

Published based on [How Do I Figure Out What To Sell On eBay?](#)

How Do I Figure Out What To Sell On eBay?

By far the most popular question I hear from entrepreneurs stating to sell on eBay is "what do I sell?" That is a question that if you can properly answer, you'll have success on eBay. What's my answer? I'll tell you in a minute. First, I need to explain why it's so easy to get stuck here. (Don't worry, I've been there too.)

The main reason why this is such a roadblock is because eBay is a product-centered business. You need to have something to sell or you won't be in business. You need to buy product at low cost and sell higher. It's a simple model, and you're probably saying "yeah, I know that." Listen for just a minute.

The same type of people who get stuck figuring out which product to buy are the same type of people who would get stuck figuring out which stock to buy in the stock market. It's basically the same model, right? Buy a stock low, sell it higher than what you bought it for. Buy inventory low, sell it higher than what you bought it for.

Let's think about what makes a really successful stock trader. Successful stock traders know which stocks are going to go up. They look at what the market is doing right now. They'll look at the current stock price and then make the decision.

A good stock trader will be someone who doesn't just focus on one stock. Instead, they focus on the principles of how to buy a good stock. They look for the winning qualities. They then filter through the many options to find those winners. Well it works the same way with finding products to sell on eBay. You need to educate yourself. You need to figure out what the market is doing. Then you need to be able to make the call when the situation demands it.

What's the key ingredient to find products? By far, it's having the mindset. You need the training to see the opportunities. Once you can recognize opportunities, you'll be prepared for them when they arrive. There are literally countless products all around you that you can sell. You just can't see them yet. The main thing you need to do is to get yourself in that "seller's mindset" so you can.

Maybe you still don't know what to sell on eBay yet.

If you're brand new to eBay, my recommendation is that you begin to sell stuff that you don't need. There's probably an area of your house that is too cluttered, whether it's the attic, a closet, or the basement. Instead of having a yard sale, see if you can sell it on eBay. You'll build your feedback ratings and be well on your way to becoming a better eBay entrepreneur.

Jesse Holmes is an eBay PowerSeller and Entrepreneur who has been [making money on eBay](#) for over 3 years. Before you start to sell on eBay, make sure you check out his excellent free eBay Business Start Up Kit, showing you step by step how to [learn to sell on eBay](#).

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