

Criteria for Searching New Products to sell on Shopify - Dropshipping

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What to look for:

Before we delve into the criteria for identifying winning products, it's crucial to debunk common misconceptions. Dropshipping, contrary to some 'GURU's claims, is neither passive nor free. While it offers the freedom to work remotely from your laptop, it demands dedication, time and financial investment to get started – just like most other legitimate businesses.

The good news is that unlike traditional selling methods like Amazon FBA, dropshipping offers the advantage of requiring less upfront capital. The absolute minimum you need is \$250 (see video here: <https://www.tiktok.com/@qaissahel/video/7255067507940134149>).

The idea behind this criteria list is to help make educated decisions in order to find success in this competitive space. Don't be disappointed if a product does not work, or yield the profit margins that you were expecting. Even if you're at a loss, that's part of this business. Pick up your laptop, and begin your search again until you find that winning product.

Criteria #1: Winning product cannot be purchased locally.

Why it's important:

- A winning product is known as a 'hero' product which is what will attract shoppers to your store. Most companies will use the hero product to have customers enter their online store and then upsell other products.
- This will only be considered a 'hero' product if it is something unique in the market that can grab their attention and cannot be purchased locally or by one of the big brands.

Criteria #2: Content Creation Potential

Why it's important:

- Dropshippers need to find a way to attract potential buyers into their online store. Unlike Amazon and Walmart, shoppers won't know your company and so we will need to build credibility and enticing content that will drive traffic to your store.
- For this reason, we want our product to be small so we can easily create content. Large products such as tables, sofas, lighting are difficult to build content around and expensive to ship.

Criteria #3: 3X markup

Why it's important:

- Find products that you can markup at least 3-5x. You will be running paid ads so if you cannot markup at least 3x, then keep searching.
- If you plan on solely running organic ads, you can get away with a 2x markup (I recommend to run paid always).

Criteria #4: Specific Niche/Customer

Why it's important:

- Choose a specific niche and be very precise. When you do this you can focus on solving particular problems and build content that will entice shoppers to click.
- Make sure that your niche is large enough to have frequent sales and specific enough to meeting the needs and desire of certain customers.
- Example: Blue light glasses for doctors, this could be a great product since it's targeting a very specific niche, however there are simply not enough doctors to make this successful.

Criteria #5: Perceived value

Why it's important:

- Actual value = the value of the product that you are getting
- Perceived value = what the customer feels the value of the product is
- Example: You buy a necklace online for \$20 and it comes in a regular brown carton box VS you buy a necklace online for \$30 and it comes in a beautiful color case with a free ring added. The customer who received the brown carton box will think that it is a cheap product and not worth it while the customer who received the necklace and ring in a beautiful case will think that they got a fantastic deal because the 'perceived' value is higher.
- Be able to show the perceived value to the customer, whether it's adding more items to the product, adding a color box, branding, customization or anything that could give the appearance of greater value.

Criteria #6: Solves a problem

Why it's important:

- The best way to attract shoppers to an unknown store and to have them purchase your product is to solve a potential problem. You want them to think "I could use this in my life".
- Example:
<https://www.tiktok.com/@printmore1/video/7236119860051184942?q=tiktok%20made%20me%20buy%20it&t=1691001583714>

If there are any questions or clarifications needed, I'm always happy to help. Reach out to me on my personal social media which is monitored daily @Qaissahel. Wish you all the best of luck in this journey.

Feel free to share this document with others to help them but please make sure to give credit where due.

Thank you!