

THE COMPARISON

# The Setup

One flopped.

One crushed it.

Both in the hunting niche.

Both tumbler wraps.

The difference will blow your mind.



REAL IMAGE REQUIRED:  
"Hunting Season" Tumbler



THE FLOP

# "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

# 1 Text Placement Was Wrong



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.

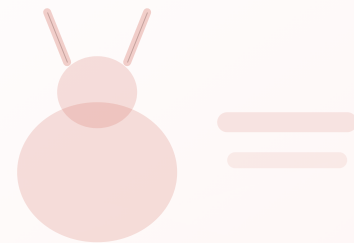
No connection.

No "that's ME" moment.

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

WHY "HUNTING SEASON" FAILED

## 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.*



REAL IMAGE REQUIRED:  
"Hunting, Fishing, Mudding"  
Tumbler



THE WINNER

## "Hunting, Fishing, Mudding" Tumbler

🕒 Revenue

Consistent bestseller

📦 Sales

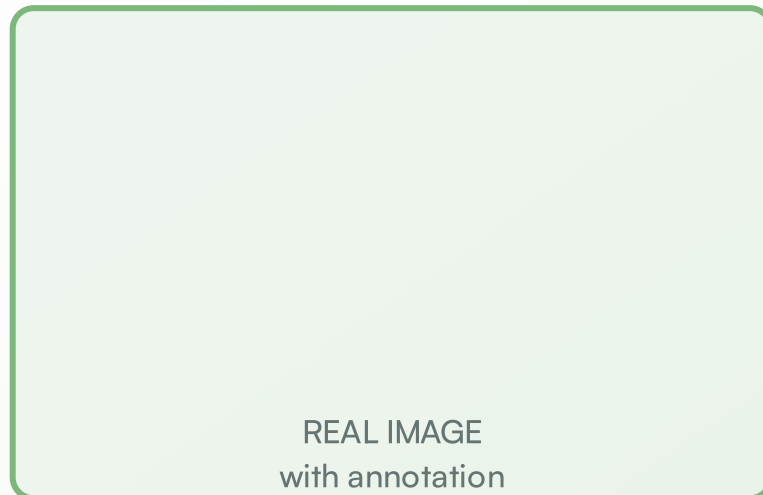
Still selling  
monthly

🕒 Time to Create

Same as  
the flop

Same effort. Wildly different results.

QUOTE SPANS  
BOTH PANELS



REAL IMAGE  
with annotation

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.**

WHY "HUNTING, FISHING, MUDDING" WORKED

## 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."*

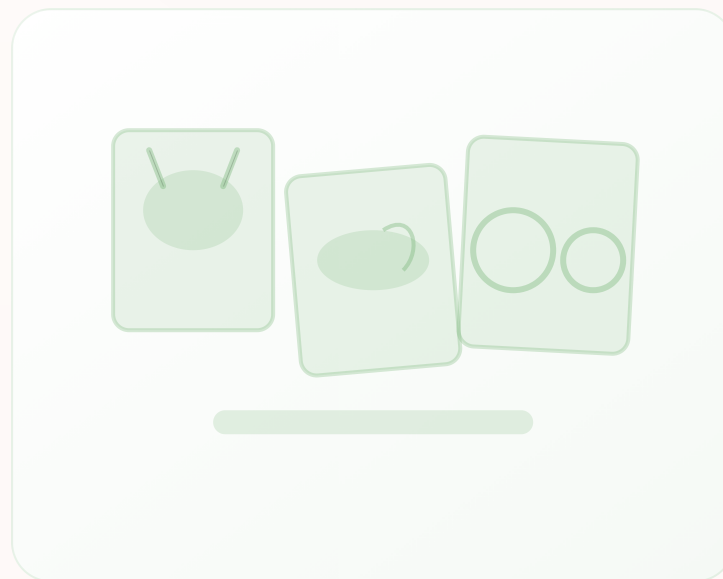
*"That's **MY** life."*

*"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.

