

Secret

eBaY

Niches

Version 2.1

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Introduction

EBay is a huge marketplace with new buyers and sellers signing up very minute of every day! That means there are millions of buyers looking for products to purchase. You can use this extraordinary marketplace to put money in our pockets. And have fun doing it!

In this report, I'll show you how to find hot products selling on eBay and how to find the Top Sellers of those products. I'll show you how to "spy" on those top sellers and find out what they are selling. You can even see how much money they're making!

For those of you already selling on eBay, you'll learn some Sure-Fire Techniques to Get Your Products Sold for Top Dollar!

If you have not yet registered as an eBay user, now is a good time to do it. Click here to register: [eBay Registration](#). There are certain searches I'll be showing you that you are not allowed to perform unless you are a registered user, so get a User ID now if you do not already have one.

Why eBay is a Great Opportunity

At this writing, more than a million people sell on [eBay](#) either part time or full time, and the number continues to climb. With millions of registered users shopping on eBay every hour of every day, 365 days a year, it is a great place to sell just about anything that can be mailed or shipped. eBay never closes! I'm often surprised at the time of day that some of my items sell.

If you have a dream of working for yourself and being your own boss, you can make it happen by selling on eBay. Many PowerSellers started out selling as a hobby and then went on to become successful eBay sellers.

Selling on eBay is probably the fastest way to make money online. Anyone can do it, it's fun to do, and there is unlimited opportunity. No wonder it's become one of the most popular websites on the Internet!

You can start selling on eBay and grow a very lucrative business for yourself. All you have to do is educate yourself and be willing to put in the time and effort to learn the business. There is no reason why you can't jump in and make money selling products on eBay.

If you're already an eBay seller, you can become a PowerSeller in 90 days and start making enough money for yourself and your family, so

that eBay becomes your full-time income. This has happened to many PowerSellers, and it can become a possibility for you, too!

Whether your goal is to work your eBay business full-time or part-time, the possibilities are endless when it comes to what you can sell and how much you can earn, but your success will, to a large part, depend upon which products you choose to sell and how you market them.

How to Get Started

Lots of eBay sellers start out selling things around the house. They sell anything they can find that can be shipped. During the process they often find products that they enjoy selling. For example, some sellers specialize in selling movies and DVD's. Others specialize in selling house wares such as cooking utensils and other kitchen house wares.

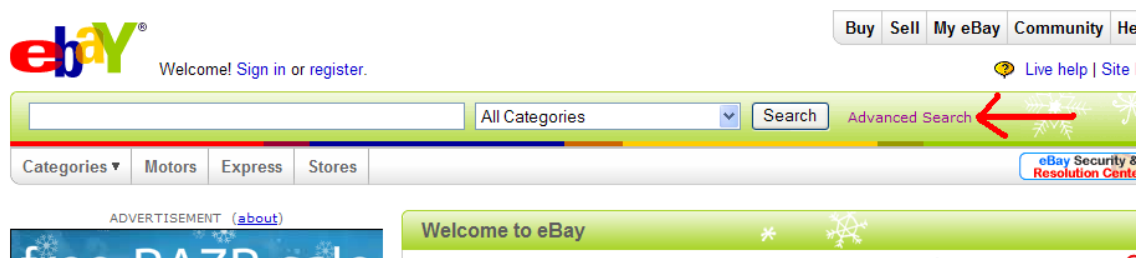
Many people will tell you it's best to sell items in which you are interested. They say you have a much better chance of succeeding on eBay when you sell things you enjoy buying and selling. But before you sell anything on eBay, you must do research to find out if there's a market for the product. If buyers aren't interested in what you're selling, you'll just be wasting your time and wasting your money on listing fees.

The Easiest Way to Succeed on eBay is to Sell Hot, Popular Products

I don't care what anybody says, this is the way to make the kind of money you want without having to work so hard. Granted there are eBay sellers who manage to make money in niches that aren't all that popular, but they don't make a lot of money, and they have to work much harder.

How to Find Hot, Popular Products

There are several ways to find hot, popular products. One way is to research the eBay market and find hot niches yourself. You can research your product using the "Advanced Search" feature. The "Advanced Search" link can be found on eBay's home page as shown below. Click [here](#) to go to eBay's Advanced Search page.



On the Advanced Search Page, enter your search words and select "Completed listings only." You'll have to sign in to use this search

feature. If you didn't register and get a user name earlier, go here to get one now: [eBay Registration](#).

When researching for products to sell on eBay, the most important information is what has ***sold***. Study all the items in that category that have sold and find the answers to these questions: How many people bid on auctions? How many auctions sold? How many expired without selling? How much did buyers bid? These are the most important keys in researching products to resell. Some people make the mistake of looking at what is selling rather than what has sold, and they don't get an accurate picture of the niche. So make sure your research includes "completed listings."

The screenshot shows the eBay search page titled "Search: Find Items". On the left is a navigation menu with sections for "Search", "Items", "Stores", and "Members". The main search area contains a text input field with "digital photo frame" and a red arrow pointing to it. To the right is a "In this category" dropdown menu set to "All Categories" and a "Search" button. Below the search bar are several options: "Search title and description" (unchecked), "Completed listings only" (checked with a green box and a red arrow pointing to it), and "Save this search to My eBay" (unchecked). There is also a dropdown for "All of these words" and an "Exclude these words" text input field. At the bottom, there are "Items Priced" fields for "Min: US \$" and "Max: US \$".

After entering your keywords and selecting "completed listings only," you will get results for all the auctions that have ended. Click [here](#) to see the results from the above advanced search. Those

auctions that sold will appear in green; those auctions that did not sell will appear in red. The search results will also show how many bids were placed and the date the auction ended. At this writing, the search results go back 14 days.

You can narrow down your search by hitting the back button and adding keywords. In this example, I've added the keywords 8" Kodak, as shown below:

The screenshot shows the eBay search interface. At the top, there is a yellow header with the text "Search: Find Items". Below this, on the left, is a sidebar with a "Search" section containing links for "Find Items", "By eBay Motors Categories", "Items by Seller", "Items by Bidder", and "By Item Number". There are also sections for "Stores" and "Members". The main search area has a text input field containing "digital photo frame 8\" kodak" and a dropdown menu for "In this category" set to "All Categories". A "Search" button is to the right. Below the input fields, there are checkboxes for "Search title and description", "Completed listings only" (which is checked), and "Save this search to My eBay". A dropdown menu for "All of these words" is also present. There is an "Exclude these words" section with an empty text input field. At the bottom, there is an "Items Priced" section with "Min: US \$" and "Max: US \$" followed by empty input fields.

Here are the results of that search: [digital photo frame 8" kodak](#)
Notice how much difference it can make in the results when you add keywords to narrow your search. This is how you find hot products that are selling!

You can do this to research all items you are thinking about selling on eBay. This technique shows you how well the item is selling, how much it's selling for, and how interested buyers are in buying

products in that niche. You can tell how interested buyers are in the niche by how many bids are placed on auction type listings.

Characteristics of Hot Niches

Finding popular products to sell is the most important skill you can learn if you want to be a successful eBay seller. You'll need to know how to find popular products that buyers are searching to buy.

Most hot niches with popular products have common characteristics. The three most important characteristics of lucrative niches are the following:

- 1. There are multiple bids on most auctions*
- 2. Some auctions have buyers competing to win the item*
- 3. Most auctions end with the items selling*
- 4. Some auctions end at close to or above the suggested retail price*

It's an interesting phenomenon with eBay buyers that they're often willing to pay more for an item on eBay than if they had purchased the item at the local mall! This is due to the psychology involved in auction bidding. Buyers often become emotionally attached to their auctions and find themselves competing with other buyers for products. Wise sellers use this buying psychology in marketing their products.

Treat Your eBay Business Like a Real Business

Work your eBay business like a real business, and you'll be more likely to succeed. In order to become a PowerSeller, you must take your business seriously and treat it just like a full-time job.

Dedicate yourself to learning as much about eBay as you possibly can. In order to do this, you may be working two full-time jobs for a while, but it will be worth it in the long run!

Tip: When you start making money on eBay, you might think it's yours to go out and spend on celebrating at your favorite restaurant, or buying some things you're been wanting. Wrong! In the beginning, the money you make on eBay should be put back into your business. This is the way to build your business into a profitable, thriving full-time income. When you're tempted to spend all your eBay earnings, remind yourself that you need to put the money you earn back into your business, at least in the beginning.

Power-Buy to Power-Sell

As an eBay seller, the money you make is often made when you buy your products. In other words, the products you purchase and the price you pay for them, in large part determines how much you will make when you sell them.

In acquiring products to sell on eBay, you'll need to decide these two things: What products to sell, and where to find those products.

Selling the Right Products

I keep repeating this because it's very important: Selling popular products in hot niches is the most important aspect of a successful eBay business.

Consider this example: You find an opportunity to get in on a "great deal" and get the chance to buy 500 collectibles for a very cheap price. So, you run out to buy them, and put them up for sale on eBay. You didn't have time to research the market, so you bought the items without doing any market research.

If this or something similar happens to you, your chances of making money are small, and your chances of losing money are quite high. It doesn't matter how cheaply you are able to buy products if you're not able to sell them for a profit. If nobody wants them, you won't make money! So don't get in a hurry to run out and buy products before you find out if they will sell profitably. Lots of sellers have learned this the hard way and have lost money.

If you find a good deal, that's great. Just make sure you do the research to find out if you can make money on that particular product before making your final purchase.

I want to show you an example of a hot niche and a technique that works great for this niche.

Example of a Hot Niche

Designer Handbags - This niche is *HOT*. People flock to designer brand clothing and accessories, especially handbags. The most popular designer brands come and go; and one of the most popular designer brands right now is [Coach](#).

Some handbag styles are more popular than others, and new handbags usually (but not always) sell for higher prices than pre-owned handbags. Go ahead and take a look at this highly lucrative niche and see for yourself.

Great Selling Trick - Here is one marketing technique that you can start using now. This is a technique that gets buyers fighting over your products! First you need to obtain a very popular designer handbag, like a new or “like new” Coach handbag.

Take at least 4 pictures of the handbag, and include a picture of the Coach Creed label inside the bag. Include the style number as well. Give a full description of the bag, and you can get ideas from studying the completed listings.

Titles Sell Products - Make your title as detailed as possible.

For example, instead of using the title “Coach handbag,” use a title that includes as many keywords as possible such as this:

AUTHENTIC COACH SOHO Signature HOBBO Handbag Purse 10908
NWT.

Use as many keywords as you possibly can. If you don’t know already, “NWT” means “new with tags” and “NWOT” means “new without tags.”

Pricing is the Key! - This is the most important part of this technique: List the handbag as an auction and start it very low, between \$0.99 and \$5.00, and list it for 7 days, ending on Sunday night between 18:00 and 22:00 Pacific Time.

Once your listing is in place, it might take a few days to get your first bid, but you’ll probably get at least the minimum bid very quickly. The most activity will be during the last hour of the auction. During the last 30 minutes, you might want to take time out and just watch the action. It will surely give you quite a thrill as you watch buyers compete to win your auction!

You can use this niche and this one technique to get started making money on eBay right away! The secret is to know your niche’s market. You must study the completed listings for a particular handbag, and then you’ll be able to make money.

There are tricks to finding these handbags and techniques to selling in this niche, as well as hazards you'll need to know about. I've written an excellent guide that will help you make the most profit in this niche, and it includes great tips and techniques. Get your copy here: [How to Buy & Sell Designer Handbags](#).

If You Do This Right, You Can Make A Ton of Money on eBay!

Remember that you make your money when you buy. You make money by buying hot, popular products at a price low enough to make money when you sell them.

If you do this right, you can make a ton of money on eBay. There are many PowerSellers who are doing it, and you can do it, too.

How to Spy on the Top Sellers

A great way to do market research is to see what other sellers are doing: what they are listing, how well it is selling, what they have available in their stores, and how much they have sold.

At this writing, the completed listings, or sold items, can be viewed for any seller for the past 14 days. You can view any seller's completed listings during that time period by using the advanced search feature on eBay.

Let's view the completed listings for a well-known seller, cashco1000. Start by clicking on the "advanced search" link on the home page. On the advanced search page, click the box for "completed listings only" and click the button for "From specific sellers." Then enter the seller's user name and click on "search." You'll then see that seller's completed listings for the past 14 days.

The screenshot shows the eBay advanced search page. At the top, there are two input fields: "Enter keyword or item number" and "In this category" (set to "All Categories"). A "Search" button is to the right. Below these are links for "general search tips" and "advanced search commands".

There are three checkboxes: "Search title and description" (unchecked), "Completed listings only" (checked, with a red arrow pointing to it), and "Save this search to My eBay" (unchecked). Below these is a dropdown menu set to "All of these words".

There is an "Exclude these words" input field with the text "Exclude words from your search" below it.

There is an "Items Priced" section with "Min: US \$" and "Max: US \$" input fields.

There is a "From Sellers" section with three radio buttons: "From any Sellers" (unchecked), "From specific sellers (enter sellers' user IDs)" (checked, with a red arrow pointing to it), and "From My Favorite Sellers" (unchecked). Below the "From specific sellers" option is a dropdown menu set to "Include" and an input field containing "cashco1000" (with a red arrow pointing to it). Below this input field is the text "Search up to 10 sellers, separate names by a comma or a space."

Click [here](#) to view cashco1000's completed listings for the past 14 days. You can use this technique to spy on any ebay seller and see what they have sold the past two weeks.

Looking at what other PowerSellers are selling and how they're marketing their products can be a great teacher if you take the time to observe and study their methods. You can also use eBay's Market Research (see below) to search by seller user ID.

eBay's Research Tools

Visit [eBay Pulse](#) to check out the Top 10 Searches in each category, and you can also download the [What's Hot](#) report that eBay offers monthly.

eBay Pulse is a great way to find out the most popular searches, but remember that search results can become skewed by sellers doing their own market research and entering keywords multiple times. Search statistics don't tell the whole story; you must include items that have sold to get the full story about a product niche.

The What's Hot report that eBay offers monthly is a good way to look for product niches to research further. You won't find specific brands and products in this report, but it does provide you with a good general place to start researching further.

EBay's [Market Research](#) is a great tool to use for obtaining the STR and other statistics. Currently, you can subscribe for two days at a time, or pay a monthly fee for unlimited access. You can view and analyze top searches, average start prices, and average sold prices.

It's an excellent way to determine the profitability of a niche you are considering selling in and will be well worth the low cost monthly fee.

Sure-Fire Techniques to Get Your Products *Sold*

At any given time, there are many products that are being listed on eBay that simply aren't selling. The average STR on eBay is 33%. In other words, for every three items that are listed by sellers, one out of three will sell. So if you start selling on eBay, two-thirds of your auctions on average will end without selling. That is, unless you sell in hot niches!

The No. 1 Sure-Fire Technique is to *Sell Hot Products*

This is the most important technique of marketing on eBay: Sell popular products in hot niches. This is the very best marketing technique of all. Find out what people want, and give it to them!

Once you obtain hot, popular products to sell in your eBay business, you'll still need to learn proven techniques and tips in order to get the highest possible price for your auctions.

Here are some tips to help you get the most profit for your auctions:

Do's and Don'ts for Highest Profits

- Do Sell Popular Products in hot niches
- Do post sharp, clear pictures of the item
- Do use a Gallery picture
- Do work diligently to keep 100% feedback rating or close to it
- Do write clear, detailed descriptions of your items
- Do offer PayPal - it's the preferred method of payment with most buyers
- Don't refuse to give refunds - your future success depends on the satisfaction of your customers!
- Don't allow even one negative word to appear in your listings; it's a turn-off to buyers
- Don't delay shipping - do it as quickly as possible, preferably within 24 hours
- Don't start auction prices too high
- Don't use a Reserve (except on rare occasions)

If you'll follow these rules, you'll make a ton of money on eBay, and you'll build your business into a sound, lucrative and successful business for many years to come.

PowerSeller Program

Would you like to become a PowerSeller and make enough money on eBay to make a nice full-time income for yourself and your family? At this writing, it takes 90 days to become a PowerSeller.

PowerSellers must meet certain criteria before being invited by eBay to participate in the PowerSeller program. Sellers who manage to keep at least a 98% positive feedback rating and maintain excellent sales performance (at least \$1,000 monthly for three months) are eligible to become PowerSellers. They enjoy special customer service, exclusive offerings, and invitations to special events. This program gives sellers a certain status online, and becoming a PowerSeller increases exposure and thereby increases sales.

You can easily become a PowerSeller in 90 Days if you sell popular products. This is the number one most important element to becoming a PowerSeller. Sell popular products that buyers are searching for and are willing to dig into their pockets and pay for in order to achieve the highest success on eBay.

Lucrative Niches on eBay

Wouldn't you like to know the secrets to making big money on eBay? This powerful Guide will help you jump start a successful business on Bay quickly and easily! You'll discover what buyers are looking for and how you can profit from the hottest niches selling on eBay right now.

Lucrative Niches literally hand-feeds you the most profitable products to sell on eBay. It even tells you about actual websites you can go to and buy products to resell, and shows you proven marketing techniques to get your products sold for top dollar.

What else could you ask for? This Guide covers it all! Check it out here: [Lucrative Niches on eBay](#)