**Day 4**

**Subject: Designing Products That Sell, [firstname]**

Hi [firstname],

Creating appealing designs is crucial for success in POD. Today, we'll discuss how to design products that not only look great but also sell well.

Here are some tips:

* Research trends: Stay updated with current design trends and popular niches.
* Quality over quantity: Focus on creating high-quality designs rather than churning out numerous mediocre ones.
* Use mockups: Show customers how the design looks on the product.
* Gather feedback: Ask for feedback from friends or online communities before finalizing your designs.

Remember, your designs should resonate with your target audience and reflect your unique style.

Warmly,

[Your Name]

PS. For more design tips and resources, check out our full guide: [link to sales page].