

DAY 1 OF 3

The 2026 Etsy Upgrade Challenge

RESET

Delete the Dead Weight.

Find Your Focus.

Build a Shop That Actually Works.

with Bailey Vann • Top 0.1% Etsy Seller • \$1M+ in Digital Product Sales

Before We Begin...

A teal-colored geometric shape, resembling a stylized rock or a folded piece of paper, is positioned in the top right corner of the slide.

QUICK POP QUIZ

I want to show you something that might change
how you think about Etsy in 2026...

**Get ready to type
in the chat!**



This is interactive — your answers matter

Which design was made by a professional artist?

[Image A]

A

VS

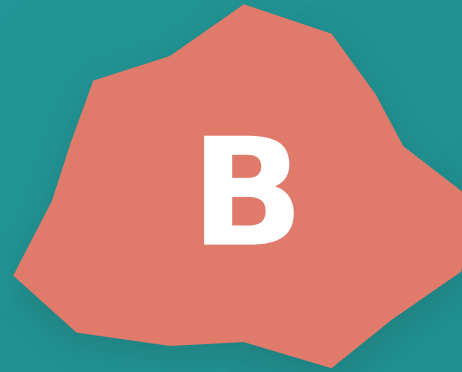
[Image B]

B

Type A or B in the chat!



or



The Answer Is...



Both Were Made by AI.

In less than 30 seconds.
For free.

Yes, we all use AI nowadays...

**But in 2026, they've gotten so good
that hiring someone REAL is
starting to become just an option...**

JUST AN OPTION



**Let that sink in
for a second.**

Now let me ask you

**something
uncomfortable...**

If anyone can create designs like this in seconds...

What happens to YOUR Etsy shop in 2026?



The numbers I'm about to show you aren't random...

These are from YOUR OWN ANSWERS

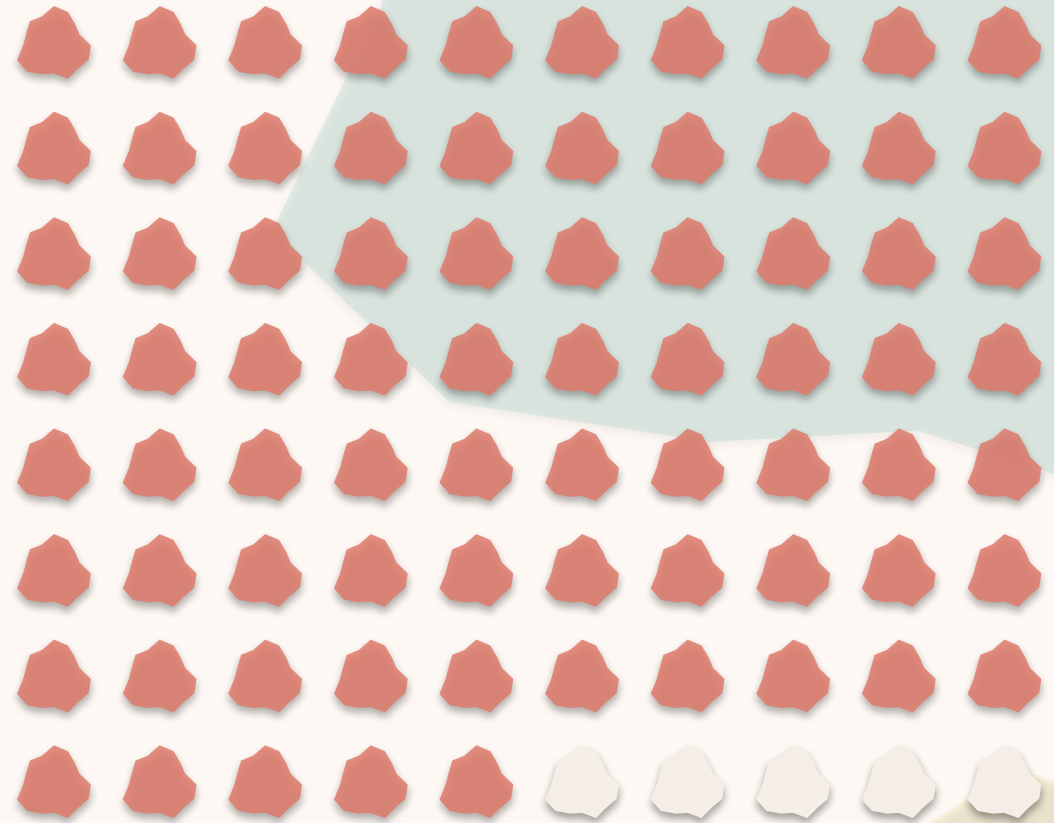
after I asked 160+ of you last week

**160+ SELLERS
SURVEYED**

75+

sellers report their shops
tanked in the last 2 months

If there are 4 people on your row in this
chat,
3 of them are feeling this...



VIEWS

ZERO

A line graph with a vertical y-axis and a horizontal x-axis. A red line starts at the origin and extends horizontally along the x-axis, representing a value of zero. The word 'ZERO' is written in red above the line.

58+

sellers said their #1 problem:
"No views anymore"

"Not fewer views. Zero.
Like a switch was flipped."

47 +

said they have "No idea what to design"



They're not lazy. They're paralyzed because the rules changed.

Does anyone else feel that way?

Type "YES" in chat

I'm curious how many of you are seeing the same problems

So the real question isn't:

~~"X How do I make more listings? X"~~

**Is Etsy even worth
pursuing in 2026?**



**I'm going to answer that
question tonight.**

And the answer?

**It might honestly
surprise you.**

Because what nobody is talking about is this:

The AI flood actually

CREATES an opportunity

— for a very specific type of seller...

BUT

Only if you understand what's really happening...