



Powersellers-niches 'Learn What's **Hot** and What's **Not**'

Version 1.0

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Introduction

Firstly, I would like you thank you for purchasing my eBook and I hope it will provide you with some good information as you find your 'niche' within eBay.

Let me introduce myself, I am Tommy McLaughlin, I discovered eBay around 7 or 8 years ago, I began using it to buy 'bargains' then as most people do started selling unwanted goods I had such as clothes, bric-a-brac lying in the attic and garage.

I then discovered eBooks and as a direct result, now help others make an income on eBay.

This eBook was born when I had an idea to write a report called the 'eBay Leg Up' Report. It detailed the Top Ten Niches on eBay USA and included resources to help people sell within each niche. I will admit to being very nervous as it was my first attempt at writing.

I decided to test the report.

The report was warmly received, I also took it as an opportunity to gather constructive feedback, some of which suggested I expand the report to an eBook and include eBay UK and here we are!

Hope you Enjoy it !

*Tommy
McLaughlin*



Finding your Powersellers-niche

There are a number of ways to get started selling your products on eBay; you can comb your house, you can ask your friends, you can even go to auctions and thrift stores and stock up on new products to sell (this is especially good when it comes to antiques). However, one does not earn the title of eBay Powerseller by selling an item here and an item there.

What is an eBay Powerseller? An eBay Powerseller, is what you want to become. A Powerseller is a person who consistently sells a large amount of products on eBay every month while at the same time adhering to all of eBay's rules and regulations.

This is exceptionally important because when you begin to move a large volume of items, it becomes very tempting to begin cutting corners and you don't want to do that. In order to make a success of your eBay business it is going to be essential that you build a strong reputation for yourself on eBay, and cutting corners is not the way to go.

Negative feedback can be the loose timber that collapses the bridge upon which you have built your business. Needless to say, cutting corners can result in your business dying a slow, painful death. While there are other methods of selling your products, very few of these will offer you the freedom and potential profit that can be had from selling on eBay. This is not a door you want to close on yourself.

But I digress, we were discussing how you were going to become an eBay Powerseller, and the answer to that is to keep up with the market and find the best niche from which to sell your products, then find a way to obtain them at a reasonable price.

As a new seller you are going to find that you have to search for wholesalers all by yourself; however, once you have become an eBay Powerseller you will have the resources of the entire eBay network of wholesalers at your disposal. This is not an advantage to be sneezed at.



In order to obtain these resources you must first obtain the status of Powerseller. The best way to do this is to work within the current most popular niches on eBay, as was illustrated in an earlier installment of this report, and to continuously refer to the **eBay Pulse**, and seller "**What's Hot**" reports.

This information will change regularly, so it is essential that you stay on top of the market. Below, you will find illustrated twelve of the current hottest markets in the United States, as well as the twelve hottest selling categories in the United Kingdom and hints for making sure that your products are the ones your customers come calling for.

By following the hints and tips listed in this eBook you will hopefully launch your products to a successful start, giving your old business a boost or giving yourself a whole new start.

This could be a good time to get a cup of tea as there are twenty four powersellers-niches coming up



Ebay USA

Webkinz

Ask anyone anywhere in the world and they will be able to recall the glory days when Beanie Babies were the hit of the century and collectors were able to make huge profits wheeling and dealing them on smaller markets.

As Beanie Babies have begun to fade out of the limelight, Ty has chosen to introduce Webkinz.

These little plush angels are available for sale at most major retailers, and, if purchased and marketed properly, offer a tremendous opportunity for profit for the savvy investor.

The trick to selling Webkinz is to get your hands on either those which have been retired or those that are soon to be retired. These are the products that are going to create the greatest demand on the market, and subsequently will have the highest resale value.

When you are listing your Webkinz be sure to include their product status; there are many individuals who are just getting into the business of Webkinz and are attempting to put together a full set, but are not educated in which Webkinz are difficult to find, and therefore are worth the higher price they will pay.

There are a number of retailers that sell Webkinz; however, in order to make a profit you are going to have to purchase them at a low price.

On the next page I have listed some Webkinz wholesalers, as indicated by the company itself.

When you are selling Webkinz it is essential to remember that these products will appreciate in value; therefore, it is worth stocking up and carefully packaging them away, taking them back out for sale when their value rises.



Here are a selection of useful contacts for Webkinz:

Playful Plush Toys: <http://www.playfulplush toys.com>

Trading Card Collectibles: <http://www.tradingcardcollectibles.com>

Toy Experts Toys: <http://www.toyexperts.com>

Party Pro: <http://www.partypro.com/items.asp?Cc=WEBKINZ>

The Planet Shops: <http://www.wackyplanetcom/webkinz-world-famous-pets.html>

PokeOrder: <http://www.pokeorder.com/webkinz.html>

Cards n Such: <http://www.cardnsuch.com>

bb Toys: <http://www.bbtoystore.com>
(they also carry A LOT of Beanie Babies and other Ty merchandise)

One of the advantages to selling Webkinz on eBay is that there are a number of retailers which offer you the opportunity to pre-order Webkinz; therefore, you have the opportunity to sell a pre-order on a soon to be released Webkinz to your customers.

While this may not find great favour among the general public, those collectors who have not yet found other means of purchasing Webkinz before they are released on the market will be willing to pay a pretty sum for the opportunity to be guaranteed a Webkinz when they hit the market; stores generally sell out fairly quickly.



Listed below are some sites from which you can pre-order Webkinz:

https://secure.dnihost.net/kwj/merchant.mvc?Screen=CTGY&Category_Code=02webkinz

http://www.flamingice.com/Merchant2/merchant.mvc?Screen=CTGY&Store_Code=TFIC&Category_Code=NEWWEBKINZ

<http://www.sweetbe.com/candystore/catalog/Webkinz-Preorders-p-1-c-313.html>



Baby Products-Baby Einstein and other Developmental Toys

With the pressure being put on children to be miniature prodigies by the time they enter kindergarten, it is no wonder that products which claim to help increase a baby's intelligence have become major sellers on the market.

Although all baby developmental toys are in demand, Baby Einstein is currently leading the field. With the high price these products sell for on the open market, the practice of turning to e-bay for their purchase is becoming increasingly popular.

Of course, in order to make a profit from selling these items it is first necessary for you to buy them at a reasonable price. This can be done by making a purchase through a wholesaler; however, wholesalers which sell Baby Einstein at a price dramatically lower than their retail price are few and far between.

Instead, it is often easier to purchase these products, particularly the videos, from a children's consignment shop and resell them. Be sure that if you do this you carefully examine the condition these videos are in; unfortunately, children tend to be very rough on DVDs, and it will not do a thing for your professional reputation on eBay if the products you are selling are not up to par!

Videos sell best if you can manage to accumulate a complete set, and it is often helpful to couple the Baby Einstein videos with another developmental product of a lesser value and sell the two together for a higher price. Buyers are almost always willing to bid more if they think they are going to get more for their money; how much more is strictly up to you!



Here are some useful contacts that deal in this niche:

Urban Kidz: <http://www.urban-kidz.com>

Go Babies: <http://www.go-babies.com>

The Baby Society: <http://www.babysociety.com>

Brainy Baby: <http://www.brainybaby.com>

Just Me Music: <http://www.justmemusic.com>

These are just a few that specialize in Baby Toys and accept wholesale orders.

If this is definitely the niche you want to follow then another good resource would be the Toy Directory.

This website has hundreds of contacts of all various categories of Baby Toys.

Toy Directory: <http://www.toydirectory.com>



Baby and Toddler Clothing

Infant clothing is often ridiculously expensive when purchased from a retailer and children are rarely able to wear it for a sufficient length of time to wear it out, thereby justifying the initial expense. For this reason, many parents choose to turn to eBay to locate new and secondhand baby and toddler clothing (and shoes!) at a good price.

If you are selling baby clothing it is going to be most beneficial to sell items in large sets. The simple fact of the matter is that infant clothes are small and young children need a lot of them; while they will probably never wear them out they will manage to mess their way through four or five sets of clothing a day. Decorated Onesies, two piece matched sets and holiday clothing (remember that darling "Baby's First Christmas" sleeper set you saw being sold at WalMart for a ridiculous price in light of the fact that it will only be worn one day of the child's life?) will sell the quickest.

Be sure that when you are preparing to sell baby clothes you include a picture of every item that will be included in the set. It is not enough to simply say you have a bag full of baby clothes, size X; this could be anything, and a parent could find themselves paying an exorbitant amount of money for clothing they hate. They need to be able to see what they are buying prior to making a purchase.

Infant and toddler shoes are another product that parents often look on e-bay to purchase, particularly those that fall into the gaps of specially sized (wide width) or small children's shoes (there seems to be a gap after children's size 3's in many retailers).



Both shoes and clothing can be purchased from either a wholesaler or a children's consignment shop; consignment shops only take products which are new or very gently used, thereby ensuring that you will not have your typical, substandard secondhand product to sell, and many of them prefer to deal in brand name products.

Some of the wholesalers that deal in children's clothing and shoes and can be accessed online are:

Trade Key: <http://www.tradekey.com/>

Home of Shoes: <http://www.homeofshoes.com>

Fap Shoes: <http://www.fapshoes.com>

KeyWestKidsWear: <http://www.keywestkidswear.com>

These companies also accept wholesale inquiries, and I would suggest you request a catalogue and get the best price possible per unit.



Sunglasses

Name brand sunglasses have always been difficult to locate at a reasonable price; as a matter of fact, in light of the current rate of inflation any type of sunglasses are difficult to locate at a reasonable price.

For this reason, if you can locate these name brand products at a bargain price it is almost guaranteed that you will be able to auction them for much more than you paid for them.

Currently, Serengeti and Oakley are leading the market in the sunglasses that are highest in demand. These two particular brands are difficult to obtain at wholesale prices as well due to their popularity; however, Serengeti sells for an average price of \$80-\$100 and Oakley for \$100 or higher; if you can obtain these products for less than that you are all but guaranteed a profit.

Here are some contacts that will be useful to you:

Trade Key: <http://www.tradekey.com/kb-oakley/>

this site will direct you to wholesalers who sell in bulk-you may be able to pick up hundreds of items of merchandise in single purchase

Salehoo: <http://www.salehoo.com>

This company actually specialises in the wholesale of many products. There is a registration fee of about \$70; however, if you are going to be purchasing an extensive amount of products wholesale this fee will pay for itself over and over again.

Incognitoinc: <http://www.incogonitoinc.com>

This is a good contact that will offer good wholesale prices and have catered for many major names, they are based in Michigan and traded over 30 years.



Collectibles

Collectibles will never cease to be a popular item; as quickly as fads develop companies produce collectible merchandise to accompany them. It should come as no surprise to anyone that Star Wars, Fantastic Four and X-men collectibles are currently leading the market; these movies have swept the nation and acquired a huge following in the last five years.

Purchasing these items wholesale can be done with the proper amount of research. There are many private collectors who are going to be willing to sell you the products they have collected over the years.

This is an excellent opportunity to put an advertisement in the local paper to attempt to appeal to those who collected the originals; the X-men and Fantastic Four comic books and merchandise that was released when the original Star Wars trilogy was released in the 70s will have a much higher resale value at auction.

These should not be hard to acquire due to the fact that the individuals likely to be in possession of them are going to be coming to the age when their children are gone and they are seeking to acquire more economical living arrangements.

The need to downsize is going to make them much more amenable to selling their collectibles than individuals who still have children living at home and therefore have need of homes with more storage space.

To give you some idea of the kind of profit these collectibles can bring, there was recently a set of original collector's Star Wars plates that sold for \$700 at auction. \$700 for 7 plates, and this is only the tip of the iceberg.



These collectibles are another instance where it is absolutely essential that you take the time to be thorough when listing them for auction; there are going to be many interested buyers that are completely unaware of the rarity of many of the products you are going to be able to find.

When you locate a rare original take the time to research other sellers on the 'net who include it as a part of their merchandise, and use this as a baseline for determining your price. If you are unable to find the product in question anyplace else, take the time to research similar items from that time frame.

It is very easy to become carried away and overprice your starting bid for many of these rare products, resulting in the payment of inclusion fees for products which will never be sold. When dealing with collectibles it is best to sit back and allow the auction system to do its job.

A couple of contacts that will help you are:

Swfigures: <http://www.swfigures.com>

SwFigures specialize in the wholesale of Star Wars and other Si-Fi Products

TradeKey: <http://www.tradekey.com>

TradeKey as always will help you source the wholesale of Sci-Fi or any other products.

This is just one example of a 'collectible' niche but to give you other ideas of what is currently selling on eBay then [click here](#).

Some other 'collectible' niches

Hollywood Collectibles: <http://www.hollywoodcollectibles.com>

Wholesale Discoveries: <http://www.wholesalediscoveries.com>

(A Great Website with lots of collectible niches ideas, and has a free wholesalers club.)



Laptop Computers

Regardless of the fact that quality laptops are available from retailers for an incredibly reasonable price there are still many who are going to turn to e-bay in an attempt to find a better deal. Take advantage of this. HP is currently leading the market in the "Hot Categories" listing; however, Toshiba has recently released a line of laptops which are quickly rising in popularity among the consumer market.

Regardless of which brands you choose, it is very simple to get a great deal on these computers. You can work with a wholesaler or you can simply scavenge local retailers in an attempt to locate merchandise they are attempting to move quickly, thereby cutting the price by as much as 50%.

When listing these laptops for sale it is vital that you take the time to discover the particular specs about the computer in question, especially regarding the hard drive, memory and graphics card. It is also important that you take the time to find out a little bit of information about the battery.

Having been misled regarding the life of a battery after a purchase is one of the most common complaints that consumers have after purchasing a new laptop.

Include all of this information, as well as any available warranty, in your product description, and be prepared to answer questions. A laptop is not a purchase to be made lightly, and your customers will not treat it as such.

They are going to want to stay well informed.

The sale of a laptop computer is also an opportunity to push other computer related products in a "twofer" sale.



This is especially popular with printers, as there are many who feel that their laptop simply will not work with their current printer and will be thrilled to pay a little extra for a printer that is intended specifically for use with their laptop.

You know this isn't so, and I know this isn't so, but they will pretend that they have no idea, and their loss is very much your gain.

Some useful contacts for laptops:

Laptop Plaza: <http://www.laptopplaza.com>

Competitive in price for laptops and other accessories, you can also get a full online price list catalogue to browse.

CDW Outlet: <http://www.cdw.com>

Outlet for Laptops and accessories, you can also receive a catalogue with all latest prices.

Wholesale Laptops: <http://www.wholesalecentral.com>

You will find Laptops here at very competitive prices worth a look !

Wholesalers Direct : <http://www.wholesalers-direct.com>

Another good resource for Wholesale Laptops.

These are just some examples of Wholesalers that can help you if you decide on this niche, we will now go on to the next niche that can go 'hand in hand' with this niche.



Computer Components

For the true techno-devotee there is nothing more stimulating than the challenge of assembling your own computer; however, to do this it is necessary that you first have the parts. Obtaining quality computer components at a reasonable price can be a very difficult proposition; making these components available to your buyer's market will set you up for what will prove to be an almost guaranteed profit.

Again, these pieces are best purchased through various computer shows and through sales at local retailers, then sold online. There are some wholesalers, such as those listed below, that deal in computer components, and will enable you to get a good price on recently released products. The products which are currently in the greatest demand for computers on e-bay are motherboards for laptops, sound cards for desktop PCs, hard drives and various accessories for game playing.

Here are some wholesalers that will supply you components at wholesale prices:

Outlet PC: <http://www.outletpc.com>

Evertex: <http://www.evertex.com>

CPU 4U: <http://cpu4u.com>

CPU Prices: <http://www.cuprices.com>



eBay Motors

There is so much popularity associated with selling traditional e-bay items (i.e. stuff you happen to have sitting around your house) that it is very easy to forget that it is possible to turn a profit selling what's sitting around in your garage as well!

The average household has more than one vehicle, and in conjunction with those vehicles is the inevitable moment when one of them is suddenly no longer functional.

What do you do then?

Fortunately, eBay motors takes care of that problem. Currently leading the market on eBay motors are those items relating to the use and maintenance of the MG Midget, the vehicular dynasty that cemented MG's reputation as a maker of sporty cars.

As any collector and dealer knows, there is money and pleasure wrapped up in classic cars but maintenance can be very difficult. Offering the parts needed to perform this necessary maintenance will make you yourself an invaluable resource.

Locating said parts can be a bit difficult. A couple of sources have been included to get you started; however, getting a great deal is going to be primarily a matter of doing a little bit of research.

Recommendation? Take the time to visit your nearest auto auction that specializes in this sort of thing. While the concept of going to an auction to purchase something which you intend to sell at an auction may seem unusual at best, you will not regret it.

These Links may be of interest to you:

MG Breakers: <http://www.mgbreakers.com/>

Bentley Publishers: <http://bentleypublishers.com>



Scrapbooking

It is easy to forget that the population shopping on eBay is incredibly diverse; there tends to be so much stereotyping going on when it comes to posting products for sale that many people forget to think outside the box (i.e. there is a life beyond video games and other assorted electronics).

Those who enjoy exploring their crafty side enjoy using the crafts section of eBay to find unusual items with which to express themselves.

Ironic as it may seem, scratch and sniff stickers are flying off of the virtual shelves at the moment. Why?

The reasons are uncertain, but it may be that these long time favorites are no longer as popular with major retailers as they once were, and while they add a wonderful touch of nostalgia to a scrapbook they are much harder to locate mainstream.

Some of the more unusual varieties (such as pizza!) are selling for as much as \$12 a sheet; considering that they can be purchased for only a dollar or two if you know where to look, the potential is undeniable!

To find scratch and sniff stickers at rock bottom prices sellers can go to:

[Scratch n sniff bargains here](#)

or [Scratch n sniff bargains here](#)



Money

As strange as it may seem, it is possible to make money by selling money on eBay. This is a GREAT pastime for people who like to travel; simply take along enough money that you can afford to change a little bit extra when you're back in the States!

US money sells at a profit, particularly bills and coins with historical significance; however, it is money from Australia that is leading the group in the hottest sellers department.

It seems that this land down under is not as under as some people would like to believe. A two ounce kookaburra silver coin recently sold for over thirty dollars; older coins will sell for much more.

Another hot one recently was a Jack Nicklaus £5.00 GBP Sterling Note, as it detailed a 'bio' of Jack's Golfing Achievements.

Hot Money listed on eBay US: [hot money listed on eBay US](#)

Hot Money listed on eBay UK: [hot money listed on eBay UK](#)

Hot Money listed on eBay AU: [hot money listed on eBay AU](#)



Land

Land is a bit different from other items that you are selling on eBay. For the purposes of this niche, the focus will be on land within Florida since it is the number one market for selling land on eBay. Here are the top ten markets for selling land on eBay:

Florida

California

Texas

Arizona

Colorado

Michigan

Oregon

New Mexico

Nevada

North Carolina

There is also a landing page on eBay's website where you are able to specifically sell land or real estate:

<http://pages.ebay.com/realestate/land.html>

Within the Florida land market on eBay, there are about sixty active listings being sold by sellers. Prices range within this particular market from one hundred dollars up to one hundred thousand dollars or more. Most of the land packages sold for between three and five thousand dollars many times.



It is harder to find a supplier where you can find land for less than retail. Land is a local commodity and with zoning restrictions, it is easier if you are able to see the property yourself.

You may also have a company do this for you, but it is hard to find a supplier of land over the Internet. If you live within this area or have friends who live in different states, you may want to ask them to become involved.

Being local can allow you to better know the laws. You could also get a local lawyer in those areas and tack that price of a lawyer onto your overall costs.

When you are looking to sell land, you must make sure that you are able to make your parcel of land stand out. Take a look at how others are selling land and this should show you what is working:

[AmericanLand123](#)

[GovernmentAuction](#)

One way to sell land that is more expensive is to have a low amount for a bid where the person can make monthly payments on the land. Some land is purchased on eBay for eight thousand dollars but the actual bid is only for \$50, which is the amount needed by that company to hold your investment in the land.

Using a low bid and being able to finance the remaining portion at only \$100 per month is much more amenable to many people than putting out \$1000 or \$8000 at the end of an eBay auction.

Many people who are looking at buying land or during a major purchase such as a car will often be more worried about the monthly payments than what the overall price will be.



You can make money off of eBay in two ways with this particular scenario. You could buy the land at a low interest rate and then resell that land to someone on eBay and charge them at a higher interest rate.

This will allow you to make money on the eBay auction as well as the spread between the interest rate you pay and charge to the winning bidder.

If you would be able to do this a couple of times a week, you would be able to build up some extra money for yourself as income every month without any extra work from you.

Using the low bid of \$50 was something that was used in some states such as North Dakota and some other properties but not something that you see when looking at Florida land.

This would allow you to differentiate yourself from some of the other local Florida sellers so that you could potentially receive greater traffic in your sales.

When you are selling land, you must remember that you are selling a dream. This is not like any of the other items that are talked about in this eBook.

When you are working to sell land, you are not selling a commodity any more. You need to make the bidders excited about your particular land because after the purchase is made, there are ongoing expenses with their purchase.



Ebooks

Ebooks are everywhere, when you think about it you bought this from me. Why? I would guess because it was a topic that interested you and as with any eBook – provided information to you within minutes of you buying it.

There are many different topics you could develop a niche in when it comes to eBooks

Fishing, Golf, Food & Drink, Make Money on eBay?

The list is endless, and there are thousands of products out there, I will give you a brief insight as to the power of eBooks and can only recommend products I have used.

My first love is Mobile Phones, but I bought my first eBook, a wholesale directory around 7 years ago from a chap called [Richard Grady](#).

A few years later, I bought an eBook from a chap called John Thornhill called the "90 Day Powerseller Challenge", it detailed how to become a Powerseller on eBay and the power of eBooks, I then joined his membership site [Ninetydaypowerseller](#).

What I did get from the members site was advice from John and I guess encouragement to put things into action, this eBook for example, in the next update I will show you exactly how much this one eBook can generate in revenue.

If this is a niche you want to explore on eBay, then depending on your experience the [AuctionSelling101](#) might help you.



Another resource of information about the power of eBooks on eBay and making an income is from a chap called Lee McIntyre, a teacher (although not for much longer because of money made selling eBooks!) who has just written [Auction Profits Unleashed](#) and [AutoAuctionIncome](#)

Lastly, and by no means least, there is my membership site that will show you the power of eBay [PowerSellerPak.com](#)

You may be wondering, well why did you show the competitions websites and products?

A good question, I really wanted to show you a small part of my journey, but also to give you some good examples of how this can be a very profitable niche.

More importantly, I also wanted to give you some choices, to end all I can say is: to succeed in this niche you will need to take action as the rewards can be plentiful.

Who knows maybe at some point in the near future you too could be writing your own eBook, just remember to mention me ;-)



Ebay UK

CD's

As with any country around the globe, music is the universal joint between cultures. CDs are a hot seller in the UK, and popular artists there reflect the taste of much of the pop scene in the US; Kelly Clarkson, Kaiser Chiefs and Amy Winehouse are among the most popular eBay searches in UK CDs.

To get these CDs at a low low price to sell, it will probably be necessary to do an Internet hunt and find either a retailer that has them on sale or someone who is attempting to sell a personal copy; however, if you can time it just right you will be able to turn a nice profit.

As was discussed earlier, newer items are going to quickly become sold out on the store shelves; in order to make a max profit you are going to want to make these items available after the stores have run out but before they begin to wane in popularity and are more accessible.

Here are a few contacts that may help you get cheap CD's:

Orbit Wholesale: <http://www.orbitwholesale.co.uk>

Global Journey: <http://www.global-journey.com>

1 Stop Trading: <http://www.1stoptrading.co.uk>

Aquavision Music: <http://www.aquavisionmusic.co.uk>



DVD's

Like CDs, DVDs are items that tend to flare in popularity and then wane rather quickly. If you are simply looking to sell a DVD that you happen to have lying around your house then you will probably have better luck looking to sell older movies which have long been retired from the shelves.

If you are looking to purchase DVDs wholesale and sell them on eBay it is another story altogether. Again, there is going to be a very delicate balance between selling these items too soon, when they are still available on the store shelves, and too late, when there are hundreds of other sellers selling the exact same thing.

Leading the race in DVDs being sold in the UK are the various series of 24, Arthur and the Invisibles, Hot Fuzz, Casino Royale and Apocalypto.

These can be purchased at a low price from:

Video Woa: <http://www.videowoa.com>

The Wholesaler: <http://www.thewholesaler.co.uk>

Sum Comm: <http://www.sumcomm.com>

The last two will take you to a directory, which pretty much accounts for an infinite supply of wholesale DVDs does it get any better than that?



Mobile Phones

When selling a mobile phone it is important to look for the one currently paving the way in new technology, then obtain it for the lowest price possible.

With the technology found in today's mobile phones they manage to do everything but sit up and dance (although if you have a video feature they will do that as well); however, handsets currently leading the field are the Nokia N95 and the N73, the Sony Ericsson K800i and W850i Mobile Phone and the Samsung SGH-E900 Mobile Phone. Many of these will sell for upwards of £200+.

Fortunately, you do not have to pay that much to obtain enough to stock your virtual shelves. There are a number of mobile wholesalers that will be happy to help you in your endeavors.

Go ahead and visit the sites below to get you started; remember, however, that they are by no means the only providers on the market, and you should continue your search until you find a price you are confident will return a sufficient reward.

Mobile Guru: <http://www.mobileguru.co.uk>

UK Surplus: <http://www.uk-surplus.com>

J T H Export: <http://www.jthexport.co.uk>

Cellular Phones: <http://www.cellularphones4less.com>

Cell Pex: <http://www.cellpex.com>



Video Game Consoles

It doesn't matter what part of the world you're in, video games are an intricate part of the culture and those video games rely on game consoles to keep them up and running. When it comes to eBay, the primary video game consoles currently being sold are the Nintendo Wii and the Playstation 3.

Anyone who was paying attention the day these two products hit the stands will remember that they were being sold on eBay for 5 – 6 times their retail value such was the demand.

This just goes to show how dramatically the video game market influences the average consumer. It's as though they cannot help themselves; every household has to have one of these beautiful, magic boxes.

They can be purchased wholesale through a number of sources; however, knowing the popularity of these items it is much more likely that you will be able to find a good deal on various video game consoles by watching major retailers for sales or perusing the local newspaper classified ads to find people who are seeking to sell theirs.

Another niche is finding the older machines such as Sega, Commodore, Nintendo. Spectrum. These can net a very decent price for very little outlay.

Bear in mind that when you are selling a video game console that this is another golden opportunity to capitalize on the potential of selling a two for one.

Anyone who is interested in playing video games is going to need two things; they are going to need the various accessories that accompany the game and they are going to need the games themselves.



Both of these things will inspire the customer to pay more for the console than they would if it was to stand alone-particularly if you were willing to throw some sort of shipping exchange in as well

Below are a few wholesalers, that can supply video consoles and accessories, again, it is best to shop around for the best price that suits you:

Star Jam Distribution: <http://www.star-jam.co.uk>

Orion Electronics: <http://www.orionelectronics.co.uk>

Drop Easy: <http://www.dropeasy.co.uk>

Regal Games: <http://www.regalgames.com>



DVD Players and Recorders

With the advent of the technology to drop video media from the television onto a DVD which could then be added to a personal home collection a new era was begun.

Owning a DVD recorder became the latest and greatest in technology, and in exchange the ability to find a DVD recorder became both simpler and more difficult; after all, once the DVD recorder was ushered into its rightful place in the market it became a matter of keeping up with the Jones' everyone wants the one that possesses the fanciest features so that they can fill their friends in on all of the great things that their DVD recorders can't do but could if they had just purchased a "cooler" model.

Currently earning the terms "hottest sellers" in this category are the Bush DVRHS02 DVD Recorder/VCR Combo (positive proof that VHS isn't dead yet), the Philips DVDR3380/05 DVD Recorder, the Panasonic DMR-EZ45VEBS DVD Recorder, the Funai DVRB2737, the Cyberhome DVR1600 DVD Recorder, the Matsui PL800 and the Philips DVDR3440H DVD Recorder.

Bear in mind that these are not necessarily the only hot sellers among DVD recorders; keep a close eye on the websites of these companies, particularly Philips and Panasonic, to see what they have "coming new". Again, technology is one of those fields that you simply cannot hope to earn the title of "Powerseller" in if you fall behind the times.



Once again, when purchasing electronics in the hope of making a profit through resale, wholesale is, almost without exception, the method of choice, and the UK is rich with wholesalers who specialize in electronic equipment.

Found below are some major wholesalers operating in the UK and currently carrying a large stock of DVD recorders; however, a search engine search will assist you in locating others.

Here are a few sources that will help you in this 'niche' :

- Kelkoo: www.kelkoo.co.uk
- eSources: www.esources.co.uk
- Wholesalers England: www.wholesalers-england.co.uk
- Wholesale Pages: www.wholesalepages.co.uk
- All Electronics Wholesale: www.allelectronicswholesale.com
- Technology On: www.technologyon.co.uk



Trains & Railway Models

Some holiday traditions never lose their charm, even away from the spirit of the season, and model trains fall definitively into this category. The charm of a model train running around the outside of a Christmas tree or set up for the pleasure of the children will never go out of vogue.

OO Gage Locomotives and ASPs are the items with the highest search frequencies on the eBay website; however, it is not necessary for you to stick to these guidelines if you are looking to sell a model train.

Unlike technology, unless you are talking to a true collector (and there are many out there, so beware) the brand in question is not usually relevant.

What is important is the detail of the train. A detailed model, complete with the works, will sell for a higher value than the train itself, and the train itself will sell for a higher value than the set relieved in less detail.

Here a couple of contacts that specialize in this 'niche', as always you should shop around to ensure best deal:

Toy Mart: www.toymart.co.uk

Excite: www.excite.co.uk

You can see what is selling on eBay at the moment in this niche, by [clicking here](#)



Branded Clothing and Shoes

Gucci. Prada. Chanel. These are all names of top designers whose innovative creations are the fervent and often fruitless desire of the majority of the female population of this solar system.

The prices these designers are able to charge for their products are only one step away from highway robbery for the average middle class family; for this reason, many people go to eBay in the search for someone else's gently used clothing sporting these all important tags.

This is not as absurd as it may sound. Many of these creations are suitable for social occasions but not appropriate for day to day wear; therefore, they never really have the opportunity to become worn through.

Astonishingly, these products can be found mixed in with the merchandise of many high end second hand shops, particularly consignment shops which are willing to pay their suppliers for donations.

Keeping a careful eye out on the merchandise around you to look for these name brand wonders will go a long way in ensuring the success of your search.

In addition, there are many clothing wholesalers that will be able to help get you started in your quest for these products. Underneath are a few to launch your endeavors...

Bargain Wholesale: www.bargainwholesale.co.uk

Designer Cuts: www.desginercuts.com

Soho Express: www.sohoexpress.com



Power Tools

Boys and their toys. Women too, of course.

There is a huge market on eBay for power tools as home improvement nuts do their best to find a way to get the quality tools they want without having to pay the often outrageous retail prices for them.

What makes them believe that these items will be available on eBay?

The fact that somewhere out there, there is someone who has more money than them, enjoys home improvement every bit as much and is looking to sell their "old" tools.

Since anyone who is seeking to sell their products on eBay understands precisely how important it is that you build a good reputation as a seller if you want to be able to stay in business buyers can place a great amount of trust in the fact that they will be able to receive their tools in prime condition.

Take note of this; if you choose to sell secondhand tools on eBay you are going to have to remember to be scrupulously honest about their current condition.

The products held in highest demand in the power tools category of the eBay of the United Kingdom are drills, grinders, saws, planers, routers, sanders and nail guns.

These can be purchased either from known acquaintances, major contractors (professionals are always looking to upgrade their equipment when it becomes financially feasible), other auction sites, retail sales or wholesalers such as:

WT Tools: www.wttools.com

National Wholesale Tools: www.nationalwholesaletools.com

Global Stock UK: www.globalstockuk.com



Silver

Silver is another niche in the eBay market that is going to continue to be in demand for many years. Silver has played a huge role in our history, and now the demand for silver cigarette cases, spoons, candlebraums and various other articles of silver is on the rise.

Silver jewelry is also extremely popular, and the more unique the design the more you will be able to charge when you sell it. If you are a creative genius when it comes to designing jewelry, take this opportunity to let your creative streak out of its shell.

If you are not among the great jewelry artists of the world take the time to consider allying with someone you know who is; if you do the marketing and they provide the product both of you could walk away from the deal much heavier in the pockets.

If you truly want to make a profit from selling silver items consider opening up a monogramming business on the side. If you have ever attempted to have anything monogrammed you are aware of the fact that customers are always willing to pay a greater sum for items that are personalised, and the equipment for monogramming silver will be a one time expense that you will quickly recoup.

In order to become a Powerseller (and keep that Powerseller status) you are going to need to stay on top of any changes in the market which may occur. Fortunately, eBay has gone to a great deal of trouble to make this easy for you) <http://pulse.ebay.co.uk> and at their Best Selling Products Page: <http://hub.ebay.co.uk/buy?ssPageName=h:h:cat:UK>



Listed below are a few wholesale contacts that can help you within this very popular 'niche':

925 Wholesale Silver: www.925wholesalesilver.com
Bargains For You All: www.bargainsforyouall.com
Bell-Book and Candle: www.bell-bookandcandle.net
Silver Leaf Jewelry: www.silverleafonline.co.uk
Simply Silver Wholesale: www.simplysilverwholesale.com/
Creative Max: www.creativemax.com

Again, I would advise you shop around and with silver there are niches within selling it, for example, Pagan, Indian, Thai to name a few.



Cosmetics

As amazing as it may seem with the number of private representatives out there, many consumers look to eBay to purchase Avon products, and there are a number of Avon dealers who use e-Bay to launch their products.

In order to sell any quantity of Avon products it is going to be necessary for you to contact the Avon company and work as an affiliate; this will allow you to sell both directly from their website, with the benefit of a community, and to sell products privately by using your affiliate discount and then reselling at a profit.

Avon is not just about cosmetics, although this is the platform from which they were launched and upon which their reputation was built.

They offer jewelry, bath products, clothing, children's bedroom sets and toys as well. Avon is another opportunity to sell products in sets; lipstick, lipliner, blush and foundation in a pack, for example, at a price slightly less than that which the consumer would pay for these items individually.

To learn more about Avon go to www.avon.com

Below are some other wholesalers that will help you in this 'niche' :

Wholesale Cosmetics: www.wholesale-cosmetics.co.uk

Magic Make-up: www.magicmakeup.co.uk

Honeypot Cosmetics: www.honeypotcosmetics.com

H&B Supplies : www.hbsupplies.co.uk



Digital Cameras

Panasonic, Kodak and Canon maintain their fine reputation in the electronics market by earning the title of hot seller on the digital camera market, and as the diversity of the product grows, so does the profit margin.

Digital cameras are no longer just for taking pictures. The latest in digital cameras incorporate the technology of a camcorder as well, allowing consumers to send their video images over the Internet.

Even second hand products sell for up to one hundred pounds.

These can be purchased wholesale through the following wholesalers:

Wholesale Central: www.whoolesalecentral.com

Gem Wholesale: www.gemwholesale.co.uk

Multi Cam: www.multi-cam.net

Tiger Direct: www.tigerdirect.com

Digital Cameras are becoming a must have in households up and down the country with the low cost of all in one printers and the ease of being able to print out your own photographs, so if you shop around wisely this should be a profitable niche.



Camcorders

Two words: think digital.

This is the age of the computer, and as we explained earlier digital cameras are the wave of the future. This means that in order to make a profit and become a Powerseller through the sale of camcorders on eBay you are going to need to stay on top of the advances in technology in the field of digital video.

Sony and JVC are the two major manufacturers leaving their mark on the field at the moment, and while you're thinking digital make sure that you're thinking mini as well.

That's right, mini, as in tiny, itty bitty and teensie weensie (but without the yellow polka dot bikini). Mini cameras will sell for a much greater sum than their full size counterparts (yes, it is possible to go smaller than an ordinary digital camcorder and still see it without a microscope).

These sell for upwards of five hundred pounds (\$1000) and can be purchased through wholesalers, through the company itself and other major retailers and through the American e-Bay site. Check out the wholesalers below to get you started:

Pixmania-Pro:	www.pixmania-pro.com
Discount House:	www.discounthouse.co.uk
Catalogue Discount Store:	www.cataloguediscountstore.co.uk
Gem Wholesale:	www.gemwholesale.co.uk



General Resources

There will be a list of resources that can help you when deciding to potentially move outside the niches that were described in this eBook.

Ebay provides a great deal of information which you can use to help research different areas in which you may like to specialise.

The first resource is eBay Pulse:

[_http://pages.ebay.com/help/buy/ebay-pulse.html](http://pages.ebay.com/help/buy/ebay-pulse.html)

Notice that there are several different ways which you can use this resource. There is a list of popular searches, which will focus upon what eBay buyers are looking for. This can give you some insight into what types of trends are potentially taking place as well as what items you may want to look into selling.

The second resource is Seller Central:

<http://pages.ebay.com/sellercentral>

You will find links to eBay's most frequently used tools, services and forms. This should be your first stop when you are looking for a solution or have a question about selling on eBay. Seller Central also includes links to many of the other resources talked about below.

The third resource is Whats Hot:

<http://pages.ebay.com/sellercentral/whatshot.html>.

This actually lists the first resource as well as other resources to help you decide what is selling best at this time. Look for the Hot Items by Category button, which is the second link down the center of the page. It is critical for you because it will let you see what is hot and selling for each particular category. There are certain criteria in place that will determine whether items can be considered hot and are increasing their sales at a faster pace than other particular products of that particular niche.



The fourth resource is the Shipping Center:

<http://pages.ebay.com/services/buyandsell/shipping.html>

The Shipping Center provides lots of useful information about shipping your items. It also includes a free shipping calculator, a package tracking system, and offers you the option of printing out professional looking shipping labels for your packages.

The Last Resource I will mention is a very useful website:

Worldwidebrands: www.worldwidebrands.com

This is a very great website with many different products to sell. There are over three million different products that you can sell on this website. You can even have the products drop shipped if you like.

When the term drop shipping is discussed, this means that you do not have to worry about buying a product and holding it at your house.

You list the product, sell it, and then provide information to the dropshipper so that the product is actually shipped from the wholesaler to a customer who buys your product.

This allows you to have less capital tied up in inventory and it allows you to focus upon your particular goal: to sell more products. If you buy a great deal of products, your capital is tied up until you are able to sell your current shipment.

This would allow you to potentially shift gears if you need to sell a different product which you discover has a greater demand than your current stock. It offers you more flexibility as a seller but you also lose some of the control over the process when this does happen though.

This is the only company that is certified by eBay as a drop shipper. This company does offer several tools which you can use such as the dropshipping catalogue, as well as research tools to help you determine whether or not the product you're trying to sell will sell successfully on eBay.



Conclusion

Hopefully this eBook has given you some insight into how you can go about building an eBay business and getting your own Powerselling Niche.

There is a great deal of competition in many different niches today so the key behind any sort of success will be how you present yourself and fill a particular niche.

For the product sources at less than retail, the addresses are given for some of those companies and you simply need to write a letter explaining that you would like a wholesale directory of theirs.

This will allow you to see what products they have for sale which you would like to sell on eBay.

There are many different places that you can buy products for wholesale and sell them on eBay. Many people do this and make a good living.

You can make a great living if you are able to differentiate your product from others in a subtle but meaningful way.

By taking time to research your niche more carefully, you will set yourself up for greater success because you will see what the successful eBay stores or sellers are doing and then try to replicate that with add on features or benefits which can differentiate you and your product.

If you are able to do this, you'll find that you will have great success and your bank account will reflect as well..

To your future success,

*Tommy
McLaughlin*