

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

### Text Placement Was Wrong

1

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.



REAL IMAGE  
with annotation

WHY "HUNTING SEASON" FAILED

## 2 Generic Quote

"Hunting Season"

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

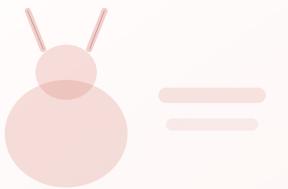
No identity.

No connection.

No "that's ME" moment.

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

## 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.**

✓ THE WINNER

## "Hunting, Fishing, Mudding" Tumbler



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

⌚Revenue

Consistent bestseller

⌚Sales

Still selling  
monthly

⌚Time to Create

Same as  
the flop

Same effort. Wildly different results.

## WHY "HUNTING, FISHING, MUDDING" WORKED

### Quote Spans Both Panels

**The text takes up the majority of the visible area.**

**You see it immediately.**

**No rotating needed.**

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**Placement matters.**

QUOTE SPANS  
BOTH PANELS

REAL IMAGE  
with annotation



WHY "HUNTING, FISHING, MUDDING" WORKED

## 2 It's a LIFESTYLE Quote



"Hunting, Fishing, Mudding"

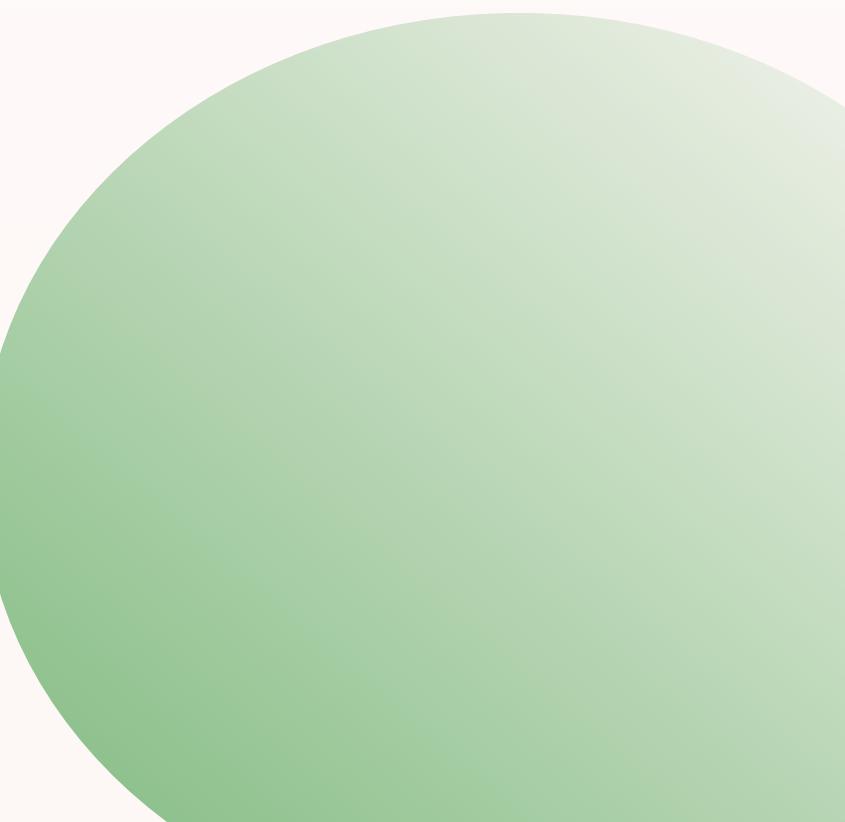
That's an IDENTITY.

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



Let's break down each one.

BY THE WAY —

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

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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