

# “SPY” ON YOUR COMPETITORS

## AND FIND THEIR BEST SELLING PRODUCTS

I'm going to show you a **very easy** and **straight forward** method using Google to find what other people's bestselling products are in your niche.

Go to Google.com and type in the following in the search box

*SITE: ".MYSHOPIFY.COM" YOUR NICHE OR INTEREST*

So something like this

site: ".myshopify.com" doctor who

or

SITE: ".MYSHOPIFY.COM" VIKINGS


Both will work fine.


What you do next is scroll down and click on some stores.

SITE: ".MYSHOPIFY.COM" walking dead


All News Shopping Images Videos More Settings

About 541.000 results (0,58 seconds)

 **The Walking Dead – Stuff And Things Store**  
<https://stuff-and-things-store.myshopify.com/collections/the-walking-dead> ▾  
 Grid view. List view. Daryl Dixon Infinity Love Bracelet. On Sale \$ 9.95 Regular price \$ 21.95. Infinity Love **Walking Dead** Bracelet. On Sale \$ 9.95 Regular price


 **Comics – Tagged "The Walking Dead" – Wizyakuza.com**  
<https://wizyakuza.myshopify.com/collections/comics/the-walking-dead> ▾  
 Comics – The **Walking Dead**. Filter by. All Comics, Abraham Lincoln · America · Animated Series · . . .  
 Venom · Anti-Venom · Aquaman · Attack on Titan ...

**Skybound**  
<https://store.skybound.com/> ▾  
 This **site** provides a catalog of all The **Walking Dead** and Skybound related products to order online

 **Showtimesavvy | Officially Licensed TV Show Gifts and Merchandise**  
<https://www.showtimesavvy.com/> ▾  
 Official Merchandise featuring The **Walking Dead**, Game of Thrones, Sons of Anarchy, Doctor Who Funko POP and much more.


## 1<sup>st</sup> Store takes us the walking dead collection page


<https://stuff-and-things-store.myshopify.com/collections/the-walking-dead>



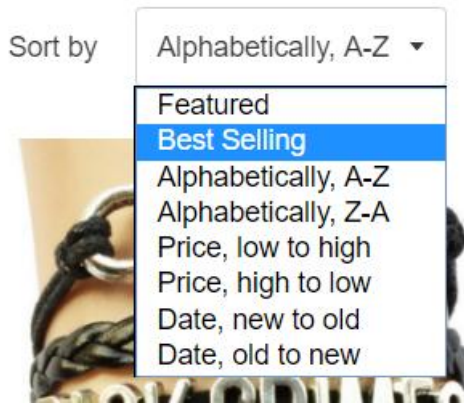
Home > The Walking Dead

### The Walking Dead

 Alphabetically, A-Z ▾



Some collections or websites will hide the sort options. But if you find one search for “Bestselling”, “Best Selling” or “Best Sellers”.



Home > The Walking Dead

## The Walking Dead

Sort by Best Selling



Infinity Love Walking Dead Bracelet

**On Sale** \$ 9.95  
\$21.95



Daryl Dixon Infinity Love Bracelet

**On Sale** \$ 9.95  
\$21.95



Rick Grimes Infinity Love Bracelets

**On Sale** \$ 9.95  
\$21.95

You'll be given a list of your competitors bestselling items in your niche:

- Click on the products
- Check the description of these products (get some ideas – don't copy).
- Write down prices and see if there is a good profit margin.
- See if they are using apps (scarcity, pop ups, reviews, ... )
- Go to check out and abandon cart. This will give you an idea about their marketing strategies:

- you are most certainly going to get an abandoned cart mail.
- Take a look at their title line, how is the mail structured, usage of incentives, ...
- Do they follow up?
- Do they send new offers?

When the “Sort” option is not available try the following, ad **“all?sort\_by=best-selling”** after collections/

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[walkingdead.com/collections/all?sort\\_by=best-selling](http://walkingdead.com/collections/all?sort_by=best-selling)

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And this will most of the times pop up the best sellers. Some stores will have this disabled.

Do this for a couple of stores to get an idea what selling good at this moment and small idea of the marketing strategies they are using.