

## 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?

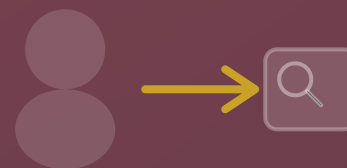
→ **WHAT** will they actually do with it?

## 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.