

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

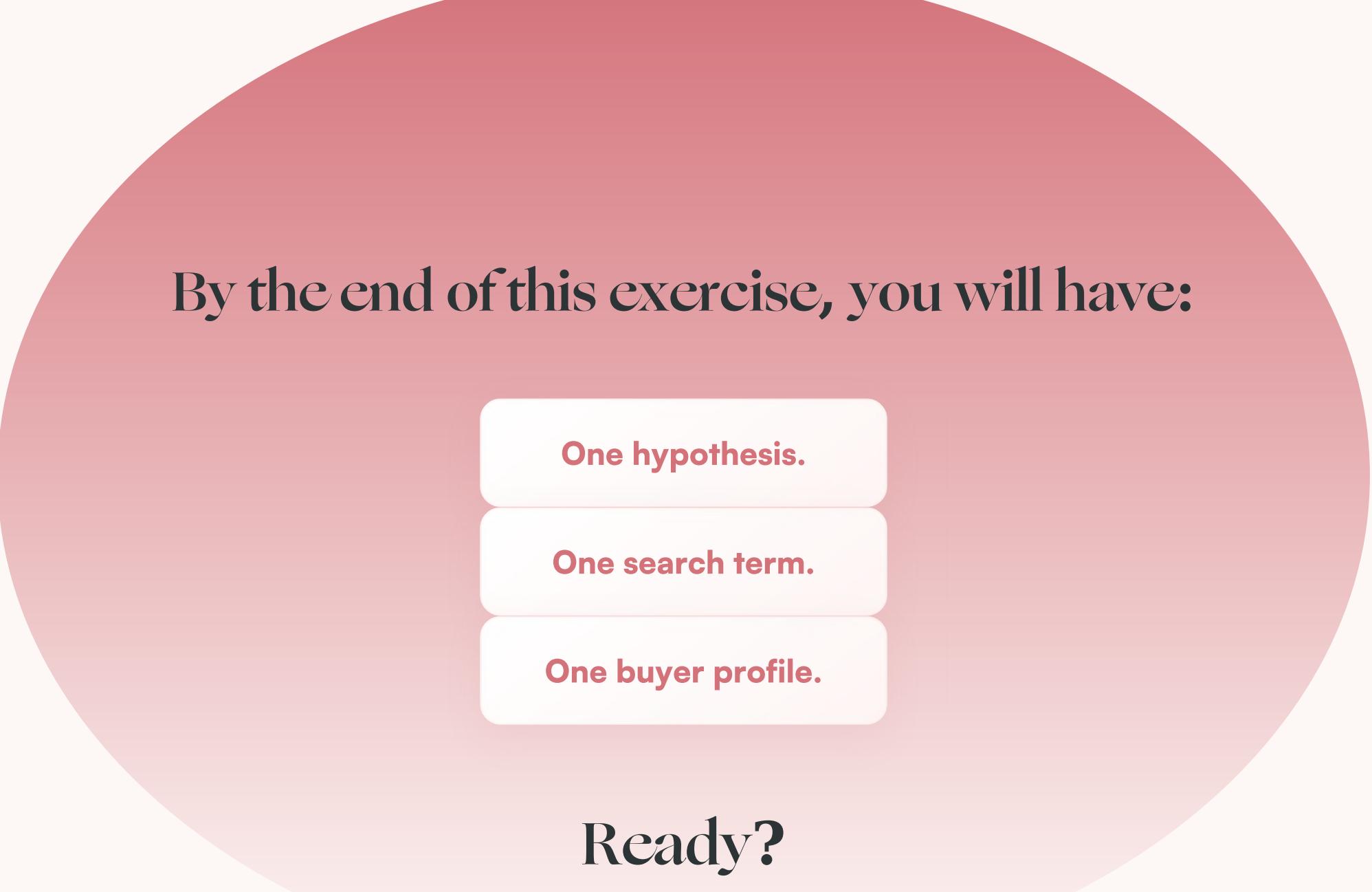
④The Winner Hypothesis Workshop

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.



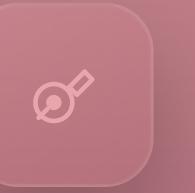
By the end of this exercise, you will have:

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.
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No overthinking.

Just start.