

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



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.

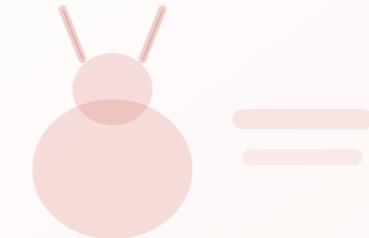
No connection.

No "that's ME" moment.

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

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



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.

Placement matters.

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.

