**DISCLAIMER**

This guide and all the attached contents may not be copied, sold or used as content in any manner.

Every effort has been made to be accurate in this publication. The publisher does not assume any responsibility for errors, omissions or contrary interpretation. We do our best to provide the best information on the subject, but just reading it does not guarantee success. You will need to apply every step of the process in order to get the results you are looking for.

This publication is not intended for use as a source of any legal, medical or accounting advice. The information contained in this guide may be subject to laws in the United States and other jurisdictions. We suggest carefully reading the necessary terms of the services/products used before applying it to any activity which is, or may be, regulated. We do not assume any responsibility for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

Some examples of past results are used in this publication; they are intended to be for example purposes only and do not guarantee you will get the same results. Your results may differ from ours. Your results from the use of this information will depend on you, your skills and effort, and other different unpredictable factors.

It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

**INTRODUCTION**

Shopify exploded onto the scene many years ago as an easy and cheap opportunity for opening easy shops for offline businesses, but after almost two years it has become an incredible community even for online marketers, because it's easy to sell affiliate products, arbitrage products, digital products and so on.

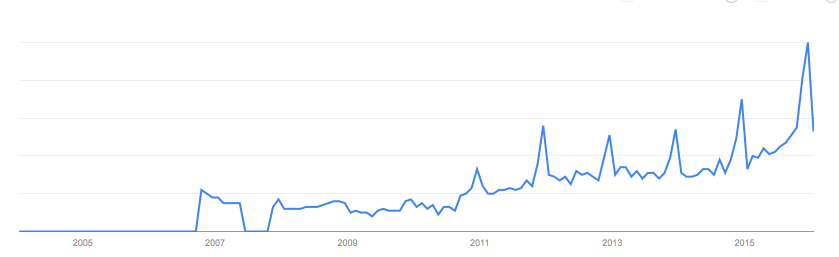
This guide goes over the Shopify boom to show you the best niches to target in 2016. For each niche analyzed here you get the idea, some stats to validate my research and the information you need on where to get products in arbitrage for the best available price. This research took me a lot of weeks and deep research on the social media trends.

From my side, I started with Shopify a bit late, but after three full months, I'm enjoying my time with some of the shops I opened and that are making sales on a daily basis thanks to FB Ads and good internal SEO. A thing I thought was impossible just a few months ago!

If you just target one product type at a time during this new year, you will be able to sell a lot of products, because each one of the objects we will discover inside the books has a request that goes over the actual online availability. So pay attention to what you read because this is pure gold!  
  
Thanks so much and have a good time!  
**YOUR NAME**

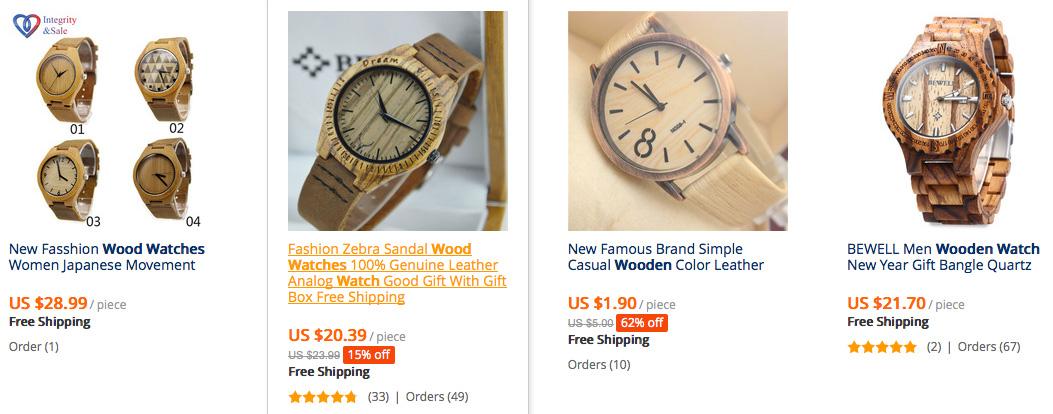
**CHAPTER 1 - THE GOLDEN NICHES**

**NICHE 1 - WOOD WATCHES**



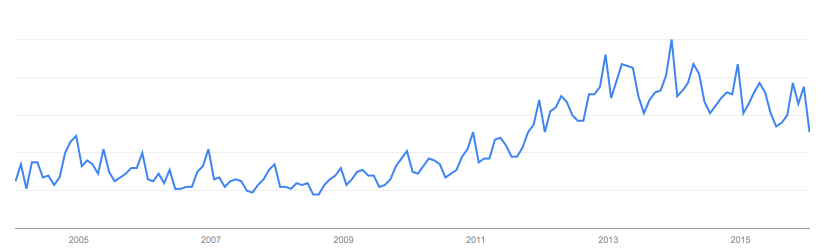
Yes, it's incredible but true. Wood watches are really breaking the news and due to so many requests, this niche seems here to stay.  
They appeared on the scene in 2011 but the real explosion of their popularity happened in 2015 and in 2016 we're really ready to take advantage of this new niche.

Wood watches are elegant, made only with a natural source like wood. They were costly but now you can grab your wood watches from... **AliExpress**! If you connect to <http://aliexpress.com> and search for "wood watches" or "wood watch" you will obtain a lot of low cost results. Or you can look at this page: <http://www.aliexpress.com/premium/wood-watches.html>



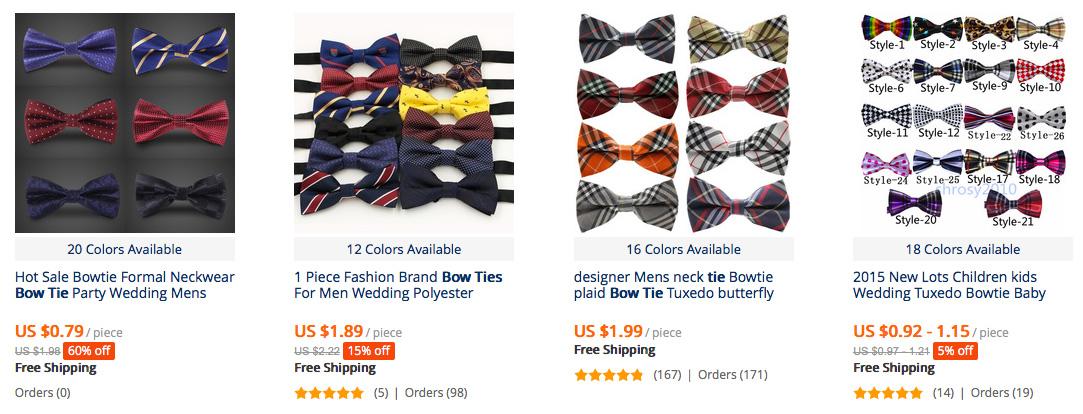
There are a lot of choices ranging from $1.40 up to $30.00, in every case good products that you can add to your store and ship when orders come. You choose your price, people pay for your watch, you order from Aliexpress by entering the buyer’s address and you keep your earnings. Easy? You bet it is!

**NICHE 2 - BOW TIES**

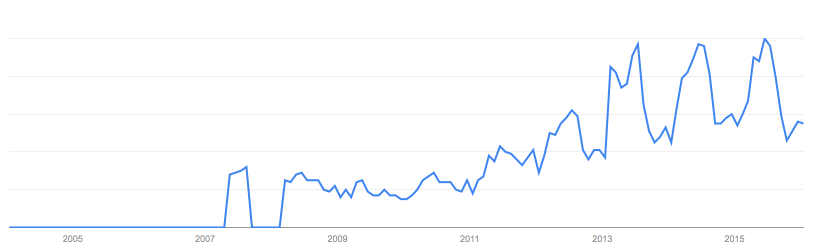


Our Dad’s and Grandfather’s beloved bow ties are back! We’ve seen them in recent movies and in TV shows like Masterchef where Graham Elliot wears them and all around us in parties. If you look at the previous screenshot, you can see how they are widespread and researched nowadays, with many fashion brands releasing new ones.

Again, the best place to find them is **Aliexpress**, where you can search for "bow ties" and "bow tie" to get a lot of ties to check and add to your site, always with the arbitrage technique (buy low, sell high.) Here is a screenshot from my search.

  
  
Prices are very low and they go from $0.79 right up to $15. Find the most beautiful types and add them to your site. These sell like crazy nowadays!

**NICHE 3 - WOOD SUNGLASSES**



After wood watches, what else, made with wood can sell like crazy (except the lenses of course)? Sunglasses, and there's a great deal of research for them on the world wide web. They are going great also in Italy, as I'm always seeing more people wearing them.  
  
Consider this is mainly a Spring/Summer niche, so that's why the Google Trends screenshot goes up and down at certain times of the year. It's not like selling ice creams but it is a seasonal job.

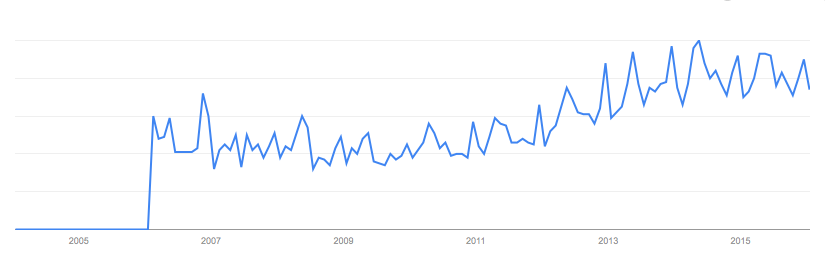
You can find a lot of designs on **Aliexpress**, by searching for "wood sunglasses" over the Chinese portal. There are a lot of models available, most of them all wooden and some just with wood sidepieces.

Here is the screenshot of the first four results.



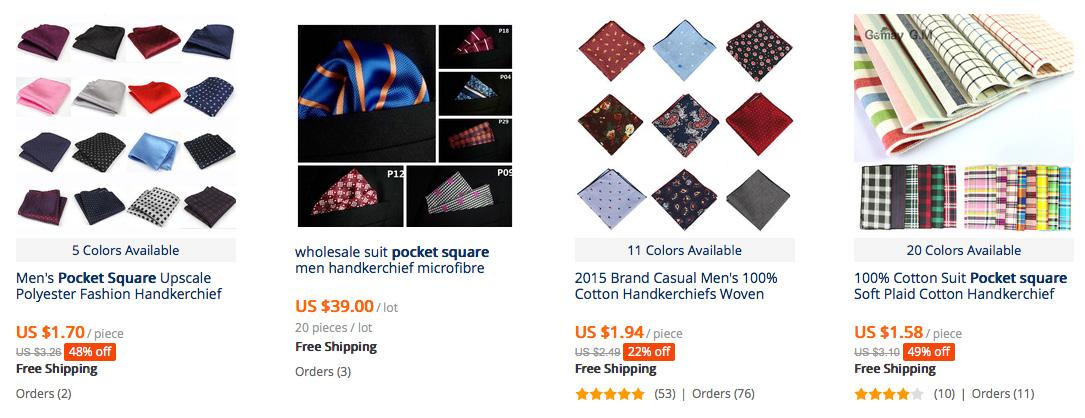
Prices goes from the cheapest at $3.99 up to $35.00. Depends on quality, but not all the time... so search well before selecting your reseller and check the reviews.

**NICHE 4 - POCKET SQUARES**



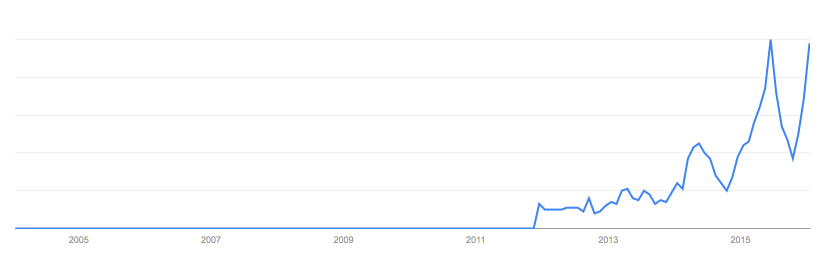
No jacket is good without a good pocket square. Even in this case we're going back in time with a thing that was used by every man once upon a time. But now elegance is important as it was during the old times, so it's important to have a good selection of pocket squares at home, for every man and woman in business.

Always on **Aliexpress** you can find a huge selection of pocket squares by entering the keyword "pocket squares" or "pocket square" in the search field. You will see a lot of results, so only select the best ones for your Shopify store. There are serious designs and funny ones, be sure to select some from each design to provide a variety of choice for your buyers.

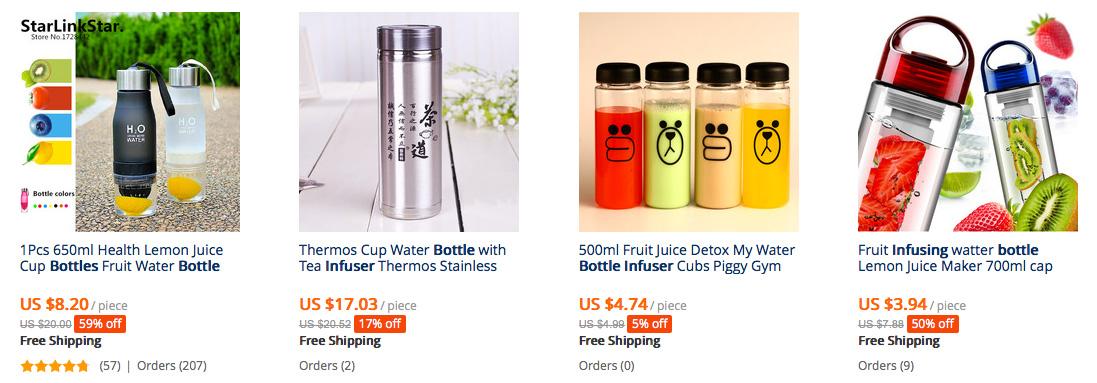


The prices are really low, going from $0.48 up to $3.00 for the majority of pocket squares.

**NICHE 5 - INFUSION BOTTLES**

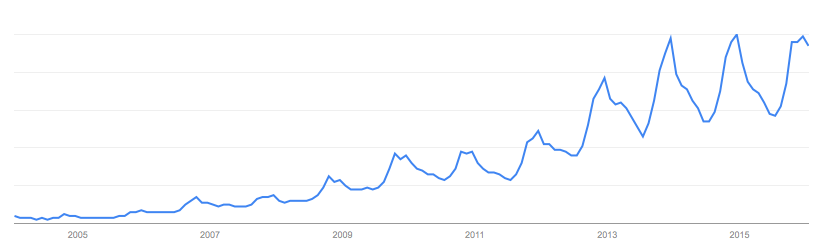
  
  
This is an almost new trend and the past few weeks I have bought infusion bottles for all my family. They are fantastic because you add fruits inside, like strawberries, oranges, limes, lemons, kiwis, cherries and also pressed fruits and tea bags and your water takes on the original taste from fruits and takes a light color. You drink all the vitamins and youend up drinking more water because it's more tasty.

Always on Aliexpress you can find a lot of bottles that can be sold on your site.



Prices are going from $3.00 to $20.00 per bottle or per set. Be sure to check on Amazon.com for the prices to be able to offer good products but with the right price.

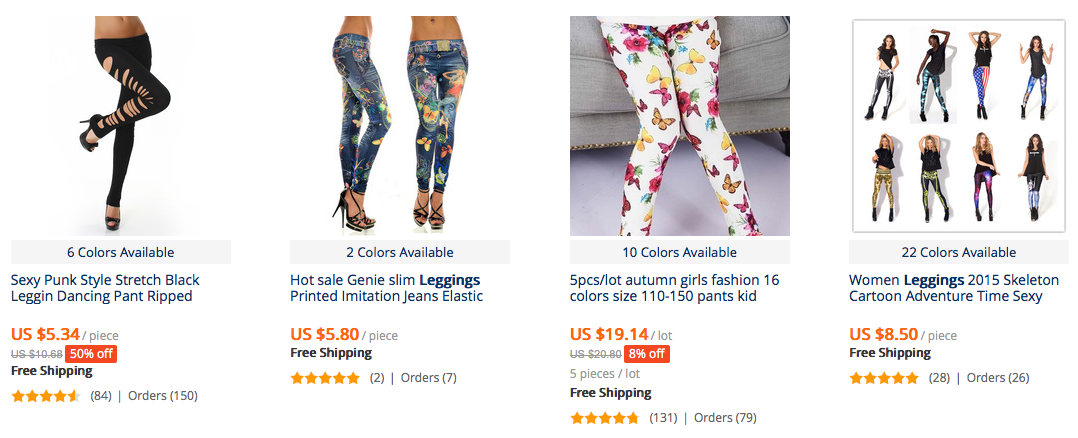
**NICHE 6 - LEGGINGS**



Apart from the fact that this is a seasonal product for girls and women, leggings really sell a lot. Especially the new colorful versions available in the last few years, that are touching high levels in the Google Trends screenshot.

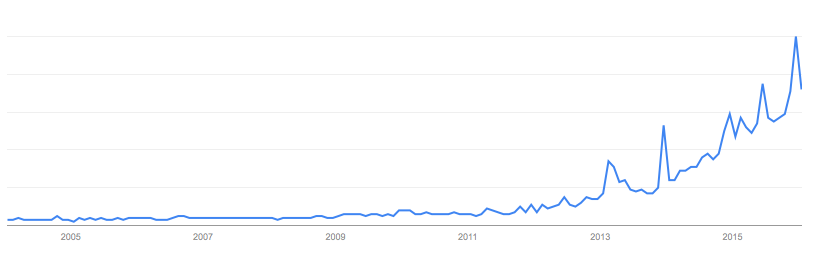
Leggings are also used by kids, if you want to add something more to your Shopify store.

On **AliExpress** you can also find leggings in thousands of different models for anyone. Serious models, single color models, trendy models and much, much more, so that you can add categories to your shop.



Prices are really cheap, and go from $4.49 to $16 for the most beautiful and reviewed models.

**NICHE 7 - DRONES**



Nothing sells better than drones nowadays, even though the USA requires their registration and Italy requires a driving license for them. Drones are those little robots flying around to take pictures and record videos of the locations around us.

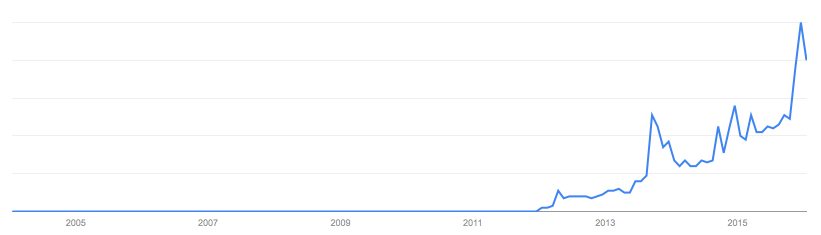
There are little drones, easily portable and bigger drones with better characteristics.

On **AliExpress** you can find some good drones, from the most little ones to the big ones with all that an experienced user will need. Here is a screenshot I collected from Aliexpress.com.



Prices range from $15.99 to $329.99 for a lot of models. The most requested must have an enclosed camera and the ability to fly with an external controller or with Android cell phones/iPhone.

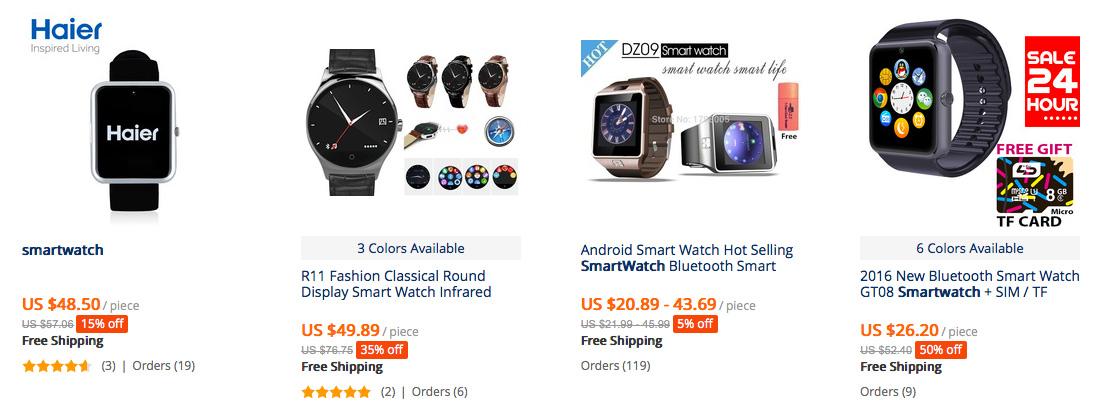
**NICHE 8 - SMARTWATCHES**



For a smartwatch by LG, here in Italy, I paid €260, which is the equivalent to US $283. Well, from China, all the smartwatches cost a lot less and have almost the same functions!

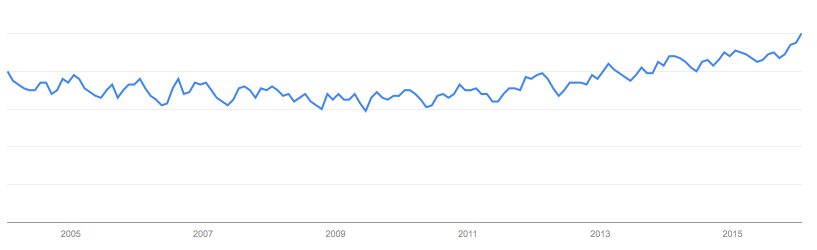
For example, AliExpress gives you the opportunity to select a lot of smartwatches of different formats, including some with rectangular watch face and some with the round watch face. All have digital apps like phone calls and phonebook management, SMS retrieval, heart rate monitor, Bluetooth music, remote camera and much more.

And they work for Android and iPhone cell phones.



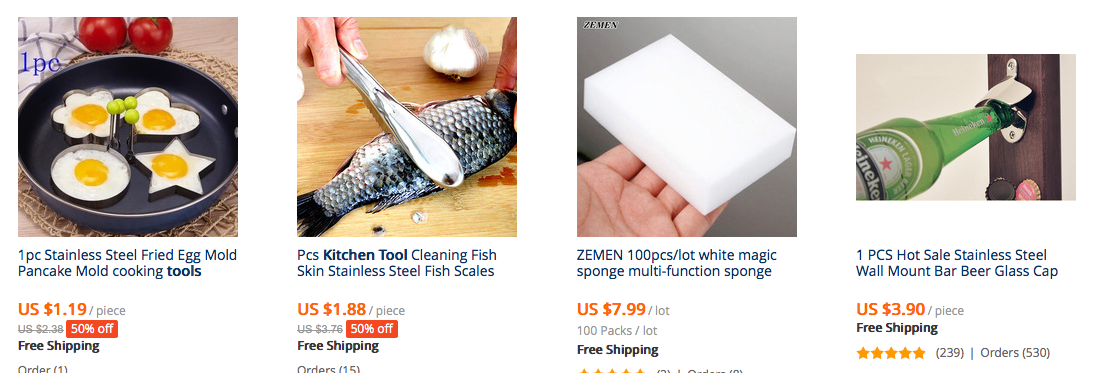
The price goes from $19 up to $96.00, so check the description thoroughly and especially the feedback.

**NICHE 9 - KITCHEN & COOKING ITEMS**



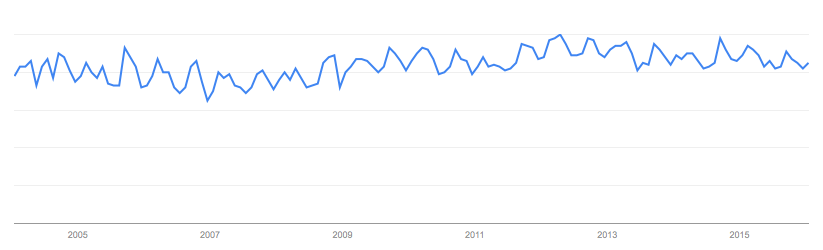
Actually there are TV cookery series everywhere... Including Masterchef and Hell's Kitchen. If you add a lot of other series to the table, you quickly understand that cooking has become one of the best hobbies to follow. People are constantly searching for items that can make their life easy in the kitchen.

If you go on **Alibaba**, you can find every tool you can possibly need for preparing awesome recipes. You can search for knives, kitchen tools, cookware, bakeware, bowls, glasses and more. You will find a whole variety of stuff you can sell in your store.



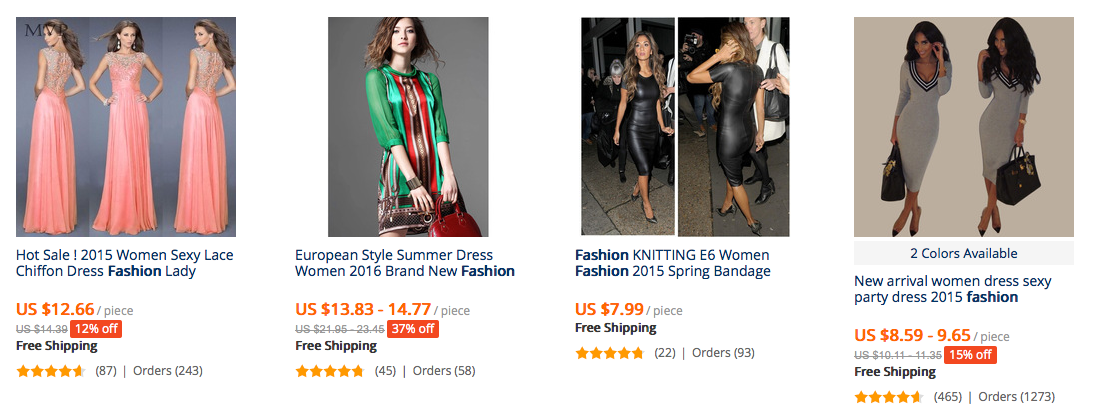
Prices start really low, going from $0.79 up to $32.00 for most of the items. You can easily categorize all the categories offering good prices to your customers.

**NICHE 10 - WOMEN'S DRESSES**



What's the most beautiful thing women are buying? It's dresses, and having a good set of beautiful and original dresses on your Shopify site can be a really good choice because, since the dawn of time, women have always loved elegant dresses.

On AliExpress you can find a lot of beautiful, trendy and elegant dresses to add. Here the number of reviews let you better understand who are talking about a superb niche and if you can build your customers list in this niche, you are sure people will remember your site for future purchases. Here is a selection of 4 dresses for you.



The prices are really low considering the quality and they go from $5 up to $300 for the most elegant dress. I recommend you to stay below the $60 price for dresses, so that you may resell them without problems.

**CHAPTER 2 - YOUR NEXT STEPS**

What comes after you have a store filled with quality products?

**Step 1 - Search Engine Optimization**Once you add your products, check that your main keyword, that is the product name, appears in the title, description and meta tags. In the description, let it appear at least 2 times. Your main keyword is the best thing you need to appear in search engines and to be found by customers. So never jump this step.  
  
**Step 2 - Add your domain name**

Once you finish the 15 day trial of Shopify (remember to never promote your store until you pay, otherwise visitors won't see anything live), add your domain name. Follow the steps shown into settings to have your own business domain name instead of the original Shopify URL... It builds your authority!

**Step 3 - Add 10 products per day... That’s 300 per month!**

For your customers, it is fundamental they find new items anytime they connect to your store. That's why I recommend you to add at least 10 products per day, that means 300 more products per month. Do it until you reach your Shopify products limit and if your business grows, pass to the next level. A store with many products in its catalogue is always the favorite of your customers.

**A Last Important Piece Of Advice**  
  
As a last piece of advice, I can tell you that Shopify stores work well together with FB Ads. So once you have at least 20 to 30 products available, test a couple of ads with a clean image and a good description. Hundreds of people are building up their businesses on a daily basis thanks to Shopify and Facebook. There are a lot of case studies on Youtube and on websites that you can check to start building your empire!

**FINAL NOTES**

Now you have learned 10 big new niches for Shopify... details that can keep you engaged for the rest of the year, if you decide to build one site per month around these products plus the classic one about jewellery!

Opening your Shopify account must be seen as a new business starting because only if you see it as a business can you get results. Never let the store carry on without updates, without new products and without ads running. You will end up closing it after one month. I tell you that because the first one I opened a lot of years ago finished that way!  
  
When I jumped back on this business again, years later and with a new mindset, I saw how much more profitable these stores are with the right product supplier. That for me is AliExpress. For you it can be any other stores, as arbitrage leaves a lot of opportunities to earn a good and solid income.  
  
Good luck with your new store!   
  
Thanks so much and see you soon,  
**YOUR NAME HERE**

For support, contact me at **Your Email Here**