proven niche and product selection strategies I've ever used... period.

First, let me make a few things clear. Niche selection can make or break your business! Do NOT rush the process.

- Many products can be profitable, but that doesn't mean you should try to sell all of them.
- Certain products lend themselves to semiautomated sales and low amounts of customer service.

Good Niche and Products:



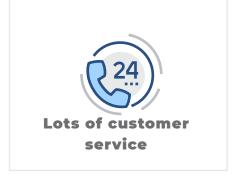




Others require lots of pre-sale effort as well as lots of post-sale follow-up support.

Bad Niche and Products:







But, don't worry too much because in this eBook, I'll show you how to pick a profitable niche. Plus, I'll give you a list of 237 that I've already verified.

But, first...

I've got a quick story for you...

Back when I graduated from college, I knew the 9 to 5 wasn't for me...

So I decided I wanted to control my own life and bought a cookie delivery business instead...

I spent my whole \$25,000 life savings on it...

But I wound up not having much control over my time.

I was driving around all day long in Brooklyn traffic trying to get from destination to destination to sell these cookies...

I was so broke that I could barely afford the gas in my delivery truck. And I was stuck, feeling hopeless, and struggling more than ever before.

I thought owning my own business was the key to living life on my own terms, but boy was I wrong. At this rate, I was never going to be able to scale my business and make enough to retire early.

Until one day I discovered eCommerce...

I figured out how to start making real money with my cookie business online. No more driving around trying to sell my cookies. Instead people were coming to me! And I was making more money than I ever did delivering cookies.

The only problem was my profit margin was too low... In order to make \$30,000 a month, I had to sell 10,000 cookies a month! But how was I supposed to do that without working all hours of the day?

What Does This Have to Do With Starting a Drop

Shipping Business?

Remember how I said that picking a niche/ product could make or break your business?

Well, I hope you realize now how important your product is. My cookie business wasn't working as well as I hoped because I picked the wrong product!

I was burnt out from working and I wasn't even 6 months out of college. I knew things had to change when I needed my whole family to help me send out cookie orders, so my business wouldn't fall apart. Without decent margins and a way to automate it, I realized there was no way I could scale it to a point where I could eventually live life on my own terms. It was just too much wo

Why does it matter?

Because I wanted a lifestyle business where I had the freedom to set my own hours while working from anywhere in the world...

I wanted to be able to travel with my family and friends...

I wanted to be able to take in new experiences without double-checking my account balance or having to say "no" because of money.

But Now Check This Out...

Once I found the right niche, I got my breakthrough...

My first store did over \$680,000 in sales in the first year...

By year two, my store did \$1,200,000 in sales, and in year three, I did \$1,800,000 in sales!

Why Is Picking the Right Product Vital to Starting a

Profitable Business?

Well, by this point it's pretty obvious, isn't it? A good product or niche is the make or break of your business.

SO.... WHAT MAKES A **NICHE 'GOOD'?**

A good niche will meet three pieces of criteria:

- · It will fall into our target price range.
- · It will appeal to the upper-middle class.
- · The consumers will have no brand loyalty.

From my experience, using these three yields the most consistent "best results".

LET'S DIVE INTO EACH OF THE ABOVE CRITERIA INDIVIDUALLY...

So You Want to Pick a Profitable Niche Focus on Three Things: Price Point, Target Market, and Brand Loyalty

SELECTION CRITERIA /

#1. PRICE POINT

The first thing is always the price. The average price of the product you're going to sell should always be \$200 or more.

This is because your average profit margin (when you are drop shipping and using our method) will be about 20% of the gross revenue.

WHAT DOES THAT MEAN IN PRACTICE?

Well, the same amount of time will go into processing an order for \$20 as it will for processing an order for \$200 or \$2,000. If you're going to be doing the work, you might as well have a chance of making some real money on each sale.

It's important to note that although I do have websites that sell products for \$999 and up, I've noticed customers who place orders that large prefer to call to place their orders. If you are comfortable on the phone, then this will not be a problem, but if you want to run an online store where the majority of orders come in before the customer even contacts you, I would recommend selling items priced between \$200 and \$700.

SELECTION CRITERIA /

#2. TARGET MARKET

I have sold products online that appeal to the wealthy, middle class, and lower income households.

FROM ALL OF MY EXPERIENCE, I HAVE LEARNED THAT IT IS BEST TO APPEAL TO THE UPPER-MID-DLE CLASS.

It's sad to say but if you sell products that appeal to low income households you will have a lot more work to do. With the wealthy, it's the same thing. When they are investing money or buying products, they expect a certain level of customer service that really requires a different type of business owner. And there is nothing wrong with that. But, just expect that if you're going to go that route, you are going to be more of a concierge rather than someone that makes money online.

Again, that is why when we are looking at demographics. Remember, stick with the upper-middle

class. I define that as having a combined household income of above \$100,000 U.S. dollars. When people have that kind of money, they are very comfortable with spending online. They are used to buying items that are \$200 or more. They are not going to be calling or emailing you as much.

So again, this demographic makes niche selection a lot easier. It makes your business run a lot smoother. It makes it a lot more profitable if you choose niches that fall into this target demographic.

SELECTION CRITERIA /

#3. BRAND LOYALTY

The third thing that you are going to look for when trying to choose a profitable niche is to pick an industry that has no brand loyalty. It's going to make a big difference.

That's because if you try to sell in a niche where people already know what company they want to buy from, it's going to make it that much harder for you to get dropship suppliers. Harder for you to actually be able to sell these products, for you to be able to compete in terms of price. It's impossible.

Look for products that customers are thinking about buying... but they don't know which brand they should buy. We need to look for products that customers would be comfortable buying from ANY brand.

If the majority of people are loyal to a brand, then it's not a good product to sell. For instance, while cell phones fall into the price range criteria, they don't meet the brand loyalty criteria. Because when someone buys a cell phone, in general, they either buy an iPhone or an Android phone.

Let Me Break it Down Even Further with The

3x Niche Idea Multiplier



1. Niching Down

This is when you go from a broader niche category to a more specific category. For instance, if you want to sell "camping equipment" but are finding that market to be oversaturated, you could niche down and focus on a specific element of the broader niche, such as sleeping bags.



2. Niching Up

This is the opposite of niching down. You might use the niching up technique if you've found a good niche that doesn't have as many suppliers or as much search volume as you would like to see. For instance, if you want to sell pottery wheels but there are not enough suppliers or demand, you may niche up and choose to sell pottery equipment. This would also include kilns, brushes, etc.



3. Niching Sideways

This is a technique that you can use to find multiple, similar niches to then start up two or more related eCommerce stores that can cross promote one another. Taking from the example above, let's say you found that pottery wheels had enough suppliers and a good search volume. You capitalize and make a successful eCommerce store out of this niche. This is when it may be a good idea to niche sideways and start a pottery kilns ecommerce store, which you could cross promote with your existing store.

Sometimes all it takes is a little creativity!

Don't believe me...



Pam literally found thousands of potential products to ship thanks to attending a trade show! It's possible for you too. You just have to be creative and think out of the box.

That's the Key!

Thinking outside of the box is the key to starting a lifestyle business. Most people settle for the 9 to 5 because they can't think outside of the box and figure out a way to make money a different way. But now you know it's possible with a strategy and some hard work.

Let's Wrap This Thing Up

There you have it! Picking your niche is the make or break for your business.

But, don't get me wrong, once you pick a niche, your work isn't done!

You have to build a website, contact suppliers and get approved by them, you have to set up your tracking software, set up your email marketing, and then you have to automate everything. If you don't know what you're doing, then it may take you years to pick a profitable product, let alone start making sales. And some people get so overwhelmed, that they never get past the initial niche selection phase!

Luckily for you, I offer a program that can help you...

It's called Drop Ship Blueprint.

And for a limited time, it's \$1500 Off.

But only when you order from this page.

Instantly access Drop Ship Blueprint and you'll be on your way of owning your own highly profitable, semi-automated dropshipping business.

And we offer a 30-day money-back guarantee, so there's literally no risk on your part.

If you want it, work for it. It's that simple! You can't build a business on purely want and desire, you have to actually take action!

Hope to see you on the course.

Thank you for sticking with me! Here are the 237 profitable product ideas to help you get started in your dropshipping journey...

(BUSINESS-TO-BUSINESS

B2B

01	WELDING SUPPLIES	13	CONSTRUCTION SUPPLIES
02	MICROSCOPES	14	MOBILE BARS
03	PHYSICAL THERAPY EQUIPMENT	15	MARTIAL ARTS SUPPLIES
04	REPAIR CLIMBING	16	TATTOO EQUIPMENT
05	THEATERS & CONCESSIONS	17	FARMING SUPPLIES
06	RESTAURANT SUPPLIES	18	FISHING EQUIPMENTS
07	SCHOOL SUPPLIES	19	3D MODELING SUPPLIES
80	LABORATORY EQUIPMENT	20	OCEANIC EQUIPMENTS
09	REC CENTER EQUIPMENT	21	CAR PARTS SUPPLY
10	ART DEPARTMENT	22	GARDENING TOOLS
11	INDUSTRIAL SAFETY	23	NAVIGATION EQUIPMENT
12	MANNEQUINS	24	BUILDING MATERIALS

FAMILY

25	CAR SEATS	33	BABY PLAY STATIONS
26	BABY-PROOFING SUPPLIES	34	BABY TRAVEL SUPPLIES
27	STROLLERS	35	MATERNITY / NEW MOTHER GEAR
28	CRIBS	36	NURSERY FURNITURE
29	HIGH CHAIRS	37	ROCKERS/WALKER
30	BABY FOOD PREP	38	POTTY TRAINER
31	BABY MONITORS	39	TODDLERS LAMPS LIGHTING
32	BABY GATES		

HEALTH & FITNESS

40	ROWING MACHINES	50	DIP STANDS
41	STAIR CLIMBERS	51	DUMBBELLS & RACKS
42	SUPPLEMENTS	52	PUNCHING BAGS & STANDS
43	AEROPILATES	53	WORKOUT TRAMPOLINES
44	STATIONARY BIKES	54	PLYOMETRIC BOXES
45	WEARABLE TECHNOLOGY / BODY TRACKING	55	MMA TRAINING EQUIPMENT
46	ELLIPTICAL TRAINERS	56	TREADMILL
47	WORKOUT BENCHES	57	FITNESS TRACKER
48	HOME GYMS	58	POWER CAGES
49	INVERSION EQUIPMENT	59	EXERCISE BALLS/ ACCESSORIES
		60	AQUATIC FITNESS EQUIPMENT

HOBBIES

61	TELESCOPES	/ STARGAZING
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- 62 BIRD WATCHING
- 63 ROCK CLIMBING
- 64 SKYDIVING
- 65 GOLFING
- 66 DJ-ING
- 67 BACKPACKING
- 68 DEEP SEA FISHING
- 69 HOME BREWING
- 7() BOWHUNTING
- 71 MODEL TRAINS
- 72 GARDENING
- 73 DOLL HOUSES
- 74 scuba diving
- 75 SPELUNKING
- 76 PADDLE BOARDING
- 77 CAMPING

- 78 BILLIARDS
- 79 KITESURFING
- **SOLUTION** SURVIVAL PREPPING
- 81 MUSIC RECORDING & PRODUCTION
- 82 PODCASTING
- 83 3D PRINTING
- 84 RC CARS & PLANES
- 85 ROBOT BUILDING
- 86 METALWORKING, & GLASSBLOWING
- 87 POTTERY & CERAMICS

WOODWORKING.

- 88 PHOTOGRAPHY
- 89 SLACKLINING
- 9 PAINTBALL
- 91 HOCKEY TABLES
- 92 ARCHITECTURE MODEL KITS
- 93 SKATEBOARDS
- 94 LONGBOARDING
- 95 ARCHERY
- 96 KAYAKING
- 97 RAFTING
- 98 AUTOMOTIVE PARTS & ACCESSORIES
- 99 GAME TABLE ACCESSORIES
- 100 & SUPPORT

KITCHEN

101	SOUS VIDE COOKERS	113	RICE COOKERS
102	KNIFE SETS	114	BAR STOOLS
103	JUICERS	115	ESPRESSO MACHINE
104	SINKS & FIXTURES	116	FOOD DEHYDRATOR
105	WINE FRIDGES	117	FOOD PROCESSOR
106	DEEP FRYERS	118	BREAD MAKER
107	ASIAN COOKING SUPPLIES	119	STAND MIXER
108	OUTDOOR GRILLS	120	BAKEWARE SETS
109	DINING SETS	121	COUNTER ORGANIZERS
110	INFRARED OVENS	122	WINE RACKS
111	FONDUE SETS	123	ROASTERS
112	MOBILE ISLANDS		

MEDICAL

124	WHEELCHAIRS	135	BARIATRIC SUPPLIES
125	CPAP / SLEEP APNEA RELIEF	136	BRACES & SUPPORTS
126	AT-HOME HOSPITAL BEDS	137	FIRST AID / EMERGENCY SUPPLIES
127	MOBILITY SCOOTERS	138	ACCESSIBILITY RAMPS
128	ROLLATORS & WALKERS	139	DIABETES SUPPLIES
129	BATHROOM SAFETY FOR THE ELDERLY	140	BEDROOM AIDS
130	HOME VITAL MONITORING EQUIPMENT	141	STATIONARY CONCENTRATORS
131	SUPER POLES / ASSIST RAIL	142	MOBILITY AIDS
132	PATIENT LIFTS	143	PERSONAL ALARM SERVICE
133	LIFT CHAIRS	144	MEMORY AID
134	SCALES	145	ASSISTIVE DEVICES

OFFICE

146	STANDING DESKS	157	WATER COOLERS
147	OFFICE FITNESS	158	PAPER SHREDDERS
148	CONFERENCE CALL PHONES	159	SWINGING-HINGE PAPER CUTTERS
149	POSTURE SUPPORT CHAIRS	160	SHELVING UNITS
150	WHITEBOARDS & GLASS BOARDS	161	COFFEE MACHINES
151	VIDEOGRAPHY & PHOTOGRAPHY LIGHTS	162	LECTERNS & PODIUMS
152	OFFICE ORGANIZATION	163	FAX MACHINE
153	VIDEO CONFERENCE EQUIPMENT	164	PHOTOCOPIER
154	COFFEE TABLES	165	LAMINATING MACHINE
155	DRAWING TABLETS	166	FILING CABINETS
156	PROJECTORS	167	OFFICE PARTITION PANELS
		168	BULLETIN BOARDS

OUTDOORS

169	OUTDOOR HEATERS	181	OUTDOOR LIGHTING
170	PATIO FURNITURE	182	FIRE PITS
171	OUTDOOR SPEAKERS	183	GARDEN SCULPTURES
172	POOL VACUUMS	184	BIRD BATHS
173	OUTDOOR CINEMA	185	OUTDOOR THERMOMETER
174	IRRIGATION	186	CANOPIES
175	SWINGING CHAIRS	187	LAWN MOWERS
176	POOL TOYS	188	PLANTERS
177	WATER FEATURES	189	OUTDOOR LIGHTINGS
178	SHUFFLEBOARD TABLES	190	OUTDOOR POWER TOOLS
179	OUTDOOR GRILLS	191	OUTDOOR DECORS
180	наммоскѕ		

PETS

192	FISH TANKS	205	AIR PUMPS & FILTERS (FOR FISH TANKS)
193	CAT SCRATCH & CLIMB UNITS	206	WEARABLE TECHNOLOGY FOR PETS
194	DOG BEDS	207	OUTDOOR BIRD FEEDERS
195	FALCON HANDLING SUPPLIES	208	EXOTIC PET FEED
196	CHICKEN SHEDS	209	PET STAIRS
197	INCUBATORS	210	HUMIDITY CONTROL/FILTERS
198	CAGES	211	GROOMING TABLE
199	EQUESTRIAN SUPPLIES	212	DOG BITE TRAINING SUIT
200	PET TRAVEL SUPPLIES	213	PET GATES
201	PET REHAB EQUIPMENT	214	AQUARIUM STAND
202	AUTOMATIC FEEDERS	215	OUTDOOR PENS
203	PET HEALTH SUPPLIES	216	CRATE/KENNELS
204	CAT LITTER BOXES & HOUSEBREAKING		

SPORTS

217	PITCHING MACHINES	228	FENCING EQUIPMENT
218	PRACTICE DUMMIES	229	VOLLEYBALL NETS
219	PADDLE BOARDS	230	PHYSICAL THERAPY BRACES
220	JUMPSUITS	231	OUTDOOR MOBILE BASKETBALL HOOPS
221	FISHING RODS	232	SKEET SHOOTING LAUNCHERS
222	FOOTBALL SLEDS	233	ROCK CLIMBING EQUIPMENT
223	TRAMPOLINES	234	GOLF TRAINING AIDS
224	BOWLING BALLS	235	WATER SKIS
225	BODY-TRACKING (STEP COUNTER, RUNNING GPS, ETC)	236	WAKEBOARDS
226	POLE-VAULTING	237	TABLE TENNIS
227	GOLF CADDIES		

Additional Thoughts

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 small, but important, next action that would get 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 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.

Now, You Have a Choice to Make

Right now you have two choices...

Either you continue down the path you're on now, making costly mistakes, wasting time, and getting nowhere trying to piece together free info you find online...

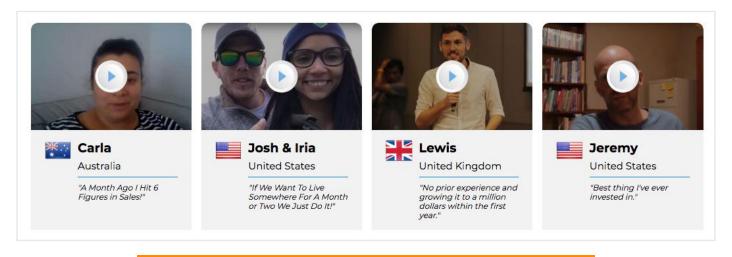
You could end up wasting years of your life this way!

Or you can <u>take advantage of the special \$1500</u> <u>off deal</u> that's running right now and I'll take you step-by-step through my proven system to start your dropshipping business right now!

The choice is yours!

If you're tired of working your dead-end job and you want a way to live life on your own terms, then now's the time to join Drop Ship Blueprint. You won't regret it!

Learn What REAL Students Have To Say:



JOIN DROP SHIP LIFESTYLE TODAY!

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 next step. And then the next one after that. And before you know it, you'll be looking back at how







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

FIND OUT MORE HERE

Our mission at Drop Ship Lifestyle

is to empower freedom through

entrepreneurship.

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 10,000 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 highly profile, 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!

JOIN DROP SHIP LIFESTYLE TODAY!