

# 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.**