



D R O P   S H I P  
**SECRETS**

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**NICHE SELECTION  
CHECKLIST**

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Powered by: Drop Ship Lifestyle

# Niche Selection Checklist

I can't stress it enough; choosing your product's niche is brutally important when building your drop shipping store. If building your website is like building the first floor on a building, choosing your niche is like laying the foundation.

When you are choosing a niche, you're choosing products that exist within a **specific market**. These products are exclusive and specific to a *small portion* of the entire online market (e.g. a site that sells straight razors vs Amazon).

My proven framework for drop shipping calls for a certain criteria when we are selecting niches:

- **Price** If you want to make money, we need to sell expensive products. Aim for niches with products priced at \$200 and above.

- **Market** Look for products to sell online to upper-middle class single people or families with disposable income. These people are used to shopping online and comfortable making large purchases over the internet.

- **Brand** Avoid selling products that customers already have brand loyalty for. It's hard to convince people who are looking for a specific brand to shop generic instead.

- **Shipping** Shipping can be expensive but a winning combo is a high-priced product that has low shipping weights.

**Use this section to brainstorm any niches that you think might be good for drop shipping. Make a list of at least 50 and record how they meet the niche criteria above.**

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