

## 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.