



THRIFTING FOR PROFIT

THE AMAZON WAY

Stress Free Income Buying and Selling New Products on Amazon

Top 10 Niches on Pinterest & How to Tap Into Them



Brought to you by

Debra Conrad

ThriftingForProfit.com

Chameleon Computer Services Inc.
340 W 32nd Street #153 Yuma AZ 85364

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Pinterest Niches

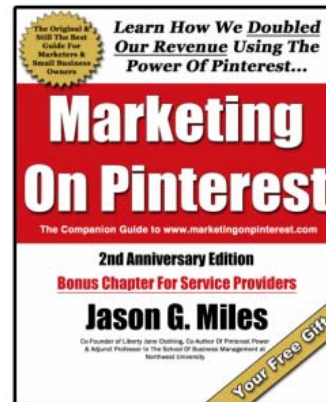
I'm going to get right to the meat of this report and assume you already know the basics of what Pinterest is and how to get on it. If you need the basic introductory course this is the one I recommend (It's FREE!): <http://marketingonpinterest.com/>

FREE EBOOK!

*"My Free Report Shows How **Any Business** Can Grow Massive Traffic From The World's Fastest Growing Website... Pinterest".*

Jason G. Miles

Bestselling author of *Pinterest Power* &
Co-founder of Liberty Jane Clothing



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Now let's get started with our Pinterest niche analysis and talk about specific ways you can use ethical marketing on the site to promote your products.

This report isn't going to cover non money making niches. Those would be the cute little posters with sayings on them like this:

Yes it's precious and funny and we repin it because it's cute – but there's no money in it.

We're primarily going to stick to promoting products in this tutorial.



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Pinterest Isn't Just a Woman's Site

While it's true that the demographic is tilted to women, studies show that more men are getting onboard. But as one article pointed out, and this is true in my house, women do most of the buying. So even if you're targeting items for men, you will often sell to the woman of the house.

They've also included categories more apt to interest a male audience, including cars and motorcycles, sports, technology, men's apparel, science and outdoors.

Top 10 Niches I've Been Analyzing

Because there's no hard and fast data on this yet, I want to make sure you know this is in no particular order of #1 niche to #10 niche. It's just my blunt observations of the site (garnered from my addiction there).

1. House Décor and Remodeling

There are two sectors in Pinterest for this category. There's the do it yourself people who want to re-cover an old lazy boy, for example – and the shoppers looking for new items to be purchased for a home remodeling.

What I've noticed is that people like to Pin color schemes for rooms. I myself love a blue, white and yellow living room color scheme I found online which you see here.

Why would I pin this? You want to look at your prospective customers' thinking process before you start pinning any and everything.

I pinned it because I would NEED a picture like this to help me know to find a white couch with blue and yellow pillows and the yellow accents around the room, like the lamp. Not overdone, but touches here and there.



So you might have a snapshot of a picture like this, with links on where to find each of those items online. Like this (all of these items on Amazon):

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Kitchen Accessories



Unfollow

As a seller, I would start hunting around in this niche to see how people are separating their home décor boards.

You might have a board called "Home Décor" but you could do boards for every room of a home, like:

- A bathroom board
- A library board
- A kitchen board
- A girl's room board
- A boy's room board...and so on.

Lighting



Unfollow

You could do boards for rooms, like I mentioned above, but you could also do specific color schemes. I found people with boards like "black and white bedroom".

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I like to go into a category on Pinterest like Home Décor. Then I might see a picture of lighting like this:

Hmm – a board for kitchen pendant lighting might be nice

Now what about those do it yourselfers on Pinterest? Well even do it yourselfers need to buy supplies, right? So go through and search for DIY or do it yourself on Pinterest and see what projects people post about.

And don't forget the outside when you think of home décor, too. People are looking for planters, items to create beautiful pathways, outdoor kitchen gear, outdoor fireplaces, and more – and all of them are looking for readymade AND do it yourself options.



lighting
10 likes 61 repins

2. Crafts

Crafts are HUGE on Pinterest. When you go to the Pinterest site, you can go to the DIY and Crafts category. Look around and see what all crafts are there that might allow you to sell some items as an affiliate. I see the following popular craft topics:

- Wreaths
- Storage
- Sewing
- Artwork
- Picture Frames
- Invitations...to name a few.

What I like for the craft category is that you can do different boards for it. You can organize it by holidays – like Easter crafts or Birthday crafts, by events like birthdays or baby showers, by rooms like living room artwork, or by the person doing the craft like “kids crafts” versus one you’ll be doing yourself - and so on.

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3. Travel

Travel on Pinterest is usually based on daydreaming. But it's still a huge niche – and not everyone's daydreaming, either. Some are planning real vacations based on the recommendations of others on the site.

To find this category go to Pinterest and then the Travel & Places category.

What could you market in this category?

- Travel books (think Fodors)
- Travel accessories (luggage, adapters, passport holders, etc.)
- Language Tutorials (Rosetta Stone software or book lessons)
- Travel games (for kids and adults)

4. Food

Food can be broken down into a few things. There are decadent desserts (my personal fave), kid's food ideas (like how to get them to eat more fruit), main meal ideas or side items, and some with a specific flare for being gluten free or healthier (which we'll talk about next).

Food is one of the more popular categories on Pinterest.

So let's talk monetization of this niche. For kids' food, most of them are things you can buy right at home at your local grocery store. But you might promote baby food jars and a food processor for the health conscience parents looking to create their own baby food.

I can promote kitchen accessories like vegetable slicers, and foods like noodles/pasta.

Other ideas for promoting products in this niche are specific kitchen appliances, dish sets, and specialty food items. Take sushi for example.

You could create a sushi board and pin these types of things:

- Sushi recipe books
- Sushi dish sets

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- Sushi chopsticks
- Sushi gift sets
- Sushi knives
- Sushi paddles and mats
- Sushi rice makers...and more

Now one thing I want to caution you on. Don't just make a board called "rice cookers" and go through Amazon pinning a bunch of rice cookers. You then LOOK like a spammer!

Instead, have a theme for your board. Like the sushi theme – with ONE or maybe two rice cookers. It needs to be something you truly recommend. If you're just going through pinning them all, then there's nothing genuine about your pins and people won't want to follow you.

Why? Because people can search Amazon on their own. They're using Pinterest for recommendations and referrals of what's best.

5. Dieting and Fitness

You'll love pinning if you're in the diet and fitness niche.



Weight watchers!

skinnytaste.com

This site plays up a variety of diet interests. You can target specific diets like Weight Watchers, focus on motivating people with tips, or promote items to help them reach their weight loss goals.

Here's one on the left for a Weight Watchers' friendly recipe.

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You could also do themes like “low carb” foods. This pin is on a friend’s “yummy low carb recipes” board. And when I go to the board, it has a link under the pin directly to the blog post, so visitors can bypass her pin completely and go straight from board to blog.

Or, if they do click on the pin, they can then click on the picture and go to the blog to see how the recipe is created.

When it comes to fitness, of course there are many physical items you can promote from Amazon. You could have them on specific types of training, like the Zumba craze, for example. Or you could have themes built around “losing 10 pounds.”



6. Fashion

Boy this is a biggie on Pinterest.

You see an entire outfit put together somewhere – a magazine, or whatever - and then post recommendations for similar outfits at a fraction of the cost. Let’s look at this example of a real Pin on Pinterest:



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What I would then do is make a similar set. I would choose blue flare jeans, a gray tee shirt, yellow necklace, etc from Ebay (including my own products) something like “get the look for less” like this:



This is an example of promoting complete outfits. So you might tally up what the magazine or other site prices it at and then how much your own creation would cost comparatively.

With fashion, you can also have boards of certain clothing items or accessories. Here are some of the more popular ones I've seen:

- Shoes
- Purses
- Jeans
- Shirts
- Hats
- Dresses
- Sunglasses
- Jewelry – Bracelets, Rings, Necklaces
- Swimsuits

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Now let's take shoes as an example. You could have one "shoes" board or specific boards that drill down in a niche, like a "boots" board. One woman I saw had designer brand boards like this:



Some people (like me) might appreciate themes of fashion for dummies. I have not a fashionable bone in my body.

7. Beauty

Beauty is a niche that encompasses many things, but a few I see repeatedly in the Pinterest boards. The top three that I see are hair, nails, and eyes. Of course there are others!

Many of the beauty products are sold on Amazon.

Of course with nail polish, there are also other things you can promote on Amazon – nail clippers, nail art kits, nail polish remover, nail dryers and so on. So many products in this area are NOT Hazmat restricted...

Hair ideas are abundant. The products used to create these cute hair ideas are on Amazon.

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Let's talk eyes.

Look at this smoky eye shadow pin. It has over a thousand repins so far! Over 450,000 people a MONTH search for ideas to create smoky eyes.

Maybe a good niche for you to dabble in? When I go onto here's an entire smoky eye product listing on there, including:

- The makeup
- The makeup brushes
- Entire kits...and more.



smokey eye

316 likes 7 comments 1714 repins

Just remember – like the other categories I'm talking about here, you can separate your boards. You could have one "beauty" board or have an eyes, lips, nails, and hair board. You can even drill down more into "long hair" or "braid" boards.

Think of accessories that go with all of these beauty categories. Think of things like nail stamp kits, hair clips, eye shadow glitter, etc. Also don't forget the appliances for beauty – nail dryers were mentioned. You could also do hair appliances like curlers, straighteners, and more.

8. Weddings and Events

The planning for two of life's major events – getting married and raising kids – are all over Pinterest. Many are making future boards because they don't even have a boyfriend yet!

Now Pinterest specifically has a "Weddings and Events" category. What opportunities can you think of to promote items in these areas:

- Wedding photography (frames)
- Wedding favors
- Wedding invitations
- Wedding dresses
- Wedding bridesmaids dresses

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- Wedding shoes
- Wedding table items (dishes, napkins, place cards, etc.)
- Wedding rings
- Wedding candles
- Wedding cakes (toppers too!)
- Wedding destination vacations and honeymoons

Of course you can sell a ton of these items on Amazon and Ebay.

What other events are there that you could promote on Pinterest? Kids' birthday ideas are big, and so are baby showers. There are lots of baby shower games and decorations for baby showers and birthdays.

You can make boards for themes like "girl's birthday party" or "Barbie birthday party." What other kinds of parties are there that might work on Pinterest?

- Retirement parties
- Engagement parties
- Bachelor/Bachelorette parties
- Slumber parties
- Tea parties
- Halloween party
- SuperBowl party



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9. Books, Music, Movies and TV

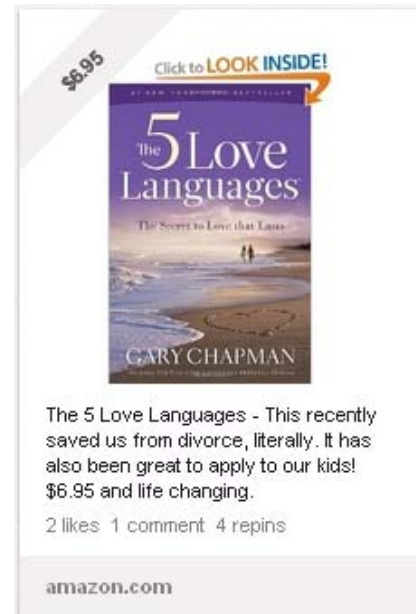
Books, movies and TV shows are popular pins on the site. I like to personally split mine into "have read and love" and "not yet read, but want to" boards. Same with movies, music and TV.

So don't highlight and share an entire synopsis of a book – tell them a small 1-2 sentence spiel about why you liked it and let them click through and read more (and see the star reviews and put it in their cart right then).

Before you market books, look at this category on Pinterest. Some women post a broad "books" board while others have boards that are more specific like, "vampire books."

Some have broad boards like "movies I like" while others have "movies with hot men in them."

You might have a board with themes like "Old Hollywood movies" or "Disney movies."



10. Gardening

Love this niche and so do a lot of others (especially when fruits and veggies are so pricey during a bleak economy). Amazon again has a ton of gardening items you could sell – tools, pots, you name it!

Here are some board ideas for you:


- Boards for native plants in certain areas
- Container gardening
- To attract birds or butterflies

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- Gnome gardens
- Bonsai
- Composting
- Landscaping
- Indoor gardening

Pin functional items and decorative ones, too.

When you start scrolling through the site you'll notice things that stick out. For instance, I see several pins for composting bins including the small ones just for your kitchen:

A product image of a Norpro 1 Gallon Stainless Steel Compost Keeper. It is a tall, cylindrical stainless steel pot with a handle and a lid. The pot is filled with various kitchen scraps like broccoli, lemons, and eggs. The lid is placed next to it.

Norpro 1 Gallon Stainless Steel Compost Keeper
by [Norpro](#)
★★★★★ (124 customer reviews) | Like (2)
List Price: ~~\$69.99~~
Price: **\$33.69** & this item ships for **FREE with Super Saver**
You Save: **\$36.30 (52%)**
In Stock.
Ships from and sold by **Amazon.com**. Gift-wrap available.
Want it delivered Tuesday, February 7? Order it in the next 30 hours checkout. [Details](#)
[7 new](#) from \$28.95 [2 used](#) from \$19.09

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11. Bonus Niche - Photography

I wanted to throw this niche in because it's something I see a lot of – and it's no wonder, since Pinterest is based on images! But photography can be a lucrative little niche for you.

There's a photography category on Pinterest, so you can go see what people are pinning on their boards.

Here are some specific niche ideas for photography boards:

- Pregnant women (photographs of their tummies)
- Save the date pictures
- Newborn baby poses (like the one on the right)
- Wedding photography
- Nature and outdoor (travel) pictures
- Graduation or senior pictures



You could promote camera equipment on Amazon and Ebay – including accessories that go with it, like storage bags.

How about creating a bundle with a report with several ideas for using wings in baby photographs and the wings



Take your idea and go search around Pinterest to see what people are posting.

Reminder About Ethical Marketing Practices (so you don't screw it up for the rest of us)

Like a Mom, I'm going to nag you here at the end. I'm seeing marketers already going about it all wrong on Pinterest. Somehow they think volume converts into riches.

I promise you, it doesn't.

People are becoming more immune to sterile recommendations. They want the real stuff. So **here's the WRONG way to do a pin:**

- Pinning every product you sell... without pinning anything else.
- Pin it with a price on it, and instead of writing a little blurb about why you like that item, just highlight the link from your product and let it paste it all into the description for you.

Spammy!

I've already unfollowed several marketers who are doing this. I can find sites like that on my own. I want real person recommendations on Pinterest! At least have the respect to tell me what you like about something you Pin.

Okay end of lecture. I want you to go have fun and Pin things you really like – and tap into niches that really make Pinning fun for you.

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Final Thoughts

I have come to the end of this guide... but not the end of our journey together. I am still learning and sharing. Much of my "learning" comes from actually doing the work. **Also... I learn from my mistakes.**



Debra

I share in my triumphs and yours and also share all my mistakes. I plan on sharing for a very long time.

- On my Websites [Thrifting For Profit](#) and [HowAzon](#)
- On my [Podcast](#)
- On my [FaceBook Group](#)
- Anywhere that will have me. :)

I am here to help any way I can...
info@thriftingforprofit.com

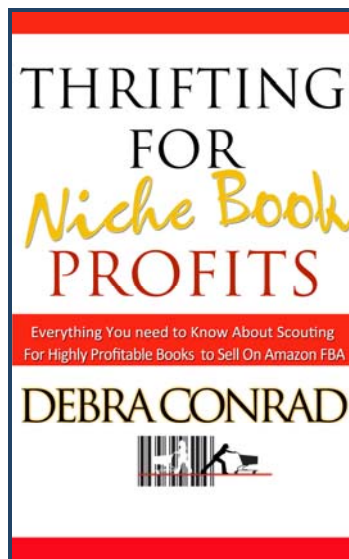
Thrifting For Profit - Niche Book Sourcing Guide

Most Thrifty Sellers start with books... they are a staple and seem to be "everywhere". Amazon started out with selling books... and continue to be the worlds largest book seller. It stands to reason that we should all be sourcing books.

Some Amazon sellers are strictly book sellers... they thrive on sourcing and selling massive quantities of books. That IS a business model that can and has worked for many sellers.

I have taken the "lighter load" approach. Literally! Have you lifted a box of books lately? Back breaking... to say the least.

Sourcing books is one of the most time consuming of all Thrifty Sourcing. With that in mind... I needed to learn to source quicker - looking for the GREAT buys and leaving the "junk" on the shelves.



<http://thriftingforprofit.com/thrifting-for-niche-book-profits/>

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