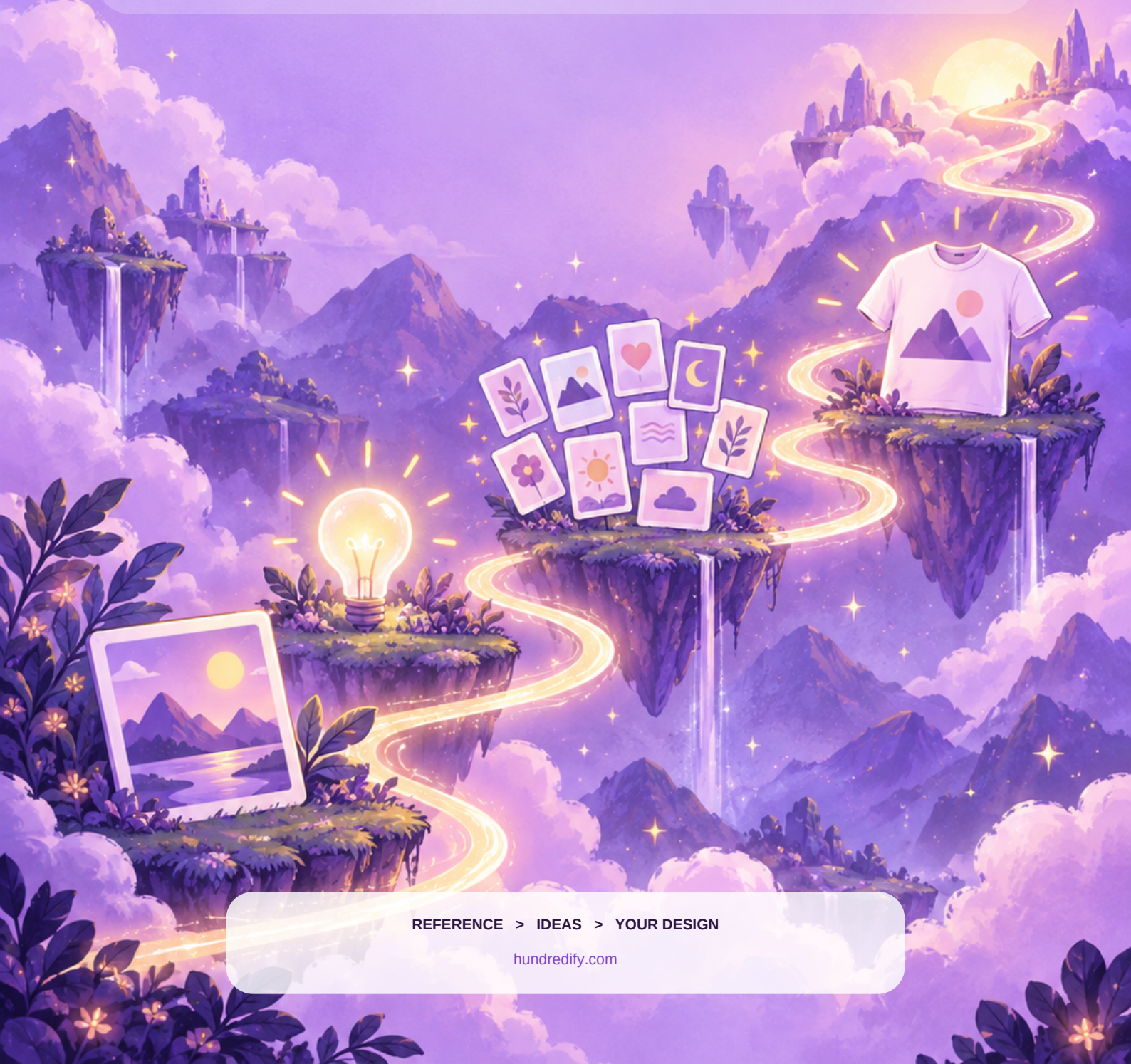
HUNDREDIFY

Turn one reference into 10 original design ideas

A beginner-friendly, two-prompt guide for Etsy print-on-demand creators



REFERENCE > IDEAS > YOUR DESIGN

hundredify.com

START HERE

What are we doing?

You found a design that caught your attention. Instead of copying it, ask ChatGPT to explain **why the idea works**. Then use that explanation to create different, original ideas.

1
Show the reference
Upload the listing's first image so ChatGPT can see the design.

2
Find the idea underneath
Prompt 1 explains the joke, emotion, buyer, and reusable idea pattern.

3
Choose your strongest ideas
You decide which concepts are clear, original, and worth developing.

4
Describe new designs
Prompt 2 turns your approved ideas into clear visual directions.

The rule that keeps this useful

Copy the thinking pattern, not the seller's picture, wording, characters, font treatment, or distinctive layout.

YOUTUBE | THE ETSY DESIGN MULTIPLIER
One reference can unlock 10 ideas.
Learn practical systems that help you build toward your first 100 Etsy orders. **Watch POD Soloist >**

WAYPOINT 1

First, uncover the idea

Upload the reference screenshot in a normal ChatGPT **Chat**. Then paste Prompt 1 below.

Example



A penguin holding a knife says, **‘Flight was never an option.’**

The joke uses the familiar choice ‘fight or flight.’ A penguin cannot fly, so the picture shows the only option left: fight.

ChatGPT should explain that idea pattern first. Only then should it brainstorm new concepts.

COPY PROMPT 1

```
I attached a screenshot of an Etsy listing's first image.

Please explain the idea behind the design in simple language. Do not only list what you can see.

Tell me:
1. What makes the idea funny, emotional, or relatable?
2. Who would want to wear or gift it?
3. What reusable idea pattern is underneath it?
4. Which parts belong specifically to this seller and must not be copied?

Then give me 10 original T-shirt concepts that use the reusable idea pattern without copying the artwork, phrase, characters, or layout.

For each idea, include: a new phrase, the main subject, the visual joke, the likely buyer, and why the idea works.

Avoid brands, copyrighted characters, celebrity likenesses, and phrases that are only small rewrites of the reference.
```

YOUR CHECKPOINT

Do not use all 10 ideas

The list is raw material, not a finished answer. Keep only the ideas a buyer can understand quickly.

Keep an idea when...

- You understand it immediately without an explanation.
- The phrase sounds natural when spoken aloud.
- A specific buyer would proudly wear it or give it.
- It feels meaningfully different from the reference.

Reject an idea when...

- It only swaps one animal, profession, or word.
- The joke is confusing, forced, or too long for a shirt.
- It depends on a protected character, brand, celebrity, or famous slogan.
- You would be uncomfortable showing it beside the reference.

Your job: Choose 3 to 5 strong ideas. Edit the wording yourself. Search each exact phrase before commercial use. AI cannot clear trademarks or guarantee originality.

INSTAGRAM | QUICK DESIGN BREAKDOWNS

Stop starting from zero.

Turn strong patterns into repeatable Etsy design decisions. **Follow @podsoloist >**

WAYPOINT 2

Next, describe the new designs

Start a ChatGPT **Work** chat. Attach the same reference screenshot, paste your approved ideas into the placeholder, and use Prompt 2.

What you should receive

A short creative brief for each idea: the wording, subject, layout, colors, type mood, and print notes. Review those directions before asking for images.

COPY PROMPT 2

```
I attached a design as a visual reference. I only need new design artwork - no shirt mockup,
model, hanger, room, watermark, shop name, or listing badge.

Here are the ideas I approved:
[PASTE YOUR 3 TO 5 APPROVED IDEAS HERE]

For each idea, create one original design direction. The reference may guide only the broad
visual structure, such as a centered headline, a row of simple characters, or a limited color
palette.

Do not copy the seller's exact illustration, phrase, characters, font treatment, spacing,
texture, or decorative details.

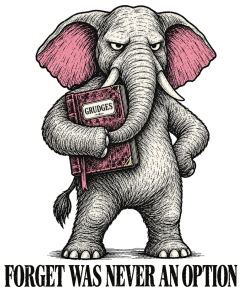
For each direction, give me:
1. The exact new wording
2. What appears in the design
3. Where each element goes
4. The color palette
5. The typography mood
6. Print notes for a clean T-shirt graphic

Keep the wording large and readable. Use only original subjects and elements. Pause for my
approval before creating more variations or final images.
```

WHAT THE TWO PROMPTS PRODUCED

One pattern. Seven new directions.

These examples came from the penguin reference workflow: first identify the underlying mechanism, then turn approved concepts into original visual directions.



Forget was never an option



Early was never an option



Home was always an option



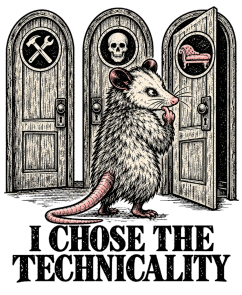
Play dead was the plan



Quiet was never in the skill set



Roll was the only option



I chose the technicality

The multiplier is not ‘make random pictures faster.’ It is: understand one proven idea pattern, generate several directions, then use human judgement to keep only the strongest.

Examples show creative output only. They do not prove sales, demand, trademark clearance, or commercial results.

FINAL CHECKPOINT

Review before you publish

AI can make options quickly. The creator still makes the important decisions.

CHECK	SIMPLE QUESTION
Idea	Can someone understand it in about two seconds?
Original	Is this clearly different from the reference, not a small substitution?
Words	Is every word correct, natural, and readable at thumbnail size?
Rights	Did I remove protected characters, logos, brands, famous slogans, and celebrity likenesses?
Print	Is the artwork high resolution, isolated, and free of unwanted background pixels?
Buyer	Is it obvious who would wear or gift this?

Helpful follow-up

```
Rank these directions for readability, originality, buyer appeal, and print simplicity. Reject anything confusing or too close to the reference. Explain your top three choices, then wait for my approval.
```

YOUR NEXT STEP

Use the prompts. Keep your judgement.

This guide gives you the two creative prompts shown in the Short. Send it directly to people who comment PROMPT. You do not need another email subscription first.

Tools

- ChatGPT - analyze and brainstorm.
- ChatGPT desktop app - access Chat and Work.
- OpenAI guide to Chat, Work, and Codex.

Want the complete workflow?

The US$17 Hundredify workflow adds structured Etsy research, reusable resources, examples, templates, approval checks, and troubleshooting for moving from a keyword and properly licensed template to human-reviewed PNG options.

See the AI Etsy Research & Ornament Design Workflow

Follow Hundredify

- YouTube: POD Soloist
- Instagram: @podsoloist
- hundredify.com

No result is guaranteed. Marketplace signals change, AI output varies, and you are responsible for originality, rights checks, product quality, and final business decisions.