

## What You Just Saw:

- ✓ Real research → real demand
- ✓ Specific buyer → specific design
- ✓ AI as a tool, not a strategy

That's the difference.

# What That Means For You

## What You Just Saw in ~20 Minutes:

- Started with a real Etsy search term (demand)
- Turned it into 1 finished, demand-backed digital product

If you can do that in ~20 minutes:

~2-3 products per hour

6-9 products/week (~3 hours/week)

24-36 strategic products in 1 month

That's not "dabbling."

That's the beginning of a real, focused shop.



Notice I didn't start with

~~"What pretty thing should I make?"~~



I started with

"Who needs something and what?"



*Demand first.*

*Design second.*

*Always.*

# Does this process make sense?

Type **YES** or **QUESTIONS** in the chat.

I want to make sure this is clicking.

YOUR TURN

Let's plan **YOUR** first winner

# Ⓜ The Winner Hypothesis Workshop

**For the next 15 minutes, you're going to do what I just did.**

**Not perfectly.  
Not completely.**

**Just enough to have ONE clear direction.**

**By the end of this exercise, you will have:**

**One hypothesis.**

**One search term.**

**One buyer profile.**

**Ready?**





# Winner Hypothesis Workshop

**15 Minutes That Could Change Everything**

## Here's How This Works:

- 1 I'll give you a prompt.
- 2 You'll have **3 minutes** to work.
- 3 Then we'll share.

---

No overthinking.

**Just start.**