Twitter Thread by Michael King ■■



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Ever notice how the top niches are centered around health, wealth, and relationships?

There's a deep-rooted psychological (and biological) reason why.

And today, I'm gonna to explain all of it so you can start profiting off of this knowledge ■■

*Now, this thread is going to be long and in depth. Make sure to favorite the top tweet now so you can come back to it later.

So. Down to the very core of every living being (humans, dolphins, bacteria, aliens), there are only two drivers:
1. To survive
2. To reproduce

Right off the bat, we know that sex is a primary driver to human behavior.

This would also mean that each gender has its own insecurities regarding sex.

Men have a subconscious fear that their woman will leave them for someone more successful

Women have a fear that their man will leave them for someone younger & better-looking

We can conclude that men are attracted to looks, and women are attracted to status.

This is human nature down to its very core.

Crazy, blue-haired feminists will try to argue and say otherwise.

But, 50 years of feminism DOES NOT OVERRIDE millions of years of evolutionary biology.

Here's a quick visualization exercise so you can see how true all this is...

Guys, remember the last time you brought a chick home. The next morning when you were telling all your boys, what was the first thing they said to you?

"Show me a pic of her"

However, all of her friends asked her a different question. "What does he do?"

Again, the guys only cared about her looks. And the girls only cared about his status.

To profit off of this, you need to sell better looks to women (lots of options here) or sell status (the appearance of it) to men.

It's really that simple

When selling to guys, you want to sell products that are going to make him stand out from everyone else (and boost his perceived status in the process).

Here's a list of products that do that (all of these are on AliExpress)...

For men, you are going to sell:
-Watches/watch straps
-Well-fitted clothes
-Rings
-Dress shoes, Chelsea boots, etc
-Leather briefcases/wallets
-New electronic gadget (Bluetooth speakers, etc)
-LED lights for his truck/car
-Muscle building supplements
-Height-boosting insoles

For women, you want to sell:
-Anti-acne products (masks, face wash, exfoliators)
-Anti-aging ($300b industry. YUGEEE market)
-Weight loss pills (garcinia cambogia, green tea, etc)
-Anti-cellulite creams (easier than the gym)
-Shapewear (pushup bras, waist clinchers)
-Hair removal

To sell to women, the products need to either make her literally look better or make her "feel" more beautiful

A great brand to check out for shapewear is "The Perfect Sculpt." They were a huge dropshipping brand in 2017 (a lot of their products still use Aliexpress logos)

Your selling needs to be based on human behavior. When you do this, you're no longer selling cheap, Chinese goods over the internet.

Instead, you're selling the solution to a real-life problem based on psychology and biology.

I sell 1 of the many products listed above. And using this knowledge is how I've done over 20k on my store this month.

The truth is, every niche is saturated these days. But, when you understand what makes people tick, it doesn't matter.

They realize they NEED your product

If you found this thread valuable, sign up for my email list by clicking the link below. My first email goes out tomorrow.

I will pick 2 of the products I mentioned above and explain how you would sell them (including the FB ad)

Don't miss out: https://t.co/JXXq7K6KfY

P.S. For a complete A-Z guide on human psychology and how to sell, I'd suggest you check out @ImpatienBastard's Weaponized Psychology System.

This is one of the few courses I've actually bought and can vouch that it's the real deal.

Here's the link: https://t.co/LPwdq951rj