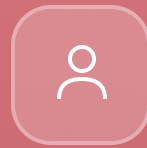


THE FRAMEWORK

# The 4 M's of Etsy AI Design



## MINE

Find real demand  
on Etsy



## MATCH

Define the specific  
buyer + reason



## MAKE

Turn research into  
AI-assisted designs



## MEASURE

Track views, favorites,  
sales & adjust  
(delete, optimize, or scale)

● Today we mastered MINE, MATCH & MAKE