Dear fellow Reliable Education student,

Welcome and thank you for immensely choosing to read my length review and being so generous to utilize my affiliate link to purchase the course, but more importantly, thank you for taking that step forward for you and your family’s future. I’m very excited to be supporting and sharing this journey with you. I do hope some day we can meet in person at a Reliable Education event!

This products list was curated over hundreds of hours of my own personal research and deep digging. This process is where Rhino’s are born. A Rhino is a student who attains $100,000 USD of sales in one MONTH, and dozens of fellow students have attained this already, and I’ll be joining that club very soon. If you've been looking for a course that actually teaches you how to make money online, then you’ve just joined it. No BS.

Product research and selection is a tedious task that most people struggle with, and the most common question on everyone’s mind initially is ‘What product(s) do I sell?’ The course doesn’t quite provide this information, instead opting for the student to do his or her own groundwork. I admire this standpoint as most students are self-motivated anyway, and at the same time I decided I would want to open up students minds’ as to what can be sold online. You’ll come across products within this guide that you’ve never heard of before, many doing 6 figures monthly.

Given the hundreds of product ideas provided here, it’s impossible for me to do all of them during my life. At best I could take on a few, and some I have looked at quite closely given the profit potential. You may choose to take one of these product ideas and run with it, or spin-off from a product idea. For example, one product idea within this guide is baby harnesses but you might decide to create a colourful baby harness specifically for the beach with water bottle slot, sunscreen slot and car key holder pocket. Likewise, car seat covers are mentioned as a product idea but you might be inspired to create a water-proof UV-resistant seat cover for people who have boats which isn’t on this list. If you see high competition for a product, then please don’t be discouraged and instead use this as a sign of very high buyer-volume that you could tap into. Ideally, use this guide as inspiration to start ordering samples and hone in on your first product.

Of course naturally I need to mention that there’s no guarantees of income or results with what is provided here, and every product or business opportunity comes with risk. Given you read my blog, you know that it wasn't perfectly smooth sailing for me either but I am way out in front several years on. You obtained this complimentary guide as a gratitude gift from myself, as you chose to trust my review of Adam Hudson’s Reliable Education course.

I have not put this guide into a particular categorised order on purpose, as I don’t wish you to skip to specially only look at products you’d be interested in. This way you’ll also discover products you’ve probably never been aware of. Wayne Butcher who is a large part of Reliable Education specially mentions not choosing what you’re passionate about, as you can take the emotion out of it and simply see the product for what it actually is, but of course some interest in the product would be beneficial. You might be an avid cyclist who wants to create the world’s best roof mounted bike rack, but instead chooses to sell toxic-free paints for children as you don’t like the thought of having your own children and those around the world breathe in harsh chemicals. Doing so you are able to hit the market much quicker with a high standard set for the product.

Which leads me on to my last thoughts echoing Adam’s GAS factor. This is an acronym for Give A Shit. The emphasis with Reliable Education is to create products where you actually give a shit about the customer. Many products on Amazon lack this, as the majority of sellers are looking for profit first and months later find the bad reviews start flooding in as they choose to be half-assed about quality product selection. Spend time actually sourcing a fantastic 5 star product, and don’t be too concerned if this sets you back a few months in prep work, as you’re launching a product in front of millions of customers worldwide. Always be asking “how can I make this sensational?”.

In addition to this guide, you are welcome to email me anytime with questions regarding product selection or other stages of your Amazon journey. Reach out here: joshua@workwithjoshua.com

Let’s kick off now with the entire list…
1. Ergonomic Keyboard

**Pros:** High volume of corporate customers that aren’t as price sensitive, repetitive strain injury continues to affect millions worldwide. Able to sit alongside big names such as Microsoft and Logitech

**Cons:** May have electrical issues with 60+ buttons. Slower speed to market as you’ll likely design from scratch.

**X-Factor:** Create an actual ergonomic 2 piece keyboard, with left and right separate.

**Comments:** I have been looking for a keyboard like this for years, and the bulk of the current market offerings are just mildly ergonomic. The brand ‘Gold Touch’ is the closest I’ve found.
2. Bird Cage

**Pros:** High product price relative to factory cost. Minimal moving parts and low product complexity. Customers happy to spend relatively higher for a great quality product for their beloved pet.

**Cons:** Product packaging likely to be in oversize category and incur additional charges from Amazon.

**X-Factor:** Create a bird cage specially for people in cooler climates who want to keep their beloved pet warm through the snowy winters.

**Comments:** I've noticed very little product differentiation on this one, square black cages were typical. Surely you could create something that stands out more!
3. Full Face Respirator

**Pros:** Product that’s very much needed in certain workplaces and occupations. Could also sell disposable cartridges to create a repeat customer for life. May also benefit from the high ‘prepper’ community in the US.

**Cons:** May require certain standards approval to meet required government legislation in the US.

**X-Factor:** Create a respirator that is comfortable to wear, has great visibility and still works for bearded men.

**Comments:** Certain companies may purchase these respirators in bulk for their staff workplace safety needs, leading to higher order volumes.
4. Children’s Play Kitchen

**Pros:** High-volume selling item, easy to liquidate if required. Can sell well on other channels including social media given the high buyer traffic.

**Cons:** Lots of moving parts, may use toxic chemicals, easy to get bad reviews for minor faults. Parents will either love it or hate it. Higher up-front cost from factory. Likely will be oversize.

**X-Factor:** Create an eco-friendly version.

**Comments:** I’d likely stay clear as a first product idea but the high retail cost and high buyer traffic is certainly attractive for your second product and beyond.
5. Carry-On Suitcase

**Pros:** Strong buyer traffic, bags need to be replaced every few years, the US has numerous low cost carriers that only allow carry-on baggage.

**Cons:** Instantly hits oversized category resulting in extra fees charged by Amazon. Wheels or handles could break due to being thrown by airport baggage handlers, beyond you or the factories’ control.

**X-Factor:** Create the holy grail of lightweight carry on bags under 3 pounds (approximately 1kg) which would be soft shell with 2 wheels as opposed to hard shell and 4 wheels.

**Comments:** Quite often carry on bags weight a lot, up to 3kgs. When you’re only allowed 7kgs as carry on, almost half that weight is the dry weight of the bag. So be mindful to reduce that weight without sacrificing strength and a great design.
6. Tennis Racket

**Pros:** No moving parts, almost unbreakable in transit, great buyer traffic, can sit alongside worldwide brands such as Wilson and Head.

**Cons:** Customers expect a high standard, low retail price-point. May incur oversized product charges given the length of the product.

**X-Factor:** Create a pink tennis racket with protective storage sleeve.

**Comments:** Tennis rackets with bags appear to fetch a higher price. This brand can be expanded to include tennis balls, towels, nets and the like.
7. Child Car Seat

**Pros:** Massive buyer traffic, dozens of sales per day on each page 1 product. No seasonality, sells year-round. Each customer has a different price-point.

**Cons:** May have to attain government approval. Requires massive launch budget. Parents are the ultimate product critics. Extra charges from Amazon for storing an oversized product.

**X-Factor:** Eco-friendly car seat at a higher price-point.

**Comments:** This product requires a significantly higher launch budget a risk-tolerance.
8. Electric Blanket

**Pros:** Massive buyer traffic, almost unbreakable. No moving parts. Can sit right next to Sunbeam and other well known brands.

**Cons:** Requires a high launch budget, though this search was done in December going into the coldness of the US winter, creating hundreds of daily sales for each page 1 product.

**X-Factor:** Eco-friendly electric blanket, or vegan electric-blanket.

**Comments:** This is the type of product that's ideal if your budget is very high. You may also consider uniquely-designed throw blankets for the lounge as opposed to bed blankets.
9. Weight Distribution Hitch

**Pros:** Only have to sell a few hitches a day to make a good income. High retail price-point. Most factories would be happier with smaller order quantities such as 100 or 200 units. May be able to source in USA.

**Cons:** May have to get ratings, stress-testing or government approval first prior to launching. Product depends on reliability and may struggle to launch without a good few reviews.

**X-Factor:** Create a weight distribution hitch with a locking mechanism that prevents theft of the hitch and trailer.

**Comments:** This product is ideal for the person with some engineering or trailer experience.
10. Aquarium

**Pros:** High price-point, reasonable launch budget vs daily sales. Easy to product differentiate.

**Cons:** Quality control issues regarding leaks. Glass may break in transit. Likely hit oversized territory.

**X-Factor:** Can easily branch out with a range of add-on products for the aquarium, increasing the revenue spend per customer.

**Comments:** The sales on aquariums caught me by surprise and there’s some good potential here.
11. Bamboo Shower Mat

Pros: Unbreakable, no moving parts, easy to build. May not reach oversized territory. Most households have more than 1 bathroom and so customers are likely to order more than 1 to create a uniform look throughout their home.

Cons: Within the course Adam has an interesting story about his bamboo chopping board worth watching! I won’t spoil it here. :-)

X-Factor: Unique design as opposed to rectangular with side to side slats, look up ‘Bare Decor Giza Shower Mat’ to see what I mean. Solid teak wood may fetch a higher price than bamboo.

Comments: I particularly really like this product as a first product idea. A launch budget of approximately $4,000 USD, selling 5 per day on average with no real complexities. This is ideally what you as a first-time student should aim for.
12. Barcode Scanner

**Pros:** Sales across both business and residential customers, and in some cases will be bought in bulk for team-use. Small item means small packaging, and can fit hundreds per pallet reducing freight cost. Average seller is selling 51 items per day.

**Cons:** Potential reliability issues that are associated with electronic items.

**X-Factor:** Having used these before, they’re often troublesome to get back into the cradles. Could you solve this issue? Could you make a magnetic wall-mounted cradle? Could you make an ergonomic version?

**Comments:** This product has a higher launch budget but does bring in excellent revenue.
13. Vegan Passport Wallet

**Pros:** Low factory cost, small item takes up very little space for freight. Unbreakable, not very complex. Very low launch budget required, beginner friendly.

**Cons:** Low retail price point. Cork or faux leather has a lower lifespan than compared with real leather.

**X-Factor:** Create a wallet that is PETA-approved for instant approval within the vegan community.

**Comments:** The growth of the vegan community through awareness continues to rise exponentially and customers are seeking friendlier alternatives. The passport wallet can be expended as a brand to include a travel bag, credit card wallet, handbag and even vegan shoes.
14. Outboard Motor Cover

**Pros:** Very simple to manufacture, can fit on a range of different motor sizes. High number of boats in the US. Can sit right alongside big names such as Yamaha and Mercury.

**Cons:** Lower daily sales volume.

**X-Factor:** Create a cover that isn’t a boring black, blue, grey or white. Throw an American eagle on a boat cover, or something that resembles patriotism.

**Comments:** This is one of the most affordable entry-points for a new Amazon seller that I’ve found so far, likely to launch for under $2,000 USD with an average sales price of $45 USD.
15. Ottoman

Pros: Massive buyer traffic, no moving parts, easy to package. Easy to photograph into lifestyle shots.

Cons: Higher factory cost. Oversized category fees.

X-Factor: Look within the $200 to $400 category, whilst you’ll pay slightly more at the factory, you’ll recoup this plus more with the higher price point and more satisfied customers given the better quality ottomans.

Comments: This is an excellent choice if your budget allows, and quite easy to expand the brand to include sofas, coffee tables and the like. Don’t be discouraged with furniture on Amazon as it’s a category with a significant amount of buyer traffic.
16. Mountain Bike Helmet

**Pros:** High retail price-point, the product saves lives, potential to market through social media.

**Cons:** May require government approval and/or stress testing.

**X-Factor:** Create a google set that fits perfect with the helmet, resulting in higher spend per customer. Quite often helmets and goggles don't fit properly if they are from competing brands.

**Comments:** This is quite a reasonable product if your budget allows. Consider also serving the female mountain biking market too, as on this page I can see only helmets that cater towards men whilst more and more women are joining this sport.
17. Cubby House

**Pros:** High volume of sales, very little available that’s reminiscent of Australian cubby houses, instantly falls into oversized category that scares a lot of sellers away.

**Cons:** Higher factory cost per unit, some complexity. Customers may complain of 1 bolt missing.

**X-Factor:** We call ‘em cubby houses, Americans call them playhouses. It’s difficult to find anything that’s as modern as what we build for our kids. Some real opportunity here.

**Comments:** I welcome you to dig deeper into this one if your budget allows, as I see some real potential.
18. Gas Hot Water Unit

**Pros:** High retail price-point, customers need a unit ASAP as theirs is broken so visual appeal isn’t the #1 priority.

**Cons:** Moving parts, may require government certification for certain parts.

**X-Factor:** Choose a new colour that isn’t black or white if possible. Design one that is purposely built for cold conditions.

**Comments:** Whilst you may only sell a few units per day, there is a larger profit per unit to offset this.
19. Electric Shaver

**Pros:** Small packaging means many can fit on a pallet for low cost shipping. Easy to airfreight. Extremely high volume of daily sales.

**Cons:** Very high launch budget required, will require a large portion of giveaways initially to gain market traction. Moving parts with unit. May require back up parts such as shaver heads manufactured prior to launch.

**X-Factor:** Create an aggressive looking shaver to rival that of big names

**Comments:** Having a look at page 1 of this niche, I can see several private-label sellers sitting right alongside Philips and Remington, most of which are doing a poor job with average sounding brand names, basic photography and limited keywords. Give me $200k and this one I’d be seriously considering!
20. Toddler Life Jacket

**Pros:** Great retail price point compared to factory cost, no moving parts, easy to use the same factory to create children's, teenagers and adult life jackets.

**Cons:** Parents are the ultimate critics, life jacket may have to be approved by government certification.

**X-Factor:** Children generally don't like wearing life jackets as they find them uncomfortable, create some exciting cartoon characters on the jacket that would encourage the kids to wear them.

**Comments:** This is a reasonably good niche if you have a mid-level budget for launching. There would be some seasonal variability, given that most people would avoid the water in the cooler months.
21. Nail Gun

**Pros:** High retail price-point, can sit next to market leaders such as Makita, Dewalt and Ryobi and others. Requires more up-front work and more capital but harder for competitors to emulate.

**Cons:** High capital required, lots of moving parts. Product is used in rough environments and often treated harshly.

**X-Factor:** Create a tougher looking nail gun. Yes, they’re tough now, but could you go 1 step beyond?

**Comments:** This is one niche where the likes of Makita, Dewalt and Ryobi have created their perfect blue ocean. It’s hard to enter, but if you’re prepared to put in the work and potentially deal with some setbacks, you very much could be at page 1.
22. Ironing Board

**Pros:** Minimal moving parts, easy to customise.

**Cons:** Likely falls into oversized category. Lots of other ironing boards selling for significantly cheaper.

**X-Factor:** Create an iron that looks just like a surfboard.

**Comments:** This niche surprised me actually, I wouldn't have thought there would be margin here. The board on the top right fetches $279 USD because it can hold a 100kg person. Even the Mabel in the middle is fetching $110, far beyond the factory cost.
23. Power Tower

**Pros:** Less moving parts than full exercise systems, the appearance of a large item commands a larger price though packaging will be much smaller (flat pack).

**Cons:** Oversized category fees, may require testing first by gym junkies to validate quality.

**X-Factor:** Create a tower that allows the user to undertake as many exercises as possible.

**Comments:** In the course Adam mentions to stay away from items with excessive moving parts such as gym systems. I consider this one reasonably safe however. Your brand can easily be expanded to other items.
24. Hearing Aid Cleaner

**Pros:** Small unit and small packaging means many can fit on a pallet, reasonably low cost to air freight if needed. High retail price point. Aging population in the US who does not want to go shopping and has greater confidence purchasing on Amazon.

**Cons:** Potential electrical issues. Target population is from a time when everything lasted for years, and would expect the same out of this product.

**X-Factor:** Create a traditional mahogany wooden box instead of plastic.

**Comments:** Another one you likely never thought of. This niche has very little competition when compared to buyer traffic, just a few manufacturers making a decent income.
25. Sun Lounge

Pros: Beginner friendly despite being oversized, minimal moving parts. Easy to differentiate and create a 5 star product.

Cons: Oversized fees, may have pinch points. Could fade quickly if not UV-stabilized.

X-Factor: Sell as a 2 pack to generate higher sales volume, and sell a matching outdoor coffee table and umbrellas separately.

Comments: Outdoor furniture on Amazon is one niche not to overlook. I’ve had this conversion with a few people who have signed up with my affiliate link. It’s reasonably easy to enter this niche and customers will generally look deeper than page 1 or 2 to find the right lounge for their outdoor area.
26. Toiletries Bag

Pros: Many different customisations available, quite beginner friendly. Unbreakable, lightweight to ship. Many factories have designs ready to go and are simply waiting for your logo.

Cons: Low margins, high volumes. Some bags advertised as water-proof may not be so.

X-Factor: It’s women who generally carry more toiletries than men, yet there weren’t many women’s bags when researching this niche. Certainly an opportunity!

Comments: I think this one is relatively safe for beginners just to get the feet wet. Even if you decide to sell in a different category later on, you’ll find this one easy just to get some traction and experience on Amazon.
27. Solar Panel

**Pros:** High retail price point, some customers will buy more than one. Easy to source with many factories.

**Cons:** Hard to create any product differentiation or stand-out. Fragile object. Potential electrical issues and warranty claims.

**X-Factor:** Create a panel that rotates to be constantly in alignment with the sun so the customer attains the best charging potential for the day.

**Comments:** This niche has some decent risk involved, though if you have experience with solar already it’s something I’d certain consider.
28. Parcel Box

**Pros:** Minimal moving parts, generally ready to go for the customer with no assembly. Product is an easy sell as customers frustrated with stolen parcels.

**Cons:** Locking mechanism may not be secure, product is in oversized category.

**X-Factor:** Create a letter box that actually looks cool, as opposed to boring black.

**Comments:** This is a great example of needing a high launch budget but where as the revenue volume is sub-standard. Using Zonguru’s numbers, and assuming 30% margins, it will take approximately 6 months before you begin to start turning a profit and your product isn’t going to move too fast afterwards.
29. Digital Kettle

**Pros:** Massively high buyer traffic, just about everyone needs one. Most kettles look the same and some differentiation is easy. Likely to be in standard sized category as opposed to oversize.

**Cons:** Electrical issues likely. Higher launch budget required. Highly competitive, may require a large giveaway campaign to reach page 1.

**X-Factor:** A red, blue or green kettle to stand out amongst the crowd.

**Comments:** This would make an excellent start to a kitchenware range, adding in a blender, stick mixer, food processor and associated gadgets as the brand grows.
30. Ratchet Straps

**Pros:** Minimal complexity, unbreakable with shipping, beginner friendly. Easy to differentiate.

**Cons:** These ratchets are prone to failure, worthwhile testing first.

**X-Factor:** Investigate whether this can be manufactured in the US with margin left over.

**Comments:** This is a reasonably good choice for a beginner, with a launch price of $8,000 selling 10 per day. This brand can be expanded over time with other automotive accessories.
31. Fly Fishing Vest

**Pros:** Lightweight and easy to ship, simply packaging. Very good average price-point. Beginner friendly.

**Cons:** Zippers prone to failure, so ensure you choose a good factory that can manufacture to a standard.

**X-Factor:** Create a fishing vest with a beer holder, the two really go hand-in-hand.

**Comments:** Another beginner friendly product, reasonably low launch budget with good monthly sales. This is one I'd be looking at deeper.
32. Magnetic Whiteboard

**Pros:** Simply 1-piece design that can have multiple sizes, may choose the whiteboard sheet for great simplicity.

**Cons:** Oversized category, may snap in transit. Hard to product-differentiate.

**X-Factor:** All whiteboards have the same metal frame, could you create one with bamboo?

**Comments:** Great simple product for a beginner, however it appears the launch budget makes it out of reach for most.
33. Carpet Playmat

**Pros:** Super easy to find a designer and private label, very little that could go wrong. Unbreakable.

**Cons:** Oversized fees charged by Amazon.

**X-Factor:** Find a natural material that fetches a higher retail price. Created themed rugs, one for winter, one for fall, one for the beach, one for the dessert, one featuring a construction site.

**Comments:** This is a perfect example of simplicity. A great quote I heard from a Reliable student was “Don’t over-think it, but actually go and launch something!” I don’t think it gets much simpler than this.
34. Mannequin Head

**Pros:** Simple product, easy to create multiple variations.

**Cons:** Hairs fall out due to poor quality.

**X-Factor:** This is one niche I'm very unfamiliar with, so was unable to imagine some uniqueness.

**Comments:** Again, another simple product choice which many would have overlooked or not imagined. Selling on Amazon does mean stepping outside the box a little.
35. Caravan / Trailer Mover

**Pros:** Americans love big trailers. Trailers are heavy. Americans are generally lazy. It’s the perfect combination.

**Cons:** Electrical issues, product generally would be stored for many months before being used again. Needs longevity.

**X-factor:** Create a caravan mover that can be operated from any smartphone.

**Comments:** One glance at the numbers and this product surprisingly wasn’t producing a lot of sales. Even eliminating everything apart from the top 3 sellers showed that they are each producing 1 sale per day on average. I would park (sorry for the pun) this product for now.
Pros: Reasonably good buyer volume, can expand with add-on accessories. Sells all year around, US summer time and Christmas sales spikes.

Cons: More complex, could get a 1 star review with just 1 bolt missing. If a child falls off through their own actions, it’s the product’s fault and not the child.

X-Factor: Go Springless, it has a strong customer trust-factor.

Comments: Still reasonably well priced for a beginner to take on with good sales volume. I noticed that very few trampolines had covers to turn them into tents for all weather conditions.
37. Electric Toothbrush

**Pros:** Massive customer base across all ages, genders and social classes.

**Cons:** More prep-work in designing, manufacturing and testing prototypes.

**X-Factor:** Toothbrush and water flosser combo.

**Comments:** Right there, in between Oral-B and Philips who have decades of experience is this private label seller ‘Fairywill’ selling a competitive toothbrush at merely $29.95 that is just as visually appealing, and with thousands of reviews to please potential buyers plus sales on replacement heads. This is the perfect example of creating your own Blue Ocean. It’s hard to jump into this niche (money, product reliability and unique design challenges) but look where you’ll sit if you get it right.
38. Mig Welding Helmet

**Pros:** It's a 100% necessary product for certain professions. High average retail price.

**Cons:** May fall into oversized category. May have to meet certain regulatory standards.

**X-Factor:** Helmets that have the American flag or American eagle sell at a higher price point, for a helmet that is essentially the same.

**Comments:** Good choice if you've got a mid-sized launch budget. Can package the helmet with excellent welding gloves for higher perceived value.

### Durable Solar Powered Welding Helmet Auto Darkening Professional Hood with LED Digital Display Accurate Adjustable Shade Range 4/5-8/9-13 for Mig Tig Arc Weld Grinding Welder Mask
by DEKOPRO

$99.90

### Welding Helmet, Black, 3350 Series
by Lincoln Electric

Eligible for Shipping to Australia

$244.75 $270.44

More Buying Choices

$244.00 (11 used & new offers)

### Pro Welding Helmet with Highest Optical Class (1/1/1/1), Larger Viewing Area(3.94”x2.87”), Wide Shade Range DIN 3/4-8/9-13, 6Pcs Replacement Lenses, Grinding Feature for TIG MIG MMA Plas...
by TACKLIFE

$65.97

More Buying Choices

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39. Dog Kennel

**Pros:** Customers prepared to pay higher retail price for their beloved pet. Can use the same factory to create different sizes for different dogs. Easy to create a new kennel from scratch.

**Cons:** Oversized category fees, pet owners will generally love it or hate it. Some assembly likely required by the customer.

**X-Factor:** Pet kennels with double doors appeared to be in limited supply during my research in this niche.

**Comments:** I’m sure you’ve seen Adam’s cat tree example, and this example is likewise showing very good buyer traffic and reasonably okay as a beginners first product.
40. Knitting Bag

**Pros:** Unbreakable in transit, lightweight to air freight if needed, very low factory cost price.

**Cons:** Low retail price point.

**X-Factor:** Really dig in and discover what knitting customers are actually after in a bag.

**Comments:** Customers in this category are in the 50 to 90 year old bracket. Most sellers shy away from the category due to no personal interest in this product, but do not overlook products for the older generation. They come from a time where quality was appreciated, and not everything was made in China. This product has a low launch cost and solid buyer traffic, though margins will likely be on the slim side.
41. Gym Flooring

**Pros:** Unbreakable, very light for shipping for air freight. Just about everyone is selling black mats, so other colours will stand out and attract interest.

**Cons:** High launch budget needed.

**X-Factor:** Look at colour differentiation or materials that emit less odour.

**Comments:** Amazon sells this item, and this is great news as it shows solid buyer traffic. On page 1, the average seller is selling 128 units per day. Quite staggering really! This one would be beginner friendly except for the high launch budget required given the big players sitting on the first few pages.
Pros: High retail price per unit, electrical item but with minimal moving parts, social media has excellent examples of more modern units that can be used for inspiration for a new product on Amazon.

Cons: Potential electrical issues, very bright light required to minimise complaints.

X-Factor: Look at finding the most modern light available.

Comments: This is another good beginner product, though I struggled to brainstorm where this product could become a brand with a range of similar products.
43. Towing Mirrors

**Pros:** Very minimal moving parts, ships in standard sized boxes. High retail price when compared to factory price.

**Cons:** Potential breakages. Requires reliable straps to prevent mirrors falling off at highway speeds.

**X-Factor:** Consider integrated indicators if you’re considering the replacement towing mirror as opposed to the clip-ons.

**Comments:** Another reasonably good choice as a beginner. The replacement mirrors which extend attain a higher price given the greater rigidity and perceived value. In Australia we call these ‘Clearview’ mirrors.
44. Curtain Holder

**Pros:** Simple to manufacture, lightweight to ship, can fit many units on each pallet. Current sellers lacking imagination and class. Most buyers need more than 1 unit, potentially requiring several for their house to create uniformity.

**Cons:** Very low price point, slim margins.

**X-Factor:** Look at a price point in the $20 to $30 range where very few sellers are at, but with a product that is far superior.

**Comments:** This low budget and reasonably good daily sales volume make it perfectly beginner friendly, provided that you can make margins too.
45. Bicycle Pedals

**Pros:** Range of different price-points, from budget to superior. Customers are used to spending several thousands on their bicycles, a pedal set for $70 would be reasonable.

**Cons:** Worthwhile to do some R&D testing with avid cyclists to get some feedback before hitting the market.

**X-Factor:** Create a range of pedals specifically for women riders.

**Comments:** Shimano is a Chinese manufacturer selling at European price-points, which I find quite interesting. This is yet another beginner friendly product with a solid product, multiple daily sales and customers who aren’t price-sensitive.
46. Tool Box

**Pros:** Relatively simple, endless product customization. Can make a tougher looking box. Unbreakable.

**Cons:** Could be in oversized territory, customer expects a product that will last 10 years. Must build at a standard, not a price.

**X-Factor:** Consider a tool box with drawers, and a brand with a ‘tough’ sounding name.

**Comments:** Good beginner product, may struggle to build the brand out with other similar products. Focus on creating a product that lasts a lifetime as opposed to building to a price-point.
47. Baby Change Station

**Pros:** Product sells year-round, customers not as price-sensitive. Average price is $136 USD. Minimal moving parts.

**Cons:** May have to get certain government approvals.

**X-Factor:** Look at getting certified natural materials which will be a huge selling point. Also consider adding shelves to the station for nappies, or an attached bin.

**Comments:** At first this looks like a good beginner product, though the higher launch budget doesn’t correspond to higher monthly sales. It seems that these baby change stations all essentially look the same and lack crucial imagination.
48. Clothes Steamer

**Pros:** Different price-points resulting in different customer expectations. Likely to be in standard category, not oversize. Some electronic components but not too complicated.

**Cons:** Customers expect longevity, must build to a standard and not to a price.

**X-Factor:** Clothes steamers still lack imagination in design.

**Comments:** Consider delving deeper into travel steamers.
49. Whipper Snipper Cord

**Pros:** Very simple product, unbreakable. Small and easy to airfreight. Very straightforward.

**Cons:** May be hard to differentiate. Customers more price-sensitive.

**X-Factor:** Consider a tough brand look, as most competitors in this niche are showing basic branding.

**Comments:** Good first choice as a beginner. Zonguru is showing a high launch budget which would turn away most new sellers, but I wouldn’t slide right past this one as I imagine the factory cost price to be minimal.
50. Hydration Pack

**Pros:** Low factory cost, lightweight and unbreakable. Fits many on each pallet given the small packaging size.

**Cons:** Highly competitive niche with some Chinese private sellers on this one already.

**X-Factor:** Consider chasing CamelBak’s marketshare and create products that fetch those higher prices, due to dependability.

**Comments:** Ideal choice if you’re looking to build a camping and outdoors lifestyle brand.
51. Children’s Wagon

**Pros:** Large item that ships flat-pack which may fall into standard-sized category for reduced fees. High retail price point. Multiple uses.

**Cons:** Parents can be the ultimate product critics. Must be built strong and reliable.

**X-Factor:** Create a more interesting and engaging design than what is offered.

**Comments:** This I would still consider beginner beginner friendly, consider a sun-shade that sits over the top.
52. Warehouse Scales

**Pros:** Varied customer base, from home users to warehouses. Some customers may purchase more than 1 unit. High retail price. Some customers may not be price-sensitive and require a unit with many features.

**Cons:** Electrical issues, requires very precise measurements. Larger units may fall into oversized categories.

**X-Factor:** Create a range of scales; small, medium and large with big digital readouts.

**Comments:** This product has a huge launch budget with a significantly smaller monthly sales volume, so perhaps a niche that has too greater competition to be worth pursuing.
53. Scuba Diving Knife

Pros: Beginner friendly, small product means many can fit on 1 pallet. Fixed blade means no moving parts, easy to source.

Cons: Lower amount of daily sales than the average product here.

X-Factor: Build a range of knives in different sizes and at different price-points.

Comments: This one is certainly beginner friendly. Easy to source, easy to ship and sub-niche specific. What I mean by this is, a hunting knife is going to have a lot of buyer traffic and a lot of competition, where as a scuba knife is much more specific and it’ll be relatively easy to hit page 1 upon launching for this product.
54. Vertical Garden

**Pros:** Flatpack, lightweight to ship, almost unbreakable, perpetual increase in self-reliance and readiness movement in the US.

**Cons:** Low retail price point leading to potentially tight margins.

**X-Factor:** Create a product that is eco-friendly and doesn't leech chemicals into the soil on hot days.

**Comments:** For some reason Zonguru wasn't sending through data for me to look at this, but on the surface it appears yet another beginner friendly product.
55. Toddler Potty

**Pros:** Cheap to manufacture, massive buyer traffic, generally unbreakable

**Cons:** Very tight margins, parents can be the ultimate product critics.

**X-Factor:** Eco-friendly toddler potty chair, or one made from seaweed plastic

**Comments:** The average seller on page 1 is selling 76 units per day, which is ultimately huge. This one may be too highly competitive with slim margins for a beginner to take on.
56. Oscillating Fan

Pros: Electrical item but with minimal complexity, good average sales price. Low manufacturer cost. Many competitors on Amazon showcasing boring designs.

Cons: Mid-range launch budget required. May incur oversized product fees depending on the size of fan. Seasonal product, lower sales in winter.

X-Factor: Type in ‘Unique oscillating fan’ on Google and find some inspiration, as the current offerings on Amazon are quite basic.

Comments: Reasonably good beginners choice if you’re looking to create an electrical brand, with strong monthly sales.
Heated Water Hose

Pros: Very simple item, minimal competition, good monthly sales volume, high retail price-point.

Cons: May be quite seasonal as product is generally used in show areas.

X-Factor: Camco has been leading this niche for many years with barely any competition.

Comments: If you’ve got a good budget for your first product, and can deal with some seasonality, then this is a worthwhile choice. This product prevents hoses from freezing at campsites in snowy conditions, and you can expand with black and grey water hoses.
58. Vegetable Spiralizer

**Pros:** In-demand product from the rising health-conscious consumer, has different price-points depending on quality. Low manufacturing cost.

**Cons:** Tight margins, mid-range launch budget required. May be difficult to reach page 1 initially.

**X-Factor:** BPA-free spiralizer is a good starting point, but try to go one better with a recycled plastic or seaweed plastic spiralizer.

**Comments:** Ideal starting point for a kitchen accessory range. May require some R&D prior.
59. Small Sledge Hammer

**Pros:** Ultimately easy to design and manufacture, no moving parts, one piece construction.

**Cons:** Customer expects high quality and a lifetime of use. Product has to perform in less than ideal conditions.

**X-Factor:** Make a tougher looking sledge hammer or one with American patriotism.

**Comments:** Finally at product #59 I’ve found you arguably the perfect beginners product. Don’t all jump on this one at once. And congratulations for reading this far, you’ve still got a while go to before this list is finished though! :-)

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Stanley FMHTS1297 FATMAX AntiVibe Fiberglass Engineering Sledge Hammer, 4 lb by Stanley

Stanley FMHTS1297 FATMAX AntiVibe Fiberglass Engineering Sledge Hammer, 4 lb by Stanley

Truper 33187 8-Pound Sledge Hammer, Hickory Handle, 16-Inch by Truper

Truper 33187 8-Pound Sledge Hammer, Hickory Handle, 16-Inch by Truper

Fiskars IsoCore 3 Pound Club Hammer, 11 Inch by Fiskars

Fiskars IsoCore 3 Pound Club Hammer, 11 Inch by Fiskars
60. Sewing Machine Table

**Pros:** High retail price-point, simple design, generally unbreakable in transit.

**Cons:** Oversized category fees. Mid-sized launch budget required.

**X-Factor:** Make a table that’s height adjustable, even allowing the customer to stand and sew at times similar to a standing work desk.

**Comments:** Bet you didn’t consider this one as a potential product, neither did I - I thought everyone just did their sewing on the dining table. Consider also a desk with storage drawers, hooks and the like to create the ultimate work station. This market is starved of imagination and competition.
61. Pregnancy Pillow

**Pros:** Unbreakable, extremely high sales volume, lightweight to ship.

**Cons:** Despite being light, this will likely incur oversized category fees given the large box. These pillows are approximately 3x larger than your average bed pillow.

**X-Factor:** Some imagination in the design, as most offerings are boring. Consider also eco-friendly fillings.

**Comments:** This one is priced out for most beginners, and the margins may be slim. But worth investigating if your budget allows.
62. Dog Deshedding Tool

**Pros:** Very small product and lightweight, many can fit on a pallet. Minimal storage fees. Likely to also be bought by cat owners. Massive buyer traffic.

**Cons:** Margins may be slim with lower retail price-point.

**X-Factor:** Neither the two deshedding tolls pictured here feature a DOG in the photo (or any photo within their respective listing). In fact many competitors don’t feature dogs, but it’s a tool for dogs. Put a dog in your listing photos.

**Comments:** Another beginner friendly example, the launch budget here appears high but the factory cost is likely going to be minimal. Sure, there’s some competition here but visual appeal appears to be lost with the bulk of competition.
63. Bicycle Fork Adapter

**Pros:** Small product, simple design, fits many on a pallet

**Cons:** May require precise engineering, customer expects super strong quality.

**X-Factor:** I wasn’t able to think of a unique selling point for a new seller apart from coloured adapters.

**Comments:** There’s little competition for this niche but a few daily sales, potentially a good beginners product with a low factory cost.
64. 5th Wheel Cover

Pros: Unbreakable, lightweight, very high retail price when compared to factory cost

Cons: When folded and packaged, the box may fall into oversize category. Customers expect several years of harsh weather usage.

X-Factor: A range of sizes for different 5th wheelers.

Comments: American’s love big 5th wheel caravans, and need quality covers to protect them. This niche surprised me, as the reviews are plentiful yet the daily sales were quite low in comparison.
65. Shooting Ear Muffs

**Pros:** Small product but isn’t too small, minimal moving parts, generally unbreakable in transit.

**Cons:** Mid-sized launch budget required, some decent competition. May require independent testing to receive noise reduction ratings.

**X-Factor:** These ear muffs are for shooters. No one on page 1 has an ear muff with camouflage colours. Opportunity, anyone?!

**Comments:** An excellent choice if your budget allows for it, strong monthly revenue with good retail price point. Consider integrating a two-way UHF or FM radio setup with this one.
66. Lawyer’s Briefcase

**Pros:** Excellent retail price-point, customers on higher salaries aren’t price-sensitive. Generally unbreakable and likely to fit in standard-sized product category instead of oversized.

**Cons:** Higher factory cost price pushes this outside the budget of most beginners. Customers expect outstanding quality.

**X-Factor:** Vegan leather, laptop sleeves, very high quality handles.

**Comments:** I’d be starting with a high quality wallet or purse before launching this as a later product, find a great factory who can manufacture your entire range.
67. Indian Tee Pee Tent

**Pros:** Lightweight, very high retail price-point yet low factory cost, can airfreight if needed, generally unbreakable, some factories have designs ready to go.

**Cons:** Some competition, if children knock it over then parents can be the ultimate product critics.

**X-Factor:** Pair this with an indian and cowboy costume set and sell as a package.

**Comments:** This is one niche I’ve looked at closely, but my current products sit in another unrelated category. I consider this one very beginner friendly, just begin with a unique design off 99 Designs or Upwork.
**Pros:** Simple design, high retail price-point, beginner friendly within the automotive niche.

**Cons:** Metal made need grading or stress-testing approval prior to launch to validate strength.

**X-Factor:** All of these look exactly the same, which I understand as they have a specific purpose. But the designs could be more aesthetically pleasing.

**Comments:** These only sell a few per day but do have a high price-point per unit, so profit per unit could make this one worthwhile.
# 69. Coffee Table

**Pros:** Flatpack furniture with dozens fitting on each pallet, high average retail price-point. Generally unbreakable. Minimal assembly for the customer. Different price points within this niche.

**Cons:** Oversized category fees, wooden goods may need treatment certification at customs.

**X-Factor:** Look up ‘luxury coffee tables’ on Google or Pinterest and compare these to the average offerings on Amazon.

**Comments:** Don’t be discouraged by the higher factory cost price, this niche has multiple price points and some customers are more than willing to pay top dollar. And let’s be honest, even Kmart has better offerings than the $50 table offered here.
70. Bug Zapper

**Pros:** Low launch budget with high retail price point, product is ideal size for beginner.

**Cons:** Potential electrical and safety issues.

**X-Factor:** Create a bug zapper that’s actually atheistically pleasing

**Comments:** Reasonably good first choice, though I’m struggling to work out how to expand the brand beyond this one product.
71. Galley Pump

Pros: Small item fits many on each pallet, lightweight and almost unbreakable.

Cons: Reliability issues, is going to be used in salty conditions so requires longevity.

X-Factor: Create a pump that’s visually as appealing as a home faucet tap

Comments: Low daily sales but a good example of a simple-minded product niche that many wouldn’t have thought of. This product is used as a tap on boats to pump water into the kitchen or bathroom areas, where a motorised pump may be unavailable.
72. Balance Bike

Pros: Fantastic daily sales volume, benefits from Christmas sales and US summer sales increases. Less moving parts and more reliable than a conventional bike.

Cons: Product likely requires some customer assembly, packaging box may be larger than expected.

X-Factor: Create interchangeable wheels and tyres so the child can retain the same bike but simply increase its size as they grow.

Comments: Great first choice if you’re looking to build a leisure range for kids, a decent launch budget is required plus some R&D prior to launch.
73. Karaoke Microphone

**Pros:** Small unit size means many can fit on each pallet, massive daily sales volume.

**Cons:** Electrical and connectivity issues. Higher launch budget required.

**X-Factor:** Launch a microphone at a higher price-point where quality is favoured over cost.

**Comments:** I shared this one as it shows a good sub niche that could often be overlooked. Consider that many teenage girls love karaoke, yet no pretty pink microphones are featured on page 1.
74. Rotating Makeup Stand

**Pros:** 1 piece design, low manufacturing cost, high volume of buyer traffic. Lightweight and generally unbreakable.

**Cons:** Low retail price point, and margins may be slim. May be hard to differentiate.

**X-Factor:** Create one out of bamboo, as opposed to plastic

**Comments:** Good choice if you've got a mid-range launch budget in mind. One niche worth pursuing also if you have personal knowledge.
75. Camera Bag

**Pros:** Excellent choice for a beginner, low factory cost, multitude of different choices available and price-points, customers generally not price sensitive (Cameras are expensive and require good protection) and item is light and generally unbreakable.

**Cons:** High competition

**X-Factor:** Create an eco-friendly bag or one made out of plant-based materials.

**Comments:** Reasonably good retail price, and factories will have designs ready to go and awaiting upon your logo.
76. Volleyball Net

**Pros:** Very lightweight, unbreakable in transit, simply design, can expand the brand with poles and volley balls.

**Cons:** Product is used and left outside, may wear prematurely due to UV exposure if factory uses poor quality materials.

**X-Factor:** Consider a net that is in a unique colour

**Comments:** Good first choice again, reasonably low launch budget with good daily sales.
77. Crochet Hook Set

**Pros:** Small item that fits many on each pallet, excellent buyer traffic, room for new designs

**Cons:** Low retail price-point

**X-Factor:** Sell the hook set with bonus yarns as a package deal for a higher sale per customer

**Comments:** This is one niche I know nothing about, but it came up in my research and worth looking at deeper. The launch budget does seem high, though I believe could be due to the average seller on page one selling 34 units per day. Remember, once again very few sellers are catering to the elderly market as most sellers aren’t in this age bracket, so a real case of low competition, high demand.
78. Trophy Rack

**Pros:** High retail price point and low factory cost, consumer isn’t price sensitive to show off their achievements. Some customers will buy several if they have large families.

**Cons:** For the first time in this guide, I cannot think of a negative for selling this product. Have I just inadvertently stepped upon the holy grail?!

**X-Factor:** Create sports-specific display racks.

**Comments:** Very good beginner choice, sells year-round. I’m struggling to see how you could go wrong with this one.
79. Pool Cover Pump

Pros: High retail price point, low factory cost. Excellent monthly revenue when compared to launch budget, one of the best I've found.

Cons: Pump has to be available to use 24/7 in some less than ideal condition, so reliability is key.

X-Factor: This product is the holy-grail of unimaginative design, I’m sure you as a Reliable Education student could do much better.

Comments: This one definitely warrants more research, the monthly sales look excellent though it's perhaps I’m searching in December (the US winter) where as Summer may have significantly lower sales.
80. RV TV Mount

**Pros:** Small sized packaging, unbreakable, good average sales price

**Cons:** Lots of competition and hard to product differentiate

**X-Factor:** Create a mount that holds the TV, remote and speakers within one unit.

**Comments:** This appears beginner friendly though there may be too greater competition. These mounts are used in caravans and boats and need a more slim design, yet be strong as they are used in a moving vehicle.
81. Pet Ramp

**Pros:** 1 piece design with minimal moving parts, high retail price point, massive buyer traffic

**Cons:** Oversized product fees unless you use a tri-fold system so it folds up smaller, higher launch budget required.

**X-Factor:** Create a dog ramp that also works for people with boats. Dogs, like children, like to jump off boats but may struggle to get back on with a human swim ladder.

**Comments:** Another one that is simple in concept, which has some conception already but can be improved upon.
82. Baby Bedrail

**Pros:** Huge volume of buyers, some with higher budgets choosing quality over price for their children’s wellbeing.

**Cons:** May be highly competitive, may need R&D prior to launch.

**X-Factor:** Create a bed rail that is more stylish than the current dull market offerings

**Comments:** This may not be so beginner friendly, given that most factories would have designs that are basic and not as strong as needed
83. Bicycle Wicker Basket

Pros: 1 piece design, lightweight and can be made in Indonesia or Thailand as opposed to China

Cons: Low retail price point, however the factory cost may be minimal.

X-Factor: None of the wicker baskets had photos with bicycles. The basket is designed to go on a bicycle.

Comments: This is a prime example of a beginner friendly product, very simply in nature and likely that factories have designs ready to go off the shelf. You might also find suppliers outside of China that other sellers haven’t worked with.
84. Giant Calculator

**Pros:** Sub-niche product, where calculators themselves would be highly competitive, this calculator suits those who are visually impaired. Simple electronic product.

**Cons:** Low retail price point and tight margins.

**X-Factor:** The 3 calculators you see here all are selling well with the best have a 3 star average rating. Have a look at the 1 and 2 star reviews on these and use this as a catalyst to create a calculator that people LOVE.

**Comments:** Certainly beginner friendly, with a low factory cost price and small product which fits many units on a pallet.
85. Insulated Wine Bag

**Pros:** Beginner friendly, easy to create a unique design, customers who drink wine aren’t too price-sensitive. Some customers may buy more than one.

**Cons:** Low retail price point (based on Zonguru’s stats) and tight margins.

**X-Factor:** Jump on Google and type in ‘unique wine bag’ and compare these with the Amazon offerings, and you’ll see some real opportunity like I did.

**Comments:** Yet another product that a beginner could easily take on, low launch budget required and 1 piece design. The only failure may be the zipper.
86. Clothes Line

Pros: Low competition

Cons: Oversized category fees, customers rarely buy more than one, product needs to last a lifetime. Some moving parts

X-Factor: This product was selling successfully at different price-points, so I’d recommend going for high quality and set the price point around the $150 USD mark.

Comments: This may not be beginner friendly but does yet again showcase an everyday product being sold successfully on Amazon. I noted that Hills was out of stock during my research.
87. Tailgate Cover

**Pros:** Lightweight product, folds up small. High retail price-point, with Fox and Thule both selling at $120+. One piece design.

**Cons:** For the second time in this guide, I cannot think of a negative on this one.

**X-Factor:** Throw an American eagle on a tailgate cover...instant hit!

**Comments:** This is an absolute score on a beginner friendly product if you ask me. If you don't do it, I will. Provided you source a high quality cover and throw on a unique design, sitting on page 1 should be no problem at all.
88. King Sized Bed

**Pros:** Easy to use the same factory to build queen, double, single and baby cot sizes.

**Cons:** Massively oversized, returns generally won’t be able to be resold by Amazon. High factory cost price with tight margins. Customer assembly required.

**X-Factor:** Look at Australian bedroom catalogues as our beds are sometimes 5 years ahead of what is offered in the US.

**Comments:** Certainly not beginner friendly this one, I admittedly just wanted to expand your scope into what’s possible to sell on Amazon - it’s not just small products. Remember, you’re not paying for shipping from Amazon to the customer - they are. This isn’t eBay where oversized goods are painful to calculate.
89. Camping Toilet

Pros: High retail price, solid daily sales, no custom box required

Cons: May fall into oversized product category, hard to sell over $100 given the low perceptional value.

X-Factor: A toilet that actually looks modern to use, as these appear straight out of 1994.

Comments: Somewhat beginner friendly, and the range can be expanded into other RV products.
90. Humidifier

**Pros:** Massive buyer traffic (150 units per day on average!) and high retail price point

**Cons:** You’ll need a massive launch budget and may be tough to hit page 1.

**X-Factor:** Have a stainless steel or faux bamboo design

**Comments:** What you can’t quite see on this image is that these private label sellers are sitting above well known brands such as Honeywell and Vicks VapoSteam. These guys might even be Reliable Education students, and this is exactly what Adam is talking about. At no time in history have you been able to take on the big players with such scalability.
91. Mobility Walker

**Pros:** Sells year-round with no seasonality, aging population that is more confident in shopping on Amazon, excellent sales volume, low competition as very few sellers are in this age bracket with interest in this product.

**Cons:** Must be very reliable, customers expect a lifetime of use. Oversized category fees, some assembly may be required by a customer who may not be able to do so.

**X-Factor:** Create a walker with a simple suspension setup.

**Comments:** Whilst not beginner friendly due to the upfront cost and multiple moving parts, this is one niche that is overlooked or not thought about.
92. Sink Macerator

**Pros:** Excellent daily sales with no seasonality, very high retail price point for a product which is small

**Cons:** Potential electrical issues, high factory cost price puts this out of reach for most beginners.

**X-Factor:** This is one product that will never be seen by a customer once installed, so there is little in the way of customization.

**Comments:** A prime example of small product, big margins.
93. Spare Tyre Bike Rack

**Pros:** High retail price point, sub-niche of the main bicycle rack category. Customers can still access their boot. Those with 4x4s aren’t so price-sensitive.

**Cons:** Likely oversize, must be built to a high standard.

**X-Factor:** Build a rack that can take either skis, bicycles or both!

**Comments:** Zonguru showed surprisingly poor sales results on this niche, especially given the many reviews that these competitors have.
94. Kitchen Step Ladder

**Pros:** Simple one piece design with minimal moving parts, different variations possible. Can build a full brand of different sized ladders. Lightweight.

**Cons:** Instantly falls into oversized category with associated fees, may need some testing prior to launch.

**X-Factor:** Very few ladders in this niche looked modern, and you can find actual modern ladders quite easily on Google.

**Comments:** If you’re interested in this one, go for a walk down the Bunnings isle and try out a few ladders. Test their strengths, their design characteristics. They all come from China, it’s likely you’ll even discover the factories on Alibaba.
95. Baby Sleeping Bag

**Pros:** Lightweight, one piece design, different customers at different price-points.

**Cons:** Parents can be the ultimate product critics. Some Chinese private label sellers already on page 1.

**X-Factor:** Create some gorgeous animal prints to place on your eco-friendly baby sleeping bag.

**Comments:** Beginner friendly for sure, low to medium launch budget required but strong daily sales are evident.
96. Surfboard Lock

**Pros:** High retail price point, customers will spend up for higher quality and better security.

**Cons:** Zonguru showed low monthly sales, though this niche does warrant further analysis.

**X-Factor:** Become the most expensive seller in this niche, but with the most secure lock. The old saying ‘you get what you pay for’ will be shown in all lock vs lock reviews on YouTube.

**Comments:** Another good first choice, and you may also consider expanding to a car key storage system too.
97. Synthetic Grass

**Pros:** One piece design, unbreakable, lightweight and customers generally will order several.

**Cons:** Some emit heavy odours so head down to Bunnings again and check out their range.

**X-Factor:** Create interlocking grass mats such as a zipper system so the system can be expanded without seams.

**Comments:** Excellent beginner choice, low budget required and very little that can go wrong here.
**98. Hitch Step**

**Pros:** High retail average price point, generally a 1 piece design, may fit into standard sized category instead of oversized.

**Cons:** Customers value quality over price, so factory cost may be higher

**X-Factor:** Create a double-step system, as everything on the market is single step

**Comments:** These steps are for drivers to step up into the tray’s of their utes.
99. Linen Storage System

**Pros:** Low factory cost with good margins, very high monthly sales volume.

**Cons:** Mid-range launch budget required

**X-Factor:** Look at Pinterest to find some inspiration on how to create some more atheistically pleasing designs.

**Comments:** Simple beginner choice if your budget allows. Zonguru is showing a high launch budget required, though this accounts for very high monthly sales volume with the average seller on page 1 selling 2,000 units per month approximately which is double your likely first order from factory.
100. Wheelbarrow

**Pros:** Low factory cost, good margins to make up for oversized product fees. Lots of customisation available.

**Cons:** Oversized product fees, can only fit so many units within a shipping container.

**X-Factor:** Create a design that allows wheelbarrows to nest into each other, reducing freight costs.

**Comments:** Another Bunnings product worth further research, and one you would’ve likely not have thought about.
101. Yoga Mat

**Pros:** Massive monthly sales volume, different customers at different price-points. Range of materials available. Lack of imaginative designs, compared to what’s seen on Instagram and the like.

**Cons:** Highly competitive, product likely to attract oversized product fees, customers will love it or hate it.

**X-Factor:** Eco friendly and certified no harmful chemicals, with an attractive box.

**Comments:** Whilst yoga mats are generally used as the example generic product in Reliable Education, actually have a good look at this niche. Who’s serving the kids yoga mat niche? Who’s creating a mat designed exclusively for seniors?
....and....we’re done! Phew!

Thank you for taking the time to read this far. Whilst this was a big list that took me many hours, I do hope that it’s opened your eyes up to the vastly different range of products that can be sold on Amazon, and are being sold on Amazon right this minute. Whilst some were showing low daily sales, many were selling quite highly but still had room for beginners to step right in on the catwalk. On average, each was doing I estimate 10 sales per day.

By no means of course is this an exhaustive list. There is many, many other things here that I’ve missed myself as I didn’t want the guide to be too overwhelming. And that’s okay, as I can’t sell everything. If you’re looking for a bigger list, then I have one right now ready for you if you choose to join the course through my referral link. Just on that note too, as you noticed I’ve used Zonguru throughout this whole research process and should you want to use that software too, my referral link is here (http://www.workwithjoshua.com/Zonguru) and again the price is the same whether you go direct or through me.

One thing is for certain, don’t let this guide cause you analysis paralysis. Prior to this guide most people were confused as to what they would sell, and now likely have multiple ideas buzzing through their head. I’d hone in on 3 products in this guide and order samples, and eventually decide on just 1. Concerned that another Reliable Education student is going to sell the same product as you? Don’t be. You both have different design ideas using different factories, and are likely going to attract different customer types for the same product. Better yet, use this guide to offshoot into a product sub-niche that I haven’t covered here as I mentioned in the beginning.

I really do hope you’ve got immense value out of this one, and naturally I’d appreciate if you used the affiliate link provided on my review when you’re ready to join thousands of other students already on the other side. Remember, the course cost is exactly the same to you, and you’re receiving complimentary assistance from me whenever you need for life, and a bonus guide covering 1,000+ further product ideas. You can email me via the email address I provided above.

Upon finishing the course, it’s time to get into product research, ordering samples and potentially making your way to China to the Canton Fair or any other trade show. Consider also other countries such as India, Indonesia, Thailand and South America who produce products that generally won’t be found on Alibaba or the like. I do also attend the Canton Fair and what an excellent place to network each evening, do send me an email if you happen to be around.

In addition, I do currently have 1 spot available for a joint-venture hence my blog title ‘Work With Joshua’. It can be for any product listed here, or a product that you have in mind. Generally we would work together and go 50/50 on the upside, with a view to either use the business for simply cashflow or hold off and sell at a profit in 7 to 10 years. Yes, that long. I view selling on Amazon as a long-game and you need a strong commitment whether going solo or with myself. I don’t play the get-rich-quick mantra. The pre-requisite for the right person is that you do have to complete the Reliable Education course so that we’re both on the same page with the same knowledge, and have both capital and time to dedicate like myself to enter the marketplace. The real benefit to you is that I’ve been in this game now for 3+ years.

Regardless, I do hope to see you at a Reliable Education event in the future with dozens of other students who have read this guide and have signed up through my link - I really appreciate it guys.

- Joshua Smith
www.workwithjoshua.com