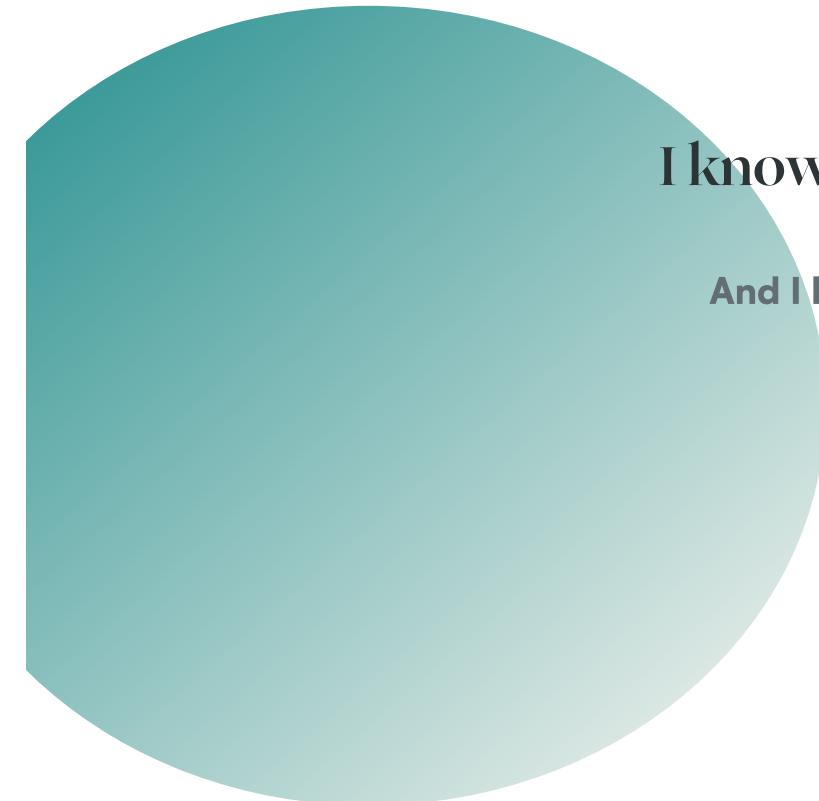


A Moment of Truth



I know you're taking notes right now.

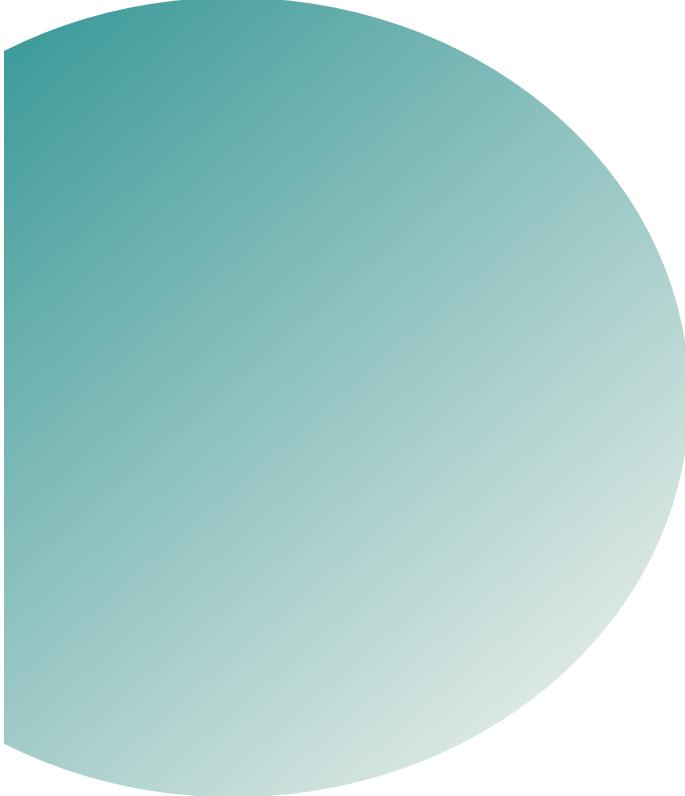
And I know where those notes usually end up...



The Notes Graveyard

Same place as the notes from
the last 10 trainings you watched.

We've all got one.



Here's what I've learned after years of teaching:

**The people who get results
aren't the ones with the best notes.**

They're the ones who do **ONE thing
before they go to bed tonight.**

DAY 1 MISSION

Your Assignment

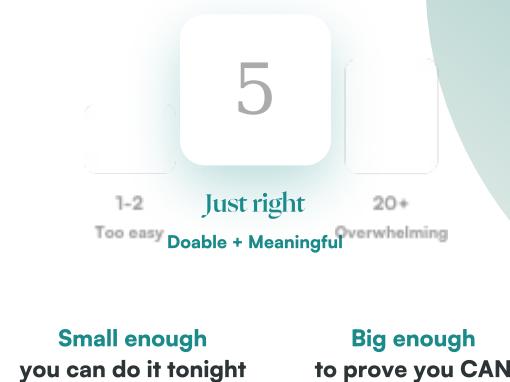
Tonight Before Day 2

Tonight's Mission: Delete 5



The ones you **already know** shouldn't be there.

Why exactly 5?



Why tonight?

TONIGHT

Clear the clutter

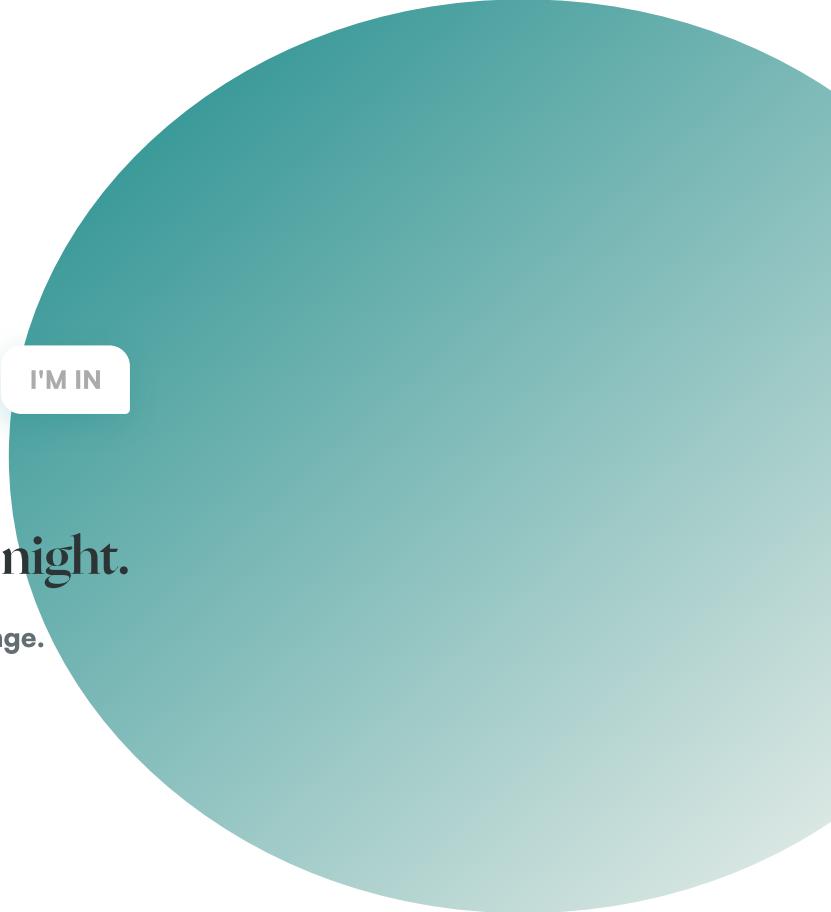


TOMORROW

Build what works



You can't build on a cluttered foundation.
Tonight we clear. Tomorrow we build.



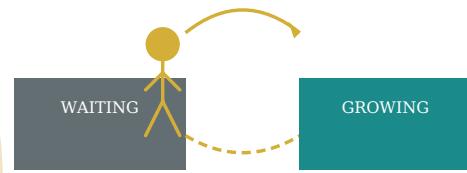
I'M IN

I'M IN!! Doing this!

I'M IN

Type "I'M IN"
if you commit to deleting 5 tonight.

This is your first **CEO decision** of the challenge.



The difference between shops that grow
and shops that stay stuck?

Taking action before you feel ready

Tonight is your "before you feel ready" moment.



Close your eyes
for a second.

Imagine it's January 2026.
The new year just started.



PATH A You didn't do the work.

- Same shop. Same scattered listings.
- Still paying fees on products that don't sell.
- Still wondering what to design next.
- Watching other sellers pass you by.

January hits and you're starting from scratch. Again.

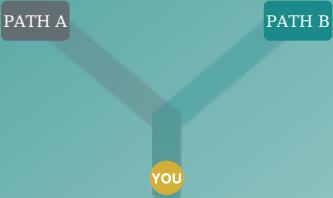
PATH B You did the work.

You deleted the dead weight. Found your focus.

JANUARY 2026:

- ✓ Your shop is clean and clear
- ✓ Etsy knows who to show you to
- ✓ Sales are growing steadily
- ✓ You feel like a business owner





Which January do you want?

The answer starts tonight.
With **5 deletions**.



Here's the thing about Path B...



Walk it alone.
Figure it out as you go.
Hope you're making the right
calls.

OR



**Walk it with someone who's
already been down that road.**



You stayed until the end.

Thank you. Seriously.

Now let me give you what I promised.

My Personal Delete Decision Matrix

**The exact 5 questions I ask myself
before I delete OR keep any listing.**

FREE. Yours. Tonight.

BAILEY VANN
Delete Decision Matrix

- 1
- 2
- 3
- 4
- 5

FREE

BV Bailey's Challenge
1,247 participants

Here's the Delete
Decision Matrix I
promised!

9:47 PM

PDF **Delete_Matrix.pdf**
1 page • 245 KB

I'm dropping this in the free
WhatsApp group right now.



Not in the group yet?

Link's in the chat — join and grab it



BEFORE WE WRAP UP...

Quick question for you.



How many of you are sitting there thinking:

"But what if I delete the wrong thing?"

"What if I put something in OPTIMIZE
that should actually be in SCALE?"

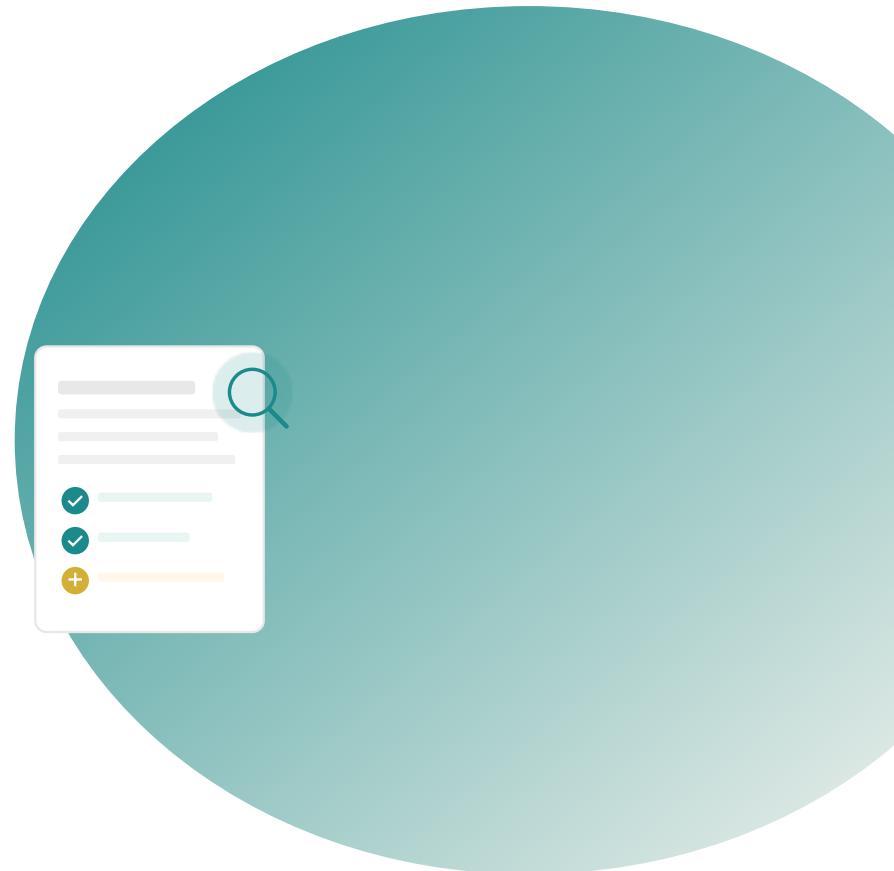
"I wish someone could just... check my work."

**Imagine if you could post your Delete column
and I could look at it and say:**

✓ "Yes. That one goes. Good call."

Or...

! "Actually, wait — don't delete that one.
Here's what I'd do instead."





Type "ME" in the chat
if having someone check your decisions
would make you WAY more confident.

ME! ME me!! ME

For everyone who typed ME...



That's exactly why I created
VIP.



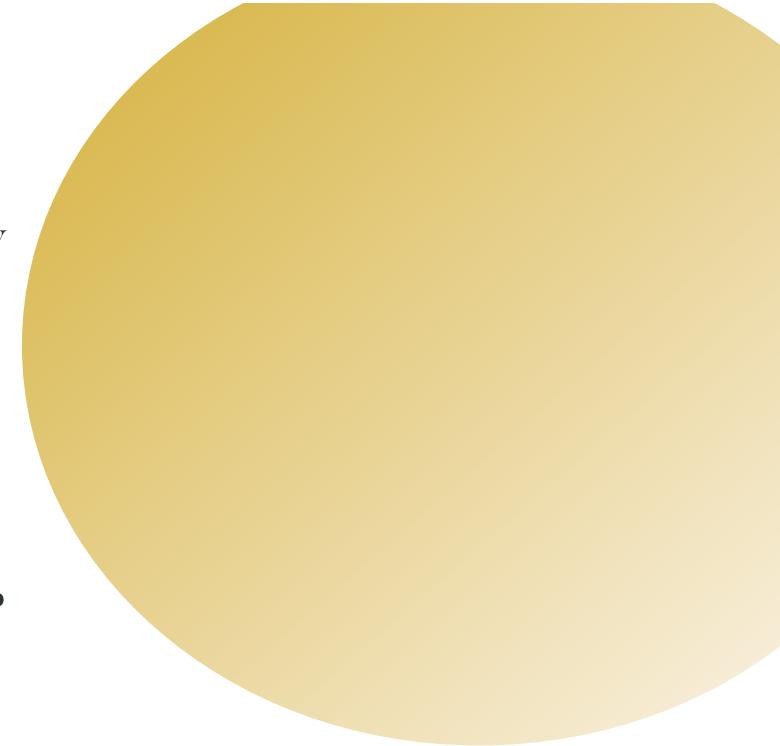
"I hope I'm
doing this right"



"I KNOW I'm
doing this right"

VIP is how you make that shift.

Because I'm literally watching.



Here's exactly
what VIP gets
you:

- ✓ All 3 challenge replays
watch on your schedule
- ✓ The No-Excuses Implementation Hub
I check your decisions personally
- ✓ Priority Q&A during all 3 days
- ✓ Bonus: 10 Plug-and-Play AI Prompts
the exact prompts I use
- ✓ Bonus: "Get Traffic TODAY" script pack
- ✓ First access + best pricing
for the 90-Day Accelerator on Day 3

The recordings are nice. The bonuses are helpful.

But honestly?

The real value of VIP is that you're
in the small group I'm actually
paying attention to.

When you post your decisions, you've got my eyes on your shop.

All of that for

• \$67

One time.

Less than one month of Etsy renewal fees
on listings that aren't selling anyway.



**And look — if by the end of Day 2
you honestly feel VIP wasn't worth it?**

Just email us. We'll refund your upgrade.

I only want you in VIP if it's actually helping you.

P.S.

1 0 0 +

people have already upgraded.

Some of them are already posting their
Delete/Optimize/Scale decisions in the VIP hub.

They're not waiting. They're doing.



Ready to upgrade?

Link is in the chat right now.

etsyupgrade.com/67-vip-upsell

\$67 • One time • Instant access



That's the last time I'll mention VIP tonight.



If it's for you,
grab it.



If it's not,
no worries.

Either way, we're doing this together.

Now let's take a breath.

**How are you feeling
after everything we covered?**



Overwhelmed Scared Excited Ready

Drop a word in the chat.

All of it's valid. Let me know where you're at.

By the way...



Let me show you what happens
when sellers actually **do the work**.

S Sarah
Digital Planner Seller



"I deleted 47 listings and my shop views went **UP**. I was holding myself back this whole time."

M Michelle
SVG Designer



"Finally understand why some designs sell and others don't. Made **\$400** in one week after optimizing."

J Jessica
T-Shirt Designer



"The VIP feedback was worth 10x the price. Bailey caught a mistake that would've cost me weeks."

Before you go tonight...

Quick peek at Day 2

So you know exactly what's coming tomorrow.

Day 2: Build What Sells

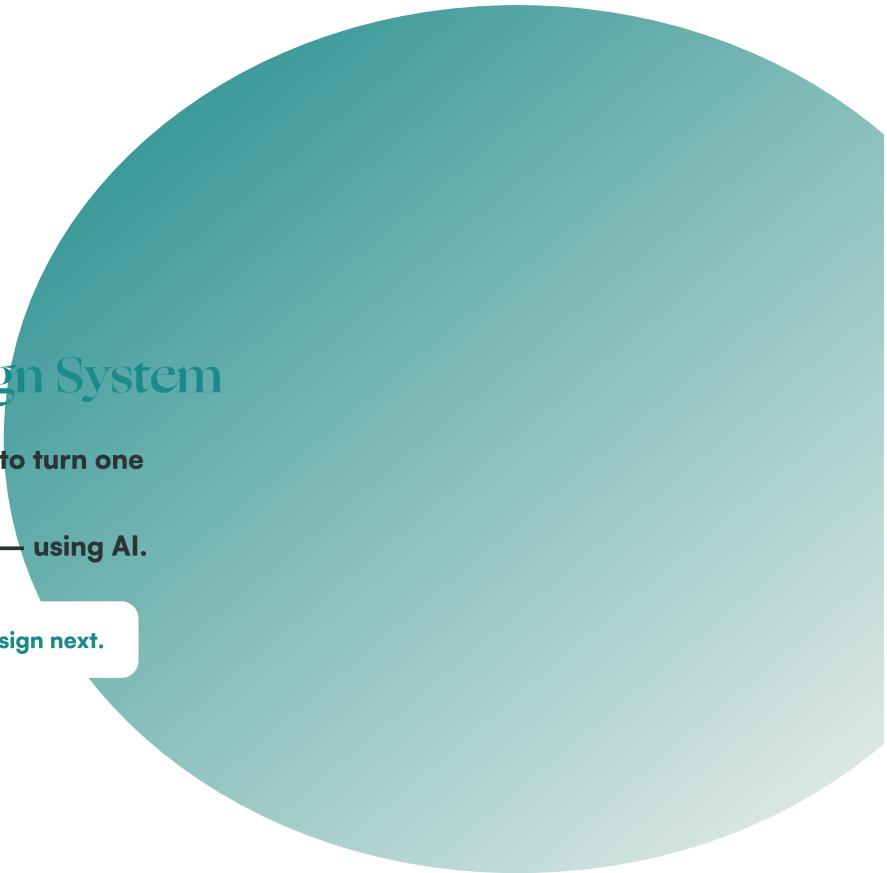


The 4M AI
Design System

5-Step Prompt
Formula

Live AI
Demo

Tomorrow we stop deleting and start **creating**.



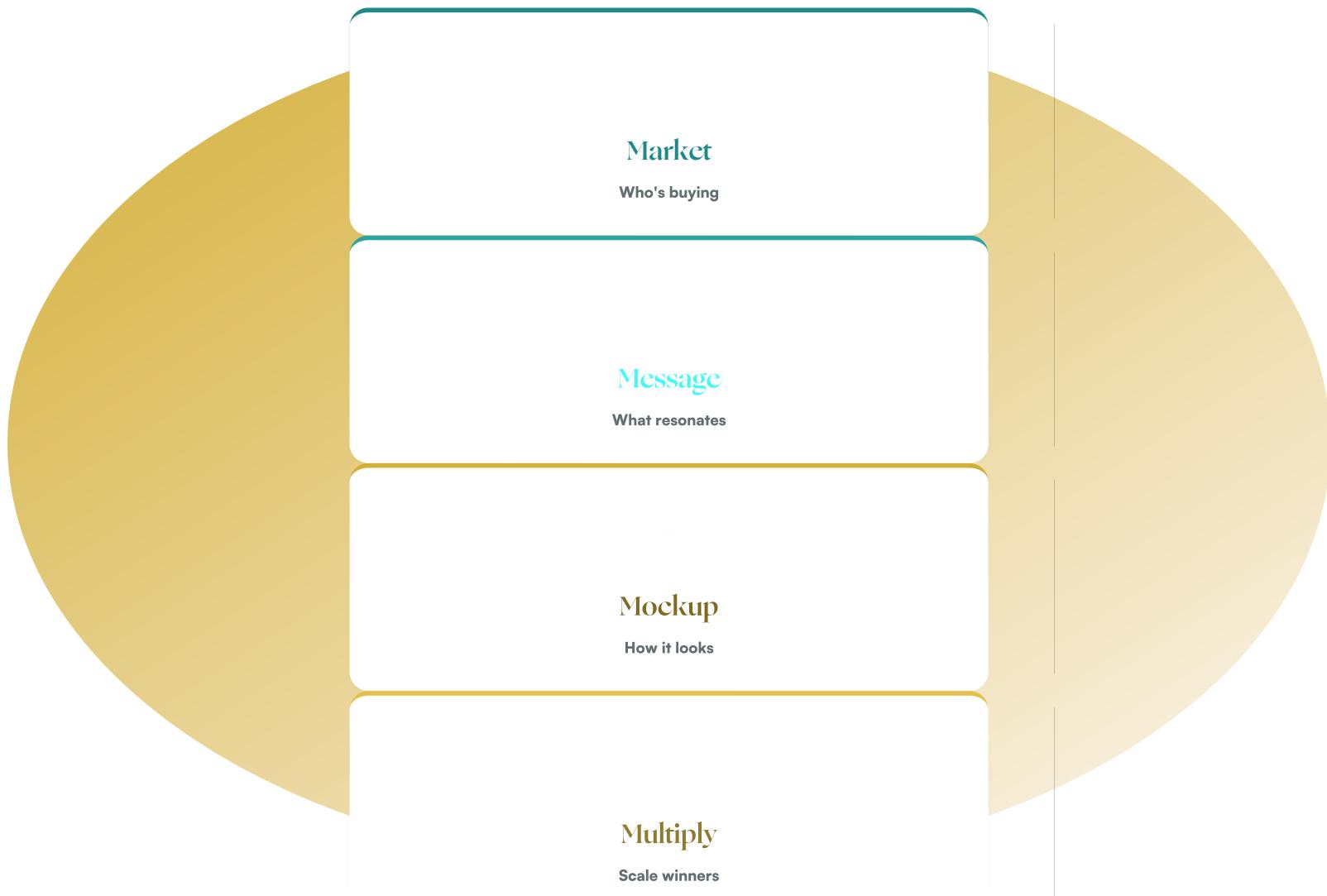
4M
SYSTEM

NAMED MECHANISM #1

The 4M AI Design System

The exact framework I use to turn one winning idea into an entire product line — using AI.

No more guessing what to design next.



NAMED MECHANISM #2

The 5-Step Prompt Formula

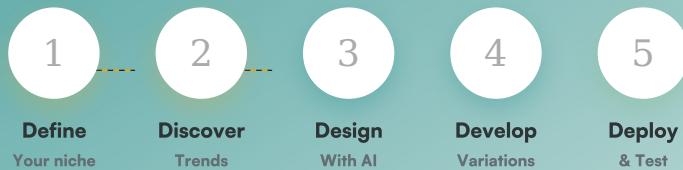
**Copy-paste prompts that turn ChatGPT
into
your personal design assistant.**

No AI experience needed. Just follow the
formula.

5

STEP FORMULA

The 5 Steps:



Tomorrow you'll get the **exact prompts** for each step.



And on Day 3...

The 90-Day Accelerator doors open

(VIP members get first access + best pricing)

But that's for Day 3. For now...

Time to practice.

Remember your assignment:

Delete **5** listings tonight.

The ones you already know shouldn't be there.



Some of you came into this challenge
just hoping.

But you're leaving today
with a **PLAN**.

You're not behind.



The fact that you're here, watching, taking notes...

Means you're already ahead of
95% of Etsy sellers
who just scroll and hope.



THIS WEEK

This week can be the
turning point.

All you have to do is keep showing up.

Same place. Same time. Tomorrow.



Remember what I said at the beginning?

“You don’t need
more listings...”



"You just need
better ones."



TONIGHT'S CHECKLIST

- 1 Delete 5
- 2 Screenshot
- 3 Share it

- 1 Go delete **5** tonight.
- 2 Screenshot your Delete column.
- 3 Drop it in comments or VIP hub.

I'll see you tomorrow.

BAILEY VANN

Day 2 tomorrow

OPTIMIZE Mode

Same time. Same place.

