Bullies are sort of like getting shots at the doctor's office: an annoying and stressful experience that nobody wants to deal with, but just an unfortunate part of life and something everyone has to put up with from time to time.
There are many reasons kids might be bullies. Sometimes they're insecure, and so making fun of others makes themselves feel better about their own flaws. Sometimes they're treated badly at home, and so they carry this anger to school and let it out by treating others badly. Sometimes they do it because they enjoy feeling powerful. Sometimes they may do it because they think it will impress others. Sometimes they don't even realize how mean they appear to others, and may even consider you their friend. Whatever the case, it has nothing to do with what's wrong with you, and everything to do with what's wrong with them.

If you're ever bullied and it gets too bad, to the point you don't think you can handle it yourself, then talk to someone. Your parents, your teachers, or any other trusted adult can all help... even if it's for nothing else than to talk it over with someone and get some comfort from them. Sometimes just talking about our problems can make them seem more manageable. We've all been there at some point ourselves, so we all know how it feels. And for anyone who is inclined to be the bully to someone else: Do you really want to be as unlikable and desirable in the eyes of others as a prick in the arm? I didn't think so.