

Published based on [Finding Your eBay Niche](#)

# Finding Your eBay Niche

If you've sold on eBay for a little while, pretty soon the question will come up, "What do I sell?" You need to think about what product category you want to sell in. Since there are thousands of categories, you have many options to choose from.

Back just a few short years ago, I was getting started. I didn't know what I wanted to sell. How did I decide? Well, let me tell you a bit about me. I'm a gadget geek. I know what electronics are going to come out before they do. I watch the gadget blogs. I keep tabs on what Apple is doing, and know when they are going to upgrade their iPhones. It's a hobby of mine.

It wasn't hard to go from my gadget hobby to selling gadgets on eBay. I sold my PlayStation 2. I sold a Gameboy and some computer games. It was easy because I knew electronics was my forte. After I ran out of things to sell around the house, I found an electronics wholesaler. They had webcams and computer accessories, and we still sell those to this day.

How does this story help you? Ask yourself... what do you like? Selling what you like will make your research and product buying a whole lot easier. Remember that whatever product category you choose to sell in, you'll be spending a lot of time working and figuring out what to sell. If you sell the types of products that you're already interested in, then the "work" of talking to suppliers and researching will be easier. (An added bonus is that if you sell what you like, you can always have one for yourself.)

Let's say you're just getting started on eBay and you have an idea. Let's say that it doesn't work out the way you hoped. The great thing about eBay is that nothing is set in stone. If you have an idea (or no idea at all) that's ok. The main thing is to get started. You can always change direction later, but you have to start moving first. Choose an eBay category that you think you can sell in.

Think about an airplane taking off from an airport. Does it always take off in the exact direction that it will end up? No. Most planes take off not pointed in the direction they eventually want to go, but when they are in the air, the pilot can make course adjustments. This applies to your business as well. Don't worry if you take off in a different direction than you want to go. The main point when you're a beginner is to get off the ground, and you do this by selling whatever you can at first. Once you're in the air, then you can change the direction you're going.

To reiterate: the most important thing you can do when you get started is to build momentum. Don't travel in 15 directions at once. Just start by selling items around your house. Then, once you've run out of household items to sell, pick an eBay niche. Don't stress about it, just try something based on your hobbies.

Jesse Holmes is an expert eBay Powerseller, author, speaker and consultant. He is willing to show you [how to make money on eBay](#) with his easy to follow [eBay 101 Start Up Kit](#), but only for a limited time. Go now for instant free access!

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