

THE COMPARISON

The Setup

One **flopped.**

One **crushed it.**

Both in the hunting niche.

Both tumbler wraps.

The difference will **blow your mind.**

✕ THE FLOP

"Hunting Season" Tumbler



REAL IMAGE REQUIRED:
"Hunting Season" Tumbler

🕒 Total Revenue

\$23

📦 Total Sales

9

🕒 Time to Create

Same as
the winner

\$23. Total. That's it.

WHY "HUNTING SEASON" FAILED

1

Text Placement Was Wrong



REAL IMAGE
with annotation

TEXT HIDDEN
WRONG SPOT!

→ The text was positioned so you could only see it **if you rotated the tumbler.**

When you're designing tumbler wraps,
each side is only visible once without turning it.

I put the text in the wrong spot.

WHY "HUNTING SEASON" FAILED

2 Generic Quote

"Hunting Season"

That could be for **ANYONE** who hunts.

No identity.

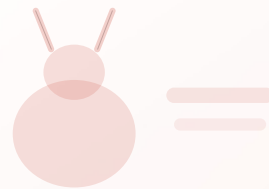
No connection.

No "that's ME" moment.

It's just... a fact. Hunting season exists. Cool.

WHY "HUNTING SEASON" FAILED

3 One-Dimensional Design



Just a deer and some text.

Basic layout.

Nothing that makes you stop scrolling.

It was fine.

And "fine" doesn't sell.



REAL IMAGE REQUIRED:
"Hunting, Fishing, Mudding"
Tumbler

✓ THE WINNER

"Hunting, Fishing, Mudding" Tumbler

🕒Revenue	
Consistent bestseller	
📦Sales	🕒Time to Create
Still selling monthly	Same as the flop

Same effort. Wildly different results.

WHY "HUNTING, FISHING, MUDDING" WORKED

QUOTE SPANS
BOTH PANELS



1

Quote Spans Both Panels

The text takes up the majority of the visible area.

You see it immediately.

No rotating needed.

Placement matters.

WHY "HUNTING, FISHING, MUDDING" WORKED

2 It's a **LIFESTYLE** Quote

"Hunting, Fishing, Mudding"

That's an **IDENTITY**.

The buyer sees this and thinks:

"Oh my god. That's **MY husband**."

"That's **MY life**."

"That's **US**."

WHY "HUNTING, FISHING, MUDDING" WORKED

3 Collage-Style Design



Three different elements working together.

More visual interest.

More reasons to stop scrolling.

Plus the AI quality was just... **better**.

More polished. More intentional.

THE LESSON

The design that wins isn't the
"prettiest."

It's the one that creates **CONNECTION.**

Either through the
visual...

Or through the
quote...

Or through
both.

The buyer needs to think:

"That's ME."

🔗 SCREENSHOT THIS:

"If the design could be for anybody...
it usually ends up being for **nobody**."

That's why **generic** fails.

That's why **identity** wins.



Type "CONNECTION" in the chat

if you're starting to see the difference.

This is what separates
\$23 listings from **bestsellers**.

SECTION C

The 4 M's Framework

So how do you create that connection?

How do you know **WHAT** to design
before you ever open the AI?

I use a simple 4-step framework.

I call it "The 4 M's."

THE DEMAND-FIRST FRAMEWORK

The 4 M's



MINE

Find real
demand
on Etsy



MATCH

Define the
specific buyer



MAKE

Design with
direction



MEASURE

Track, learn,
improve

Let's break down each one.

BY THE WAY —

**This 4M framework is the same system
I walk my paid students through.**

**Most people charge for this
as a standalone training.**

**You're getting it as part of this free challenge
so your brain understands the logic.**

★ **PREMIUM TRAINING VALUE**