



After all those failures...

Eventually, I Found Etsy.

And It Finally Worked.



MY FIRST PRODUCT

Handmade Glitter Resin Tumblers



MY FIRST PRODUCT

Handmade Glitter Resin Tumblers

They were trendy. They sold.

Real money started coming in.



THEN I LEVELED UP

Sublimation Tumblers



THEN I LEVELED UP

Sublimation Tumblers

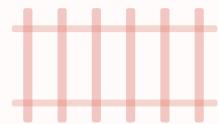
50+ orders a day

Income was growing.

I thought I'd made it.

But there was a problem...

I escaped one prison
and built another one.





The Reality of my "Success"

The Reality of my "Success"

2 AM in the garage

The Reality of my "Success"

2 AM in the garage

Pregnant

The Reality of my "Success"

2 AM in the garage

Pregnant

Inhaling toxic epoxy fumes

The Reality of my "Success"

2 AM in the garage

Pregnant

Inhaling toxic epoxy fumes

Hands raw from chemicals

The Reality of my "Success"

2 AM in the garage

Pregnant

Inhaling toxic epoxy fumes

Hands raw from chemicals

Orders piling up

The Reality of my "Success"

2 AM in the garage

Pregnant

Inhaling toxic epoxy fumes

Hands raw from chemicals

Orders piling up

Couldn't take a day off

So I Made a Scary Decision:

110

I deleted ALL my physical products.

Every tumbler. Every order.

Gone.



People thought I was **crazy**.

"You're making money though!"

"Why would you throw that away?"

I was making money!
Why would I throw that away?

I Rebuilt My Entire Shop
Around One Thing:

I Rebuilt My Entire Shop Around One Thing:

Simple \$3-\$5 digital designs

Simple **\$3-\$5** digital designs

No shipping.

Simple \$3-\$5 digital designs

No shipping.

No inventory.

Simple \$3-\$5 digital designs

No shipping.

No inventory.

No toxic fumes.

Simple \$3-\$5 digital designs

No shipping.

No inventory.

No toxic fumes.

Just files people could download instantly.

After that?

©2013

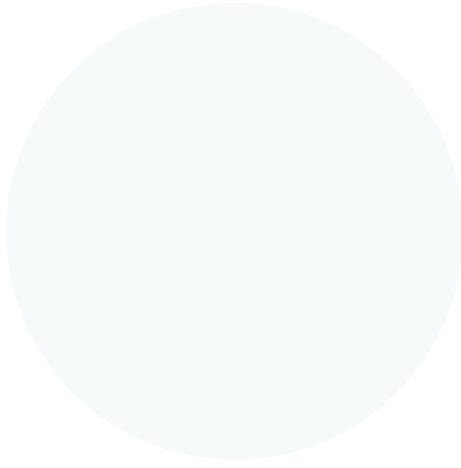
\$1,000,000+

in Etsy revenue...

from those same \$3-\$5 digital designs

TOTAL REVENUE

\$1,000,000+



I now run a

Top 0.1% Etsy Shop

**while still having time for my kid's
school pickups and soccer practice.**

Not 14-hour hustle days.





But I'm Not Special...

But I'm Not Special...

✖ No art degree.

But I'm Not Special...

- ✖ No art degree.
- ✖ No tech background.

But I'm Not Special...

- ✖ **No art degree.**
- ✖ **No tech background.**
- ✖ **No business connections.**

But I'm Not Special...

- ✖ **No art degree.**
- ✖ **No tech background.**
- ✖ **No business connections.**
- ✖ **No unfair advantages.**

But I'm Not Special...

- ✖ No art degree.
- ✖ No tech background.
- ✖ No business connections.
- ✖ No unfair advantages.

**Just a mom who found a system
and followed it consistently.**

But I'm Not Special...

- ✖ No art degree.
- ✖ No tech background.
- ✖ No business connections.
- ✖ No unfair advantages.

Just a mom who found a system and followed it consistently.

If I can do this,
you absolutely can too.



So What Actually
Changed?



It Wasn't...

It Wasn't...

~~That I got "better at design."~~

It Wasn't...

- ✗ That I got "better at design."
- ✗ That I worked harder.

It Wasn't...

- ✗ That I got "better at design."
- ✗ That I worked harder.
- ✗ That I found some secret hack.

I Stopped and Started...

I Stopped and Started...

I stopped adding

Started deleting.

I Stopped and Started...

I stopped adding

Started deleting.

I stopped guessing

Started deciding.

I Stopped and Started...



Most importantly...

I Stopped and Started...



I stopped trying to do **EVERYTHING**

Started doing ONE thing well.