Dear Customer,

If you’re looking for something to sell, then the marketing ‘gurus’ will tell you that often the best thing to do is ‘reverse engineer’ the process…

In English, that means finding what’s currently selling well – then finding a product for that market (something similar or better).

That applies to this market…the tooth whitening market!

The tooth whitening market niche on eBay is a good one – it’s hot, with plenty of sellers and different products, and it offers you a chance to start selling products into this market.

There are sellers in this market selling literally hundreds of tooth whitening ‘kits’ and other devices per month. In total, there are many thousands of items sold into this market every month.

All you have to do is introduce your OWN ‘hot’ product into this market!

OK, so there’s a bit more to it than that…

But, as I highlight on your DVDs, that’s the gist of this.

So, we’ve highlighted step ONE of my approach. We’ve found a good market. The next thing we need to do is find a product for this particular market.

But to do this – to find a ‘good’ product – we need to look at what’s currently selling. Why do we need to do this?

Because it’s only by looking at what’s currently selling that we can determine just WHAT makes a ‘good’ product.
You can’t know what makes a ‘good’ hamburger (and by that I mean a hamburger which the market really wants) until you know what existing hamburgers are already on the market!

Same with tooth whitening…or anything else!

So, here’s an example of an existing, hot-selling product in this particular niche market:

35% LASER TEETH TOOTH WHITENING KIT - 2 PERSON KIT!
3 x 10ML SYRINGES - 4 x TRAYS - FREE DESENSITISING GEL!

Now, I haven’t included the full description of this item here – just the price, and the title (which tells us the essence of the listing). The price here is nearly
£15 or so – and the sellers can sell around £100 worth of these off each listing they put up. It’s a hot market if you get the right product.

So, judging by this, what is the ‘right’ product?

Well, this item is one which uses trays and gels.

So that’s one option – a tray and gel kit that is better than this.

How to find that item?

Simple searches on Google for terms like…

“Tooth whitening kit manufacturer”
“whitening syringe wholesale kit”
“whitening gel manufacturer”

And so on – any and all possible terms to find a wholesaler or manufacturer.

Alternatively…

Skip over to

Shopping.yahoo.com

Here, you’ll find tons of ‘stores’ offering all sorts of products. Run a search for terms like ‘teeth whitener’ and ‘teeth whitening’ and see what comes up. Then search by price, and find those items that are cheap, and contact the sellers for wholesale pricing!

From here, you can then test your item.

Now, we’ve done a bit of ‘research’ above and we know (if we look carefully at the existing sellers of whitening kits) that they use featured listings. (I mention these on your DVDs).

These cost more, but mean you come up at the top of the search results in a given category.

So, we opt for one of those, write a good description – and test the product out.

And once we’ve done that…

Provided our product has done well – we add another product to our niche. Then we can get two that sell £100 off each listing – and we’ve created our own £1,000 per week eBay business.

What’s our next product?
Well, we already have a whitening kit. So we try something else. We realise that the market for *devices that emit blue light onto the teeth* are looking like good sellers.

So we get a supplier from our Google searches, or from Yahoo Shopping, or from a foreign country eBay (again as I mention on your DVDs) OR from CHINA – and start selling that as well.

And so the process continues – you can then of course *change markets* or simply try adding further products to this niche of teeth whitening.

The seller mentioned above is selling around 300 items like this per month, which equates to around £4,000 per month on the face of it.

And this is from only one product in one niche.

Get two decent products in this niche, and you can be well on your way to your own £5,000-£10,000 per month eBay business.

Best Regards,
Oliver Goehler
‘Auction Kommando’