



FLIPPING INTO AMAZON FBA

CHAPTER 6

What To Look For In A Product When Sourcing & Niche Ideas

Hopefully by now you've got some potential local sourcing locations in mind. Let's take a step further and talk about some of the things to look for in a product when visiting these places.

Tip: For best results, it is recommended that you start with products that fit into a category you have experience with or are at least knowledgeable about. For you, this may just be a broad category, or a more narrowed niche, but nevertheless, it's going to be your ideal starting point. You should have a sense of confidence in what's crap and what's really worth something in these categories.

Take a moment to really think about some things you are passionate about or have an interest in or experience with. For example, maybe you are into photography. You might know a bit about cameras, quality or rare camera accessories, or old film. Old Polaroid film is becoming more rare and is still sought after by some, and right now people are paying a high price for it. Use knowledge like this to your advantage. Learn where to look for these kinds of things. Some sellers don't know how to properly determine the value of their products, but if you have expertise in a particular niche, you can spot these kinds of products quickly and resell for profit. Identify your niche(s).

Another example—maybe you are a gamer. If you grew up playing video games you don't need to be told that there is money in all sorts of games. With new consoles and games constantly being released, everyone is upgrading. Thrift stores, yard sales, flea markets, etc. are where these outdated games often end up. Sometimes you really have to hunt, but there is usually a good chance you will come across some. If this is a potential niche of yours, then you can find some gems and make some nice flips.

So the main idea here is to identify something you already know a bit about. Start here and slowly branch out into other categories you may be interested in.

To get a bit more specific, here are some other factors you may want to consider when sourcing for products.

Product Size & Weight

Take into consideration the size and weight of the product. You are going to have to ship the thing off when it sells, after all. You probably wouldn't want to buy something that weighs 15 pounds—or 7 kilograms—that ends up only making you a few dollars profit. Instead, a lightweight product would be more ideal. Something small and lightweight will be super easy and cheap to ship most of the time. If you can find something to sell that fits safely into padded or bubble envelopes, you will save a ton on shipping expenses. The size and weight isn't something you can always control however. It's just something to include in your evaluation of a product when you're out sourcing for products.

How Fragile is it?

Another thing to consider is the delicacy of the product. This is a pretty crucial factor to take into consideration and should be given plenty of attention. Nothing is worse than having a buyer receive their purchase in the mail shattered or broken, or really any state that is not what was advertised to them. Not only will your buyer be dissatisfied, but it can also be a painful loss on your end if you fail to properly package any fragile items. You are then at risk of receiving a negative review or rating, which can be even worse than the profit loss. If you are selling things like glassware, mugs, etc., then you will really need to ensure that your packing is appropriate. Using thicker boxes will help, as well as packing the items very firmly inside with the necessary padding and filler. It may even be in your best interest to avoid highly fragile products all together. In the end you will just have to use your own judgement and determine whether the potential profit will be worth the effort required to safely ship something that is fragile.

Quality/Condition Of The Product

When sourcing from thrift stores, a majority of the stores inventory will obviously be secondhand. This means you need to thoroughly inspect anything you plan to buy. Check the quality of the item and make sure it is still functional, if it has a function, and that it is not on the verge of falling apart. Just as important, make sure it is clean or at least cleanable. These things should be common sense, but it's just something you should keep in mind as a lot of these kinds of stores will not give their inventory a really thorough inspection before putting it out on the shelves. Don't buy that used stick of deodorant.

Product Refills

Tip: If you find any kind of refillable or buy-it-again type products, take a moment to see what they sell for. Things like printer ink, air filters, paints, batteries, etc. are some examples of these kinds of products. If you can get your hands on a supply of these kinds of items, you will likely have repeat buyers and a more steady flow of money coming in. Eventually in your business endeavors, this concept will be something to consider aiming for. It's never too early to get a feel for it now though.

Expiration Dates

Expiration dates are also something to take seriously. Though you will not likely have to deal with this so early on in the game, you may come across certain food related products with an expiration date. You don't want the risk of negative reviews or even the suspension or cancellation of any of your selling accounts by accidentally overlooking something as simple as this. Until you have more experience and the knowledge, it may be best to avoid anything food related while just starting out.

Barcodes

Products with barcodes can save you tons of time and can provide you with detailed and up-to-date information. Using your smartphone and one of the apps with a barcode scanner, scan the product and analyze the information provided.

Tip: Products with barcodes found in thrift or secondhand stores, or yard or garage sales, should be examined before anything else. They are

typically the most likely to be sold the fastest, for more profit, and are often more desirable than secondhand products.

Price Tags

If and when you decide to start taking a gander at clothing, be sure to keep an eye out for price tags that are still attached. Eventually you are bound to come across some and when you do, take a moment to look the value of the clothing up on your smartphone. Obviously, selling something with the tags still attached will likely be more profitable than something without. Most people prefer discounted new products over used products.

Types of Products To Consider

Without revealing any specific niches, here are a few general types of products worth exploring and testing out.

Books

Some stores have a plethora of books, some of which are certainly well worth taking a look at. While browsing through hundreds of books can be a bit time consuming and sometimes discouraging, you could be pleasantly surprised with what you find. While most books you scan will be worth only pennies, occasionally, there may be a book of value. If you can buy the book for a few cents, you may consider browsing through secondhand books more often. Finding the right books takes practice. You will eventually learn which types of books are worthless, and which have potential.

Tip: For best results when sourcing books, try to avoid popular name books such as the Twilight series, Harry Potter, etc. Most sci-fi books aren't worth too much either. You will have the best luck with textbooks, travel guide books, and some art-type books. This isn't always the case though. There will surely be other types of books that are still profitable too.

Vintage Board Games & Toys

Without a doubt, you are likely to stumble across some pretty old and sometimes odd-looking games or toys. While usually looking sad or dirty, sometimes creepy, these kind of things can actually be quite rare and worth a pretty penny. For example, some Hot Wheels ® products are quite valuable these days despite the brand being somewhat old. If you come across some old looking cars, check to see if they are Hot Wheels brand. Remember to take a second look at things. Also board games. It can sometimes be worth it to check a board game to see if they are complete. If so, you could possibly resell the game for a nice return, depending on its rarity.

and Board Game Pieces

Tip: Additionally, board game pieces are worth considering when looking for stuff to resell. It may sound silly but there will always be people looking to buy extra pieces to a game they own. People are always losing pieces when boards are flipped in spites of rage, like when Alex found out I had been stealing money from the bank every time he'd go pee, sometimes making a game no longer playable. They would rather pay a few bucks for some parts to a game than pay for an entirely new game when all they need is a piece or two. This just proves that you can find value in some unexpected places and that sometimes stripping an item down into multiple pieces to sell can be a profitable technique.

Clothing

If you are a trendy or fashionable person and just have a knack for identifying brand name clothing, then perhaps you could excel in flipping clothes or other fashion accessories. As mentioned before, clothes with price tags still attached should really be examined. This does not mean the other secondhand clothes are not worth checking out though—they certainly are. Check the tags on the clothing. Some popular brands such as Ralph Lauren, Anne Taylor, Christian Dior, Armani, etc. can actually be found in the little thrift shops or secondhand boutiques. Thousands of people on eBay and other similar online marketplaces are more than willing to pay a fair amount of money for brands like these. As long as they are still in wearable condition, it does not matter if they are secondhand or not. The same applies to other things like purses, shoes, ties, or even luggage. Do some research on eBay and look at some already sold clothing or accessories to see what's selling. Get in there, browse the clothes, and harvest that Golden Ralph Lauren Jean Jacket!

Tip: In addition to clothing, some sports jerseys can be quite valuable. If you come across a jersey with brand names or sponsors on them, like Adidas, Under Armour, etc., take a moment to look them up on eBay under sold/completed listing.

Older Technology

There is also plenty of money to be made in older technology and there is always an abundance of it just laying around some stores disguised as junk. In many thrift stores, especially Goodwills, you can find all sorts of goodies like vintage record players, stereos, film cameras, etc. If you can find these in good condition, or at least repairable condition, you can really make a nice profit if sold properly. You could make even more if

you happen to come across rare or vintage electronics that are hard to find and often sought by collectors. Also, old laptops can usually be refurbished if you know what you're doing, and resold for much more than you will be paying for them. Selling old-tech for parts is also quite common on eBay.

Tip: If tech or electronics is a niche of yours, then this can be a very profitable market for you. You can even use Craigslist to put out wanted ads for this kind of stuff. You might be surprised at how many people there are who want to dump their old tech, thinking it's worthless.

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