

WHY MATCHING MATTERS

Most sellers stop at "this keyword has demand."

But knowing **WHAT is selling isn't enough.**

You need to know **WHO is buying.
And **WHY** they're buying.**

That's how you create **connection.**

That's how you **beat everyone else.**

I call this "The Search Story"

For every product idea, I ask:

- WHO is the specific person searching this?
- WHAT brought them to Etsy TODAY?
- WHY do they need THIS specific product?
- WHAT will they actually do with it?

SEARCH STORY EXAMPLE

Niche:

Hunting tumbler wrap

Let's think about WHO
is actually searching...



The Search Story:

WHO

Wife of a hunter
(not the hunter himself)

WHAT

Looking for a birthday gift
for her husband

WHY

He's hard to shop for
she wants something personal

WHEN

It's 10pm
browsing after the kids are asleep

WHAT SHE NEEDS

Something that "gets" him

When I know THIS...

I know to design for HER buying for HIM.

The quote needs to make HER think:

"Yes! That's exactly who he is!"

She's not looking for "a nice hunting design."

She's looking for HER HUSBAND on a tumbler.