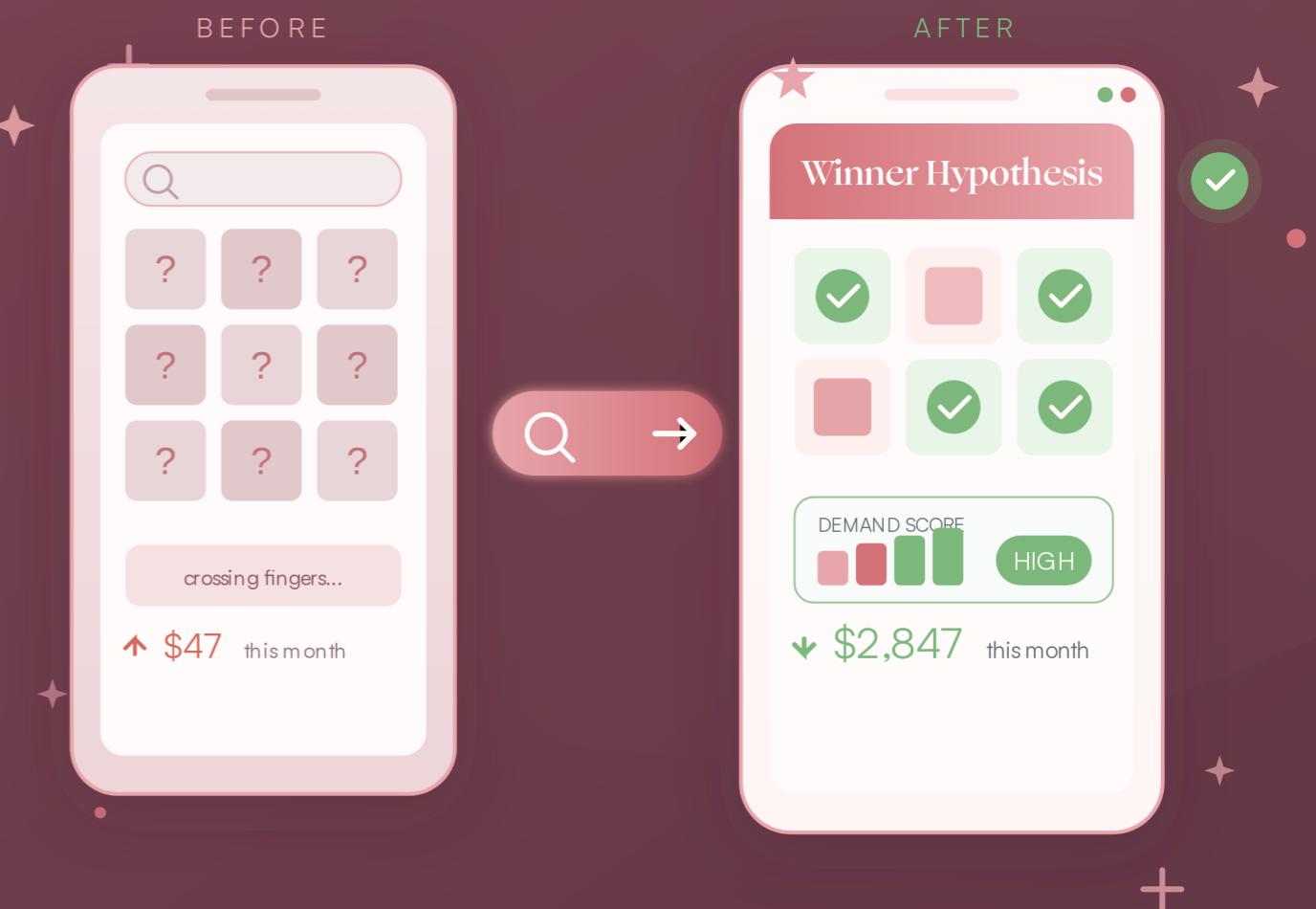


THE ETSY UPGRADE CHALLENGE

Day Two

The Winner Hypothesis

Research before you create. Validate before you invest.



B E F O R E W E B E G I N

How are we feeling **today?**

Drop your emoji in the chat



Fired up & ready



Feeling good



A bit nervous



A little overwhelmed

H O M E W O R K C H E C K

Did you delete your **worst** listings?



Yes!

Type "DELETED"



Not yet

Type "CHICKEN"

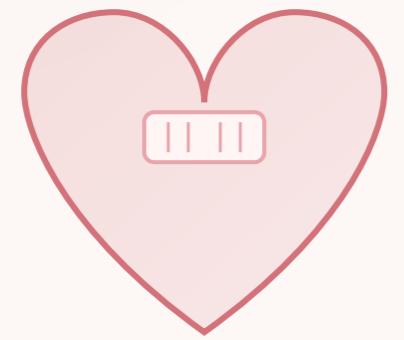




That took courage.

Letting go of what's not working
makes room for what will.

You just leveled up



FOR THE "CHICKENS"

It's okay to feel attached.

Those listings represent your time, your effort, your hope.
But holding onto what's not selling doesn't serve your future.

**"Deleting doesn't mean you failed.
It means you're making room to win."**

How did it *feel* to delete?



Terrifying



Relieving



Empowering



All of the above

Every feeling is valid. Share yours in the chat!

R E M E M B E R

Your WHY

Why did you start this Etsy journey?

What would consistent income mean for your life?

 Freedom

 Creativity

 Security

 Family

QUICK REFRESH

What we covered in Day 1



Day 1 Foundations



Shop Audit

Identified what's working and what needs to go



Time Audit

Found your hidden productive hours



Action Plan

Created your first 90-day roadmap



THE KEY INSIGHT

Success on Etsy isn't about **more** products

It's about the **right** products — ones that customers are already searching for.

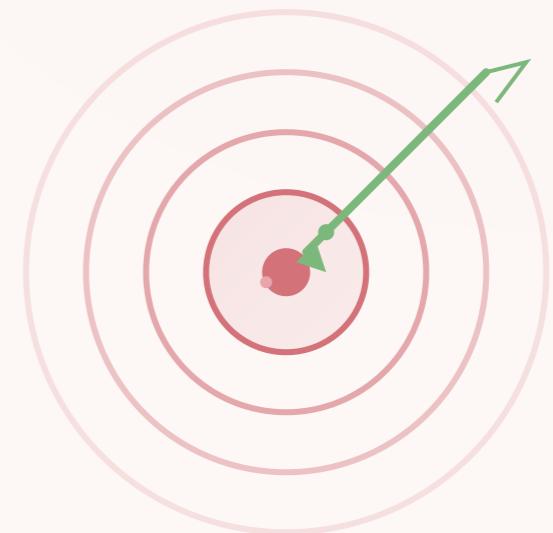
TONIGHT'S FOCUS

The Winner Hypothesis

How to identify products that *will* sell before you invest
the time

By the end of tonight, you'll...

- Know exactly how to research product demand
- Have a validated product idea (your "winner hypothesis")
- Understand the "green flags" that signal opportunity



C O M I N G U P

Live Research Demo

Watch me validate a product idea in real-time



In the demo, I'll show you...

The exact research process I use with my students

1

Finding Demand

How to spot what
customers are actively
searching for

2

Checking Competition

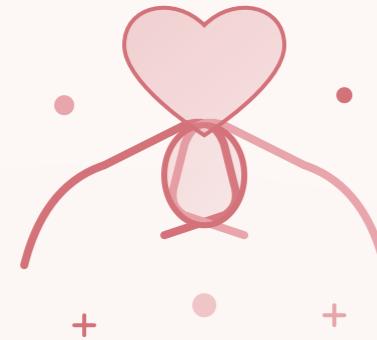
When "lots of sellers" is
actually a good sign

3

Making the Call

The green flags that say
"yes, pursue this"

Quick ask before we dive in...



Commit to staying present for the next 90 minutes.
Close the other tabs. Put your phone face-down.

Type "I'm all in" in the chat

BONUS GIFT

Stay till the end for a special gift

Something that will make your research 10x
faster...



Tonight's Bonus Includes...



Research Template

My personal product validation spreadsheet



Green Flags Checklist

Quick-reference for validating any product idea

More details at the end of tonight's session

HERE'S THE PLAN

Tonight's Agenda

1

The Winner Hypothesis Framework

Understanding what makes a product worth pursuing

2

Live Research Demo

Watch me validate a product idea in real-time

3

Your Turn: Hands-On Practice

Create your own winner hypothesis with guidance

4

Q&A + Homework

Get your questions answered, then tonight's action item



Quick Disclosure

Results vary based on effort, niche, and implementation. The students featured in testimonials achieved their results through consistent work and application of the strategies taught. This workshop provides education and frameworks — your success depends on taking action.

Now let's get to the good stuff!



Pop Quiz Time

I'm going to show you two Etsy listings.

Both are AI-generated designs.

Both look "*good*" by normal standards.

But here's the thing...



One sold 500+ units.



One sold 3.

Your job: Guess which one flopped.

Get ready to type A or B!

Which One Flopped?

Listing A

- Gorgeous watercolor florals
- "Aesthetic" vibes



Deer Elk Fall Hunting Season Men...

990 in stock

\$3.95

Auto-renews Feb 16, 2026

LAST 30 DAYS



ALL TIME



Listing B

- Simple, specific design
- Targeted use case



Huntin Fishin Muddin 20 oz Skinn...

923 in stock

\$3.95

Auto-renews Apr 5, 2026

LAST 30 DAYS



ALL TIME



The Answer...



Listing A flopped. 3 sales total.



Listing B crushed it. 500+ sales.



Deer Elk Fall Hunting Season Men...

990 in stock

\$3.95

Auto-renews Feb 16, 2026

LAST 30 DAYS

2 visits | 0 favorites

ALL TIME

9 sales | \$23.75 revenue

12 renewals



Huntin Fishin Muddin 20 oz Skinny...

923 in stock

\$3.95

Auto-renews Apr 5, 2026

LAST 30 DAYS

79 visits | 9 favorites

ALL TIME

1246 sales | \$4,641.36 revenue

But WHY?

Here's Why...



Listing A was designed to LOOK GOOD

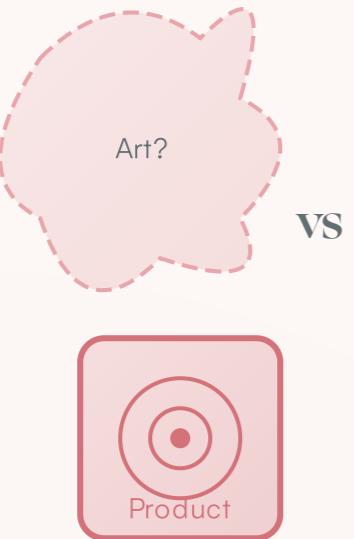
Open AI → type "pretty florals" → List → *Hope*



Listing B was designed to SOLVE A PROBLEM

Find audience → understand need → Create match →
Sell

This is the difference between *"AI Art"* and *"AI Products."*



Art is subjective.

Products solve problems.

Etsy is a search engine.

People search for **SOLUTIONS**, not aesthetics.

Let's Talk About "AI Slop"

What is AI Slop?

- (-) Generic, "pretty" designs with no clear buyer
- (-) The visual equivalent of "*Dear Hiring Manager*" cover letters
- (-) What 90% of new sellers are flooding Etsy with right now



Why AI Slop Fails:

- ✗ It doesn't answer: "WHO is searching for this?"
- ✗ It competes with 10,000 other "pretty" things
- ✗ It relies on the ~~algorithm~~ instead of demand

Here's What I Heard From YOU

When I asked my community about their #1 problem:

"*I can't seem to find the right way to write AI prompts*

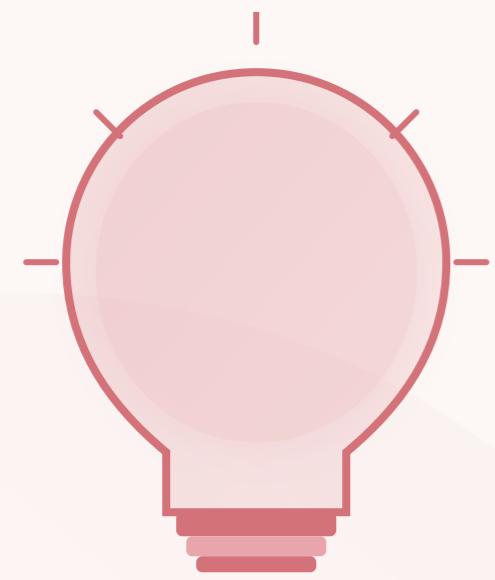
"*I try to use prompts and tweak them but I have a hard time*

"*I'm having a hard time getting results I'd like with AI*

If you said this...

You told me you feel like you're "doing everything but nothing is working."

This is why.



Everyone's trying to fix their PROMPTS.

But here's the thing...

~~The problem isn't the AI.~~

The problem is what happens BEFORE the AI.



The False Belief About AI

The False Belief

What most sellers think:

"

If I can just learn better prompts, I'll create designs that sell.

So they...

- Watch prompt tutorials
- Save prompt libraries
- Spend hours tweaking words in Midjourney



The best prompt in the world won't save a design
nobody is searching for.

~~The real skill isn't prompting AI.~~

The real skill is knowing what to create BEFORE you prompt.

The Demand-First Framework:



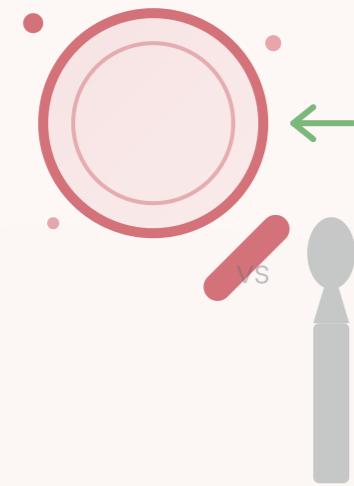
Why "Demand-First" Matters **MORE** in 2026

When **ANYONE** can create beautiful designs in seconds...

The designs themselves become *commoditized*.

*"Because design tools are commoditized now. Your edge is **what** you design, not **how**."*

What becomes the differentiator?



~~Not the quality of your AI output.~~

The quality of your RESEARCH.

The shops winning in 2026 are **research-first** shops,
~~not design-first~~ shops.

SECTION A

Let's Talk About Why Most AI Designs Fail.

And I'm not going to sugarcoat this.



We've all seen "AI Slop."

You know it when you see it.

That generic, rushed, "**this was clearly made in 2 minutes**" energy that
floods Etsy right now.

Let me show you exactly what I mean...

1

AI SLOP INDICATOR

Wrong Hands & Weird Anatomy



Six fingers. Three arms.

Eyes that don't quite line up.

Animals with legs in impossible places.

If you didn't check for anatomy issues,
your buyer definitely will.

2

AI SLOP INDICATOR

Weird Textures & Smudgy Edges

That "melted" look around the edges.

Textures that don't make sense.

Details that blur into nothing.



AI Slop Indicator - Weird Textures & Smudgy Edges

Instant "AI generated" red flag.

3

AI SLOP INDICATOR

Auto Backgrounds With No Purpose



A random PNG slapped onto a tumbler wrap with whatever background the AI spit out.

No thought about how it actually looks on the product.

No thought about the buyer.

Just... *there*.

4

AI SLOP INDICATOR

No Clear Niche or Demand

Pretty? *Maybe.*



But pretty for WHO?

Designs that could be for anyone usually end up being for **no one.**

5

AI SLOP INDICATOR

Poor Typography & Spelling Errors



Misspelled words.

Letters that don't quite form right.

Text that looks like it's melting.

And the worst part?

People don't even PROOFREAD before listing.



BE HONEST IN THE CHAT

Have you ever listed something
without really checking it first?

Type "**GUILTY**" — no judgment.

We've all done it.

But that stops today.

But here's the thing...

All of those are SYMPTOMS.

— They're not the real disease. —

The Real Reason AI Designs Fail:

The AI isn't broken.

Your prompts are probably fine.

Your tools work great.

**The problem is what happens
BEFORE you ever open the AI.**

Here's What Most Sellers Do:

- 1 Open MidJourney or Kittl
- 2 Browse the inspiration boards
- 3 Find something that looks "pretty"
- 4 Create it
- 5 List it
- 6 Hope it sells



Sound familiar?

They're designing what THEY think is beautiful.

They're designing from inspiration boards.

**They never checked if anyone
is actually SEARCHING for it.**

The Shift That Changes Everything



OLD WAY

MOST AI SELLERS

- ✗ Open MidJourney/Kittl first
- ✗ Design what looks cool
- ✗ Throw it on Etsy
- ✗ Hope the algorithm picks it up
- ✗ Make more random designs when it doesn't sell



NEW WAY

WHAT WE'RE DOING

- ✓ Open Etsy first
- ✓ MINE: Find real demand
- ✓ MATCH: Define the exact buyer
- ✓ MAKE: Use the 5-step formula
- ✓ MEASURE: Track, learn, scale



This one shift alone is why some shops crawl...

And others quietly stack \$3–5K/month.

Same AI tools. • Same Etsy algorithm. • **Different PROCESS.**



WRITE THIS DOWN

**"Beginners design what they like.
Pros design what the market already wants."**

This is the foundation of everything I'm about to teach you.

"But Bailey, can't I create something NEW and unique?"

Yes. But **ONLY if:**

- It's in a category people are already searching for
- OR you have a massive social media following that will buy anything you make

For everyone else?

Demand first. Design second.



Type in the chat

"DEMAND FIRST"

if this is clicking for you.

This one shift will change everything.

SECTION B: THE PROOF

Let me show you
exactly what I
mean.

With two of my own products.

Same niche. Same product type.

Same AI tools. Same seller — me.



Same Seller • Same Tools

THE SETUP

One flopped. One crushed it.

Both in the hunting niche.

Both tumbler wraps.

The difference will blow your mind.

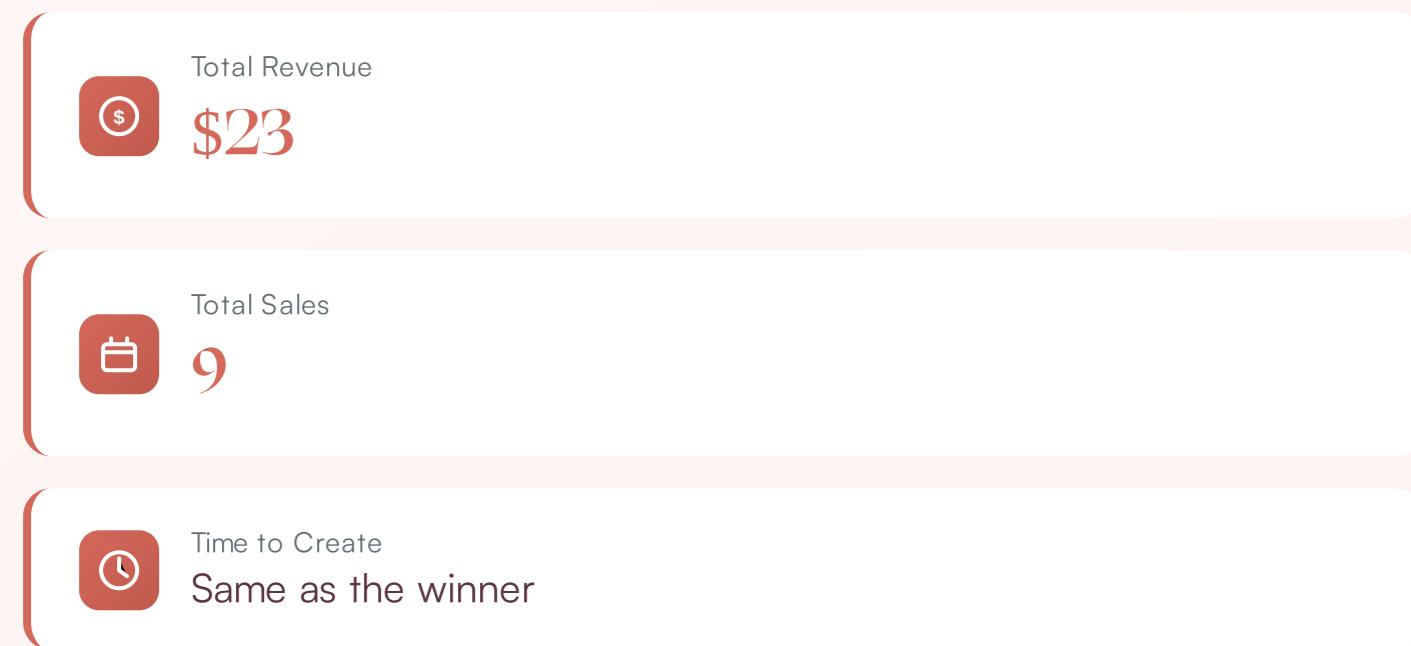


deer Both Hunting Niche

Both Tumbler Wraps

X THE FLOP

"Hunting Season" Tumbler



\$23. Total. That's it.

THE FLOP - Hunting Season Tumble.

WHY "HUNTING SEASON" FAILED

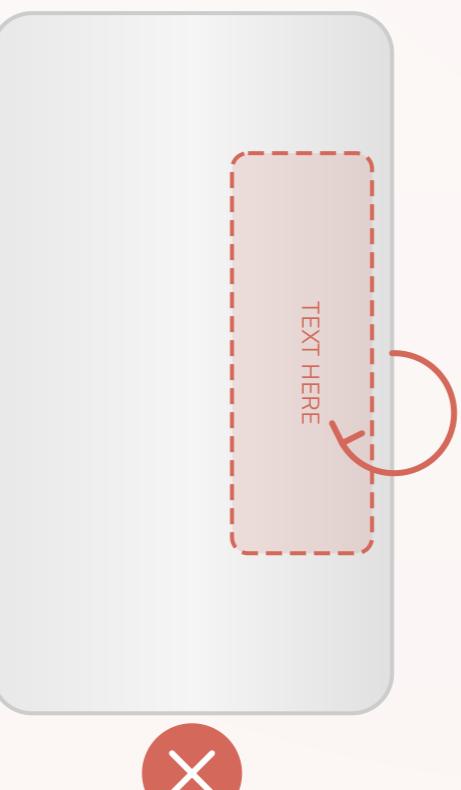
1 Text Placement Was Wrong

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.

Must rotate to see text!



2 Generic Quote

"Hunting Season"

That could be for ANYONE who hunts.

There's no identity.

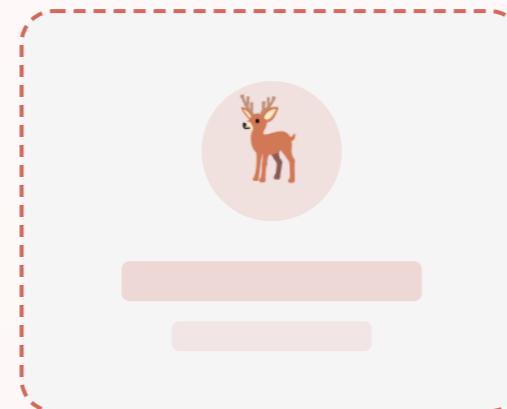
No connection.

No "that's ME" moment.

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

3

One-Dimensional Design



Basic Layout

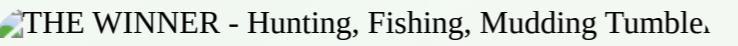
Just a deer and some text.

Basic layout.

Nothing that makes you stop scrolling.

It was fine.

And "fine" doesn't sell.



✓ THE WINNER

"Hunting, Fishing, Mudding" Tumbler

Revenue
Consistent Bestseller

Sales
Still Selling Monthly

Time to Create
Same as the flop

Same effort. Wildly different results.

WHY "HUNTING, FISHING, MUDDING" WORKED

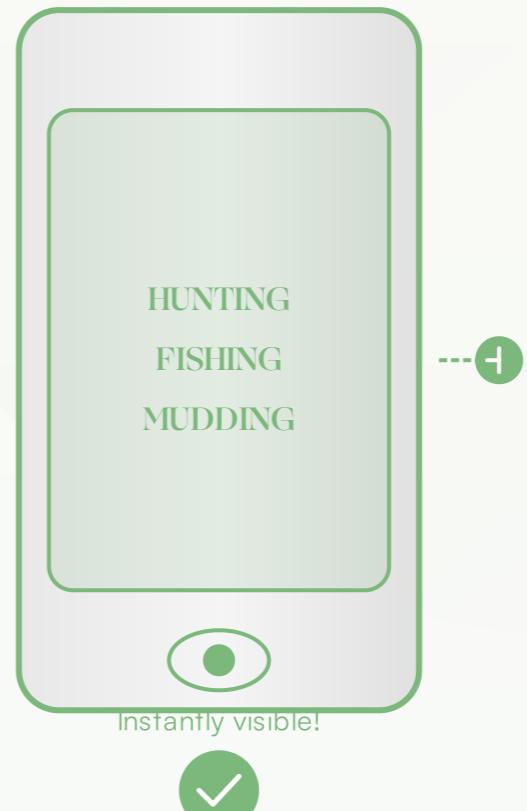
1 Quote Spans Both Panels

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."

3

Collage-Style Design



3 Elements = More Visual Interest

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 design that wins isn't the "prettiest."

It's the one that creates
CONNECTION.

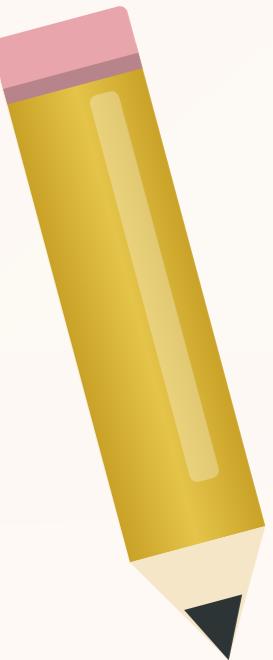
Either through the visual...
Or through the quote...
Or through both.

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 in the chat

"CONNECTION"

if you're starting to see the difference.

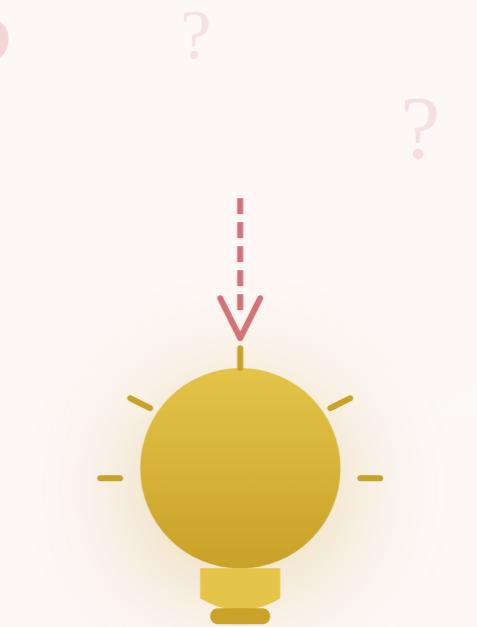
**This is what separates
\$23 listings from bestsellers.**

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 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.

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.



Tonight I'm walking you through
the **MANUAL** version of this system.

Inside my 90-Day Accelerator,
**this is all built into weekly checklists
and templates.**



But I want your brain to see the logic first.

Let's start with MINE...

Weekly checklists

Built-in templates

STEP 1

🔍 MINE

What it means:

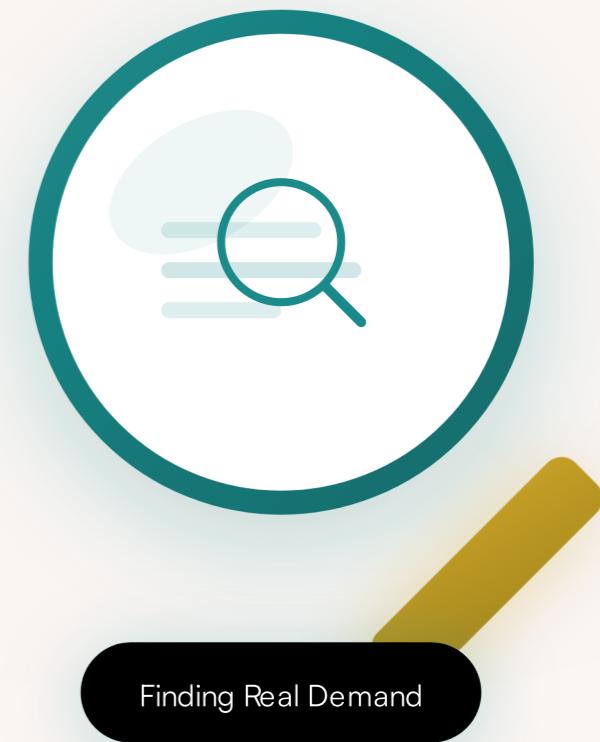
Find what people are [ACTUALLY](#) searching for.

I'm talking about what they're typing into Etsy's search bar [right now](#).

~~What YOU think looks pretty?~~

~~What's trending on MidJourney's feed?~~

That stuff doesn't matter if nobody's searching for it.

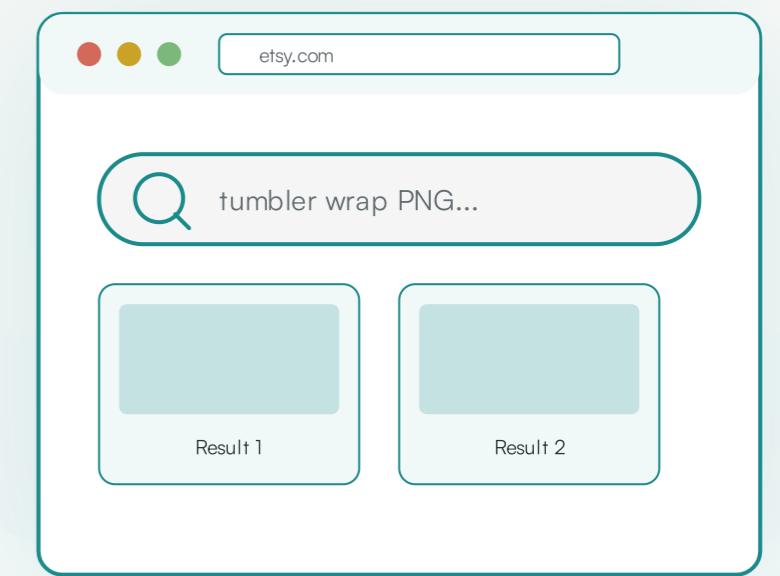


WHY MINING MATTERS

Etsy is a SEARCH ENGINE.

If nobody is searching for your product...
Nobody will find your product.

The most beautiful design in the world
is worthless if there's no demand.



SEARCH ENGINE

MY EXACT MINING PROCESS

1

Open Etsy with EverBee or ProfitTree installed

These tools show you the data behind listings



2

Search your product type

"PNG"

"Tumbler wrap"

"Digital planner"

"Printable checklist"

3

Look for listings with:



Low listing age

3-4 months or less



Consistent sales

Not just one lucky sale

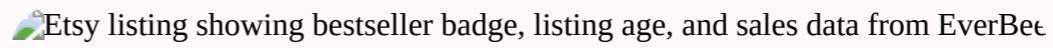


Bestseller or Popular Now badge

Etsy's validation of demand

These are PROVEN demand signals.

Real data. Real proof that people want this.

Etsy listing showing bestseller badge, listing age, and sales data from EverBee

4

Save at least 20 ideas

20

product ideas

20 product ideas that fit those criteria.

~~Not 5. Not 10.~~ Twenty.

Because not all of them will work for you.

But some of them will be GOLD.



Pro Tip

If you're stuck on what to search...

Try searching:

"trendy PNG"

Or "trendy [your product type]"



Q PRO TIP

It shows you a wide variety of niches
that are actively selling **RIGHT NOW**.

No more guessing what's hot.

Etsy literally tells you.

Now here's where people get stuck:

*"Bailey, I found 20 ideas...
but how do I know which ones are right for ME?"*

Inside the Accelerator, we actually sit with you
and help you choose your starting niches.

So you're not stuck second-guessing this part.

But for tonight — just collect 20.



💬 Type in the chat

"**MINE**"

if you're going to try this tonight.

This is [Step 1](#).

This is where it all starts.

STEP 2



MATCH

What it means:

**Define the SPECIFIC person behind
the search.**

I don't mean "women who like pretty things."

I don't mean "people who hunt."

I mean a real human with a real reason
for being on Etsy **TODAY**.

