

Forum:[Hack Forums](#)

Thread: [General store vs Niche store vs One product store \[Dropshipping\]](#)

PhotoGallery - December 3, 2020, 9:32 am

Hey, I'm currently trying to start dropshipping but I'm having this huge debate with myself trying to decide which store to start, General store vs Niche store vs One product store.

I feel like if I do a one product store it would make the most sense as I would be doing a facebook advertisement for 1 product, but after I read a little bit about dropshipping by some successful people most of them recommended general stores. I'm really confused on why this is a good idea. Why would I have a store selling stuff that has nothing related to each other?

I don't mean to be rude but please only reply if you have experience with this.

lxgyn - December 9, 2020, 5:10 pm

Done dropshipping a lot in the past and from my experience, my one product stores have gone very good. I feel it's simpler with less of a risk. Niche stores can be great when you can spend 10k+ and possibly private label the product not sure if that helps but that's what I've learned.

Options Trading - December 9, 2020, 7:24 pm

Really want to get into the dropshipping business but don't know where / if it's too late to start. I've also been thinking about doing some print on demand stuff

Grim - December 9, 2020, 7:24 pm

(Dec 3, 2020 10:32 AM)PhotoGallery Wrote: [\[CITE\]](#) Hey, I'm currently trying to start dropshipping but I'm having this huge debate with myself trying to decide which store to start, General store vs Niche store vs One product store.

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dropshipping starting out with FB ads is pretty hard if your new to it and requires a good amount of ad spend at first read up before you go in head first ?

NoNoMoMo - December 9, 2020, 7:57 pm

General stores can work well, if you have a viral product or a product that people are impulse buying. The site would need to be clean and throw off little to no red flags in the target consumers mind, to convert profitably. For example I would stay away from names like trendy, gadget hub etc. General stores will be hard if you haven't had success before. You may test dozens of products before you find one that converts profitably.

Niche stores are great in my opinion. You can spend your time looking for a potential winning product. Then build it into a one product store, if it converts, make it into a niche store and offer upsells that are related or complimentary to your original offer. Eventually you can even turn it into a branded store, if it was profitable.

As a beginner you may find it easier to spend your time studying trends and picking one winning product to try. As opposed to rapidly testing multiple products on a general store.