



# Notes

Jan 15, 2026

## Project review

Invited [Todd McDaniel](#) [Greg Kowalczyk](#)

Attachments [Project review](#)

Meeting records [Transcript](#) [Recording](#)

### Summary

Greg Kowalczyk and Todd McDaniel discussed the need for Todd McDaniel to review files to continue the analysis work started by DA, who is unexpectedly unavailable, and confirmed that they are awaiting Coleman brand approval information from a slow-moving US organization. Todd McDaniel also updated Greg Kowalczyk on Product Liability Insurance concerns, mentioning that their current provider, TSW, is indicating higher premiums if they move forward with certain items and that they will explore other providers with their broker, which prompted Greg Kowalczyk to recommend a UK-based brokerage contact. Greg Kowalczyk detailed the data gathering and analysis process, including the use of raw data from Data Dive CSV files, the implementation of a custom AI system using clo code for product analysis and scoring, and the suggested three-phase pricing strategy, while also explaining the need for manual review to incorporate market insights.

### Details

- **Meeting Start and Personnel Update** Greg Kowalczyk and Todd McDaniel connected after some initial technical difficulties with Greg Kowalczyk's speakers. They briefly discussed the ongoing snowfall. Todd McDaniel reported that DA had to unexpectedly leave for Morocco due to bad news and is unlikely to be available this week, preventing Todd McDaniel from reviewing DA's analysis findings ([00:00:00](#)). Todd McDaniel mentioned that they might have to take over the analysis work DA started and needs to review files to understand where DA left off, mentioning DA had reviewed about 18 SKUs ([00:02:06](#)).
- **Review of Previous Work and Next Steps** Todd McDaniel mentioned having started going through Greg Kowalczyk's summaries and analysis summary from the last call. Todd McDaniel planned to dedicate tomorrow to working on this project, with some time available this afternoon and evening ([00:03:19](#)). They are waiting for information regarding Coleman brand approval from a US organization, noting they are not a "fast-moving organization" ([00:04:39](#)).

- **Product Liability Insurance (PLI) Concerns** Todd McDaniel shared an update from their PLI insurance provider, BFL, stating that moving forward with certain items would “almost certain” result in higher premiums, which Todd McDaniel found unreasonable based on the quantities and products. Todd McDaniel is planning to send the provider a filtered list of items to review (00:04:39). Todd McDaniel explained that their insurance renews in April, and they plan to start the process now with their broker to explore other insurance providers (00:06:04). Todd McDaniel mentioned their current insurance provider is TSW and that obtaining the initial quote took months, only getting one option (00:07:18).
- **Insurance Provider Recommendations and Risks** Greg Kowalczyk offered to provide a contact for a brokerage that offers insurance from a UK provider, noting their premiums are a fraction of what they previously had with American companies (00:07:18). Todd McDaniel confirmed their current insurer wants guarantees they are not selling into the US market due to higher risks associated with it (00:08:41). Todd McDaniel clarified that the current provider is hesitant about trampolines and children’s inflatables, and the provider would not commit to whether excluding those items would prevent a premium increase (00:09:48). Todd McDaniel confirmed that ordering the proposed items would not be covered under the current contract, and premiums would increase at renewal. Todd McDaniel also explained that although New Rise is listed as an additional insured on Best Way’s policy, taking possession of the items exposes New Rise to liability, as insurance companies aim to avoid paying claims (00:11:07).
- **Data Gathering Process** Greg Kowalczyk detailed their process for gathering data, noting that the API keys from Data Dive do not provide sufficient findings, requiring a semi-automatic approach (00:13:31). Greg Kowalczyk explained that raw data can be obtained via CSV files from each “dive,” which contain competitor data (ASINs, prices, ratings, revenue) and keyword analysis data (search volume, market strength) (00:15:00). Greg Kowalczyk demonstrated how they use root words and normalizers to clean up keywords for PPC purposes, removing conjunctions and plurals, while maintaining a Master Keyword List (MKL) based on relevancy thresholds (e.g., 40%) (00:18:27).
- **Keyword Filtration and Niche Analysis** Greg Kowalczyk discussed filtering keywords that are specific to a brand, like Funicle or Intex, especially for PPC campaigns where investment in incompatible brands should be avoided (00:21:29). They confirmed that brand-specific keywords can be filtered out to prevent skewing calculations, ensuring an accurate analysis of the niche without being dominated by a few large companies’ search terms (00:22:41). Greg Kowalczyk emphasized that niche analysis requires a broad perspective covering operational, marketing, searchability, and logistics factors (00:24:03).
- **AI-Powered Product Analysis System** Greg Kowalczyk introduced a system they built using clo code, an AI that works in a terminal environment and can communicate with external applications using Multi-Channel Protocols (MCPS). This system uses “skills,” which are SOPs in English language, operating in an agentic mode (00:25:38). The system outputs reports, such as the “master product analysis” PDF, by loading spreadsheet data, CSV data from Data Dive, and comments from Greg Kowalczyk (00:29:16). The system is self-learning, taking into account past communication and meeting notes to understand project context, company structure, and pricing (00:32:33).

- **Scoring System and Pricing Strategy** The AI system evaluates each item based on a scoring system with weighted criteria, including margin viability, competition strength, FBA capability, review ratings/scores, seasonality risk, supply gap opportunities, freight optimization (considering small batches or full containers), and brand approval restrictions (00:34:02). Greg Kowalczyk confirmed they selected the factors and weighting, which can be adjusted (00:40:51). The analysis results in classifications like “strong go,” “go,” or “non-go,” providing predicted optimal entry prices (00:42:10). The system also outlines a three-phase pricing strategy for items, such as the sand filter, starting with a lower price for testing and gradually increasing it as the listing is optimized and established over time (00:43:39). Greg Kowalczyk mentioned that incorporating notes into the spreadsheet helps fill data gaps for the system’s analysis (00:44:58).
- **Inventory and Liquidation** Greg Kowalczyk stressed the importance of being cautious with initial orders due to seasonality, suggesting a 60 to 90-day supply minimum, and ensuring the ability to liquidate items if they do not sell well (00:46:38). Greg Kowalczyk shared that they are currently looking for channels to liquidate their own surplus inventory, mentioning options like local liquidators or offering large discounts to individual stores or main distributors (00:48:22). Greg Kowalczyk noted that data should be viewed with caution as the market changes quickly with the seasons (00:49:33).
- **Data Management and Future Development** Greg Kowalczyk advised that CSV files are preferred over screenshots for numerical data for better system processing (00:51:06). They confirmed the system uses markdown files to maintain context for the project. Greg Kowalczyk is building a quick dashboard using a script (JSON, Python, HTML) that will be deployed on GitHub for easy access to data and reference files (00:53:01). Greg Kowalczyk mentioned the possibility of teaching Todd McDaniel the system’s maintenance if they wish, though it requires knowledge of clo code, or providing a maintenance package for access to the tools (00:55:49). Greg Kowalczyk highlighted that while the system automates much of the analysis, manual review is still necessary to identify risks and opportunities, and to incorporate valuable information about supplier exclusivity or market presence (00:57:25).
- **AI Tool Recommendations and Capabilities** Greg Kowalczyk recommended using Claude for analysis, summary, and recommendations, noting its superior capabilities for agentic type applications compared to chat GPT, which currently lacks this functionality (00:58:57). They also mentioned the paid tiers for Claude, including a \$24 Pro version and Max tiers, which are necessary for higher numbers of processes and applications (01:00:45).
- **Financial Projections and Sales Increments** Todd McDaniel inquired about the basis of the financial projections in the sheet, which Greg Kowalczyk confirmed were derived from a data dive on competitive products, considering seasonality (01:02:12). They clarified that the unit sales listed for the phases (1-3 months, 4-6 months, and 7-12 months) represent the sales goal for each incremental time period and are not cumulative. Greg Kowalczyk stated that these are arbitrary numbers based on historical values and depend heavily on listing optimization, Amazon data, and market conditions (01:03:45). They also emphasized the need to act quickly by placing the next order before the start of the next phase if sales start increasing (01:05:41).

- **Launch Strategy and External Sales** The discussion covered the importance of a PPC strategy and other launch efforts to raise awareness and achieve sales targets (01:05:41). Greg Kowalczyk noted the importance of reaching out to existing customers and stores from outside Amazon when launching new products, as this practice helps with Amazon ranking (01:07:16). They clarified that off-Amazon clients, such as “bricks and mortar mom and pop shops,” are directed to their own website for wholesale pricing to secure larger profits, avoiding Amazon’s fees (01:08:52).
- **Amazon B2B Pricing and Optimization** Greg Kowalczyk recommended using B2B pricing for all listings, even if customers are not yet Amazon business customers, by educating them on the advantages through campaigns (01:07:16). They explained that Amazon Business requires a separate platform, allowing for specific price tiers, quotes, and special shipping arrangements (01:10:11). Utilizing a business arrangement avoids being charged FBA fees for every single item when shipping to professional clients, making it worthwhile to look into (01:11:26).
- **Analysis of DA’s Work and Data Dive Review** Todd McDaniel planned to review the comprehensive 83-page report and compare it with the analysis performed by DA, who had used Data Dive to explore niches, to ensure they are on the right track with using the tools correctly (01:12:51). Greg Kowalczyk provided context on reviewing the dive data, which involves identifying gaps and conducting competitor analysis based on keywords, focusing on strong and weak sellers, and noting that current data showed no specified Amazon sellers with brand keywords (01:14:17). They also detailed the process of deep diving into trends, looking at historical sales data from Keepa and Google to assess if sales graphs are rising or falling, and analyzing daily sales units and pricing (01:17:16).
- **Automated Pricing and Competitive Landscape** Greg Kowalczyk confirmed the availability of automated pricing on Amazon and third-party software, which they described as more sophisticated, offering dynamic adjustment based on historical values, time of day, and date of the month, providing more control over profit (01:20:19). Todd McDaniel agreed that sophisticated software offers more control over profit by managing variabilities (01:21:46). Greg Kowalczyk discussed the issue of a “race to the bottom” in pricing among multiple sellers and emphasized that obtaining exclusivity is the best way to prevent this (01:23:16).
- **Refining the Data Dive** The speakers discussed refining the data dive by filtering out items that do not belong and adding new ones for comparison (01:23:16). Greg Kowalczyk mentioned the ability to pin a user’s own item to the front for easier comparison (01:24:42). They explained the importance of analyzing why a seemingly weaker competitor might be outselling stronger ones, often by ranking for specific or less relevant keywords, which can reveal opportunities for optimization (01:26:01). They concluded that the analysis of item opportunities is critical for classifying an item as a “yes or no,” suggesting to avoid highly competitive market conditions (01:27:42).
- **Next Steps** Todd McDaniel mentioned having to attend to an appointment but planned to dig into the report later, and Greg Kowalczyk confirmed that the next phase involves looking at existing listings, which they plan to do the following week. Greg Kowalczyk will prepare SOPs and information for future reference, starting to build a dashboard (01:27:42).

## Suggested next steps



Greg Kowalczyk will start looking at the existing listings next week and prepare information for Todd McDaniel, including future references and SOPs, and begin building the dashboard.



Todd McDaniel will review DA's analysis and the current report, spot check a couple of her dives to aid in learning and figure out her conclusions, and then share the findings with Greg Kowalczyk.

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## Transcript

Jan 15, 2026

### Project review - Transcript

00:00:00

**Greg Kowalczyk:** I thought Oops.

**Todd McDaniel:** Hey, Greg. How are you?

**Greg Kowalczyk:** I cannot hear. How about now?

**Todd McDaniel:** Can't hear

**Greg Kowalczyk:** Yeah, I can hear you now.

**Todd McDaniel:** me.

**Greg Kowalczyk:** Something going on with my speakers. I just Oh gosh,

**Todd McDaniel:** You guys getting some uh snow today?

**Greg Kowalczyk:** it's so much.

**Todd McDaniel:** Oh, yeah.

**Greg Kowalczyk:** Yeah, it started last night and it's still it's still snowing.

**Todd McDaniel:** hasn't affected us.

**Greg Kowalczyk:** No.

**Todd McDaniel:** Um, luckily

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** No.

**Greg Kowalczyk:** Yeah, you are about what 300 kilometers away.

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** Okay. Yeah,

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** that makes difference.

**Todd McDaniel:** It does. It usually we're usually a few degrees colder too than the

**Greg Kowalczyk:** Uhhuh. Yeah. Yeah.

**Todd McDaniel:** GTA

**Greg Kowalczyk:** Okay. So, how is DA doing?

**Todd McDaniel:** uh not not uh great I don't think I just uh we had planned to uh get together to review her work so far this morning and then I just well I woke up to an email um telling me she got some bad news and was heading to the airport.

**00:02:06**

**Greg Kowalczyk:** Oh my

**Todd McDaniel:** So, and I haven't uh I haven't heard from her since.

**Greg Kowalczyk:** goodness.

**Todd McDaniel:** So, I I don't know how long um her uh her family's in in Morocco, so I don't know when when she'll be available again, but uh not this week, I'm sure. Um, so I didn't have a chance to review her findings with her and sort of understand um really where she left off and uh what challenges she had. I there's some files in a folder I need to go through uh just to make sure that I'm looking at the at the correct version she was working on. And then she didn't send anything to you, did she?

**Greg Kowalczyk:** No.

**Todd McDaniel:** No. Okay. Um and then I can send that through to you um to review. But uh yeah, unfortunately just with all these appointments and surgery in hospital,

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** it's been very challenging to uh for me to uh to get the time. And now now I might have to uh I might have to pick up where where she left off with sort of the analysis stuff.

**00:03:19**

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** So I'll need to get caught up on that. But I I think she had I want to say she had reviewed about 18 SKUs or something like that and uh had some comments. So I just need to just got a couple of files that with yesterday's date. I need to dig into them and then I can uh I can shoot them over to

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** you and then maybe we can set up some other

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** um time to do that.

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** Um I I started uh uh going through your your summaries from the last call and then your your also your analysis um summary and uh I don't know if you want to how best I wanted to still hold this call so that we could kind of connect and figure out the best next steps. Um, and tomorrow I've I've cleared my day to do nothing but this. Um, and I'll get a little bit of time this afternoon and this evening to dig into it.

**00:04:39**

**Todd McDaniel:** So, so your f your findings, I don't know if if you there's anything you want to go through on that either of those files. Um I'm waiting for some some information just on Coleman brand approval. Um it it's sitting with new in the US and they're not a

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** a fastmoving organization.

**Greg Kowalczyk:** Right.

**Todd McDaniel:** So um I I don't believe it should be an issue but waiting for their confirmation. and um on the the PLI insurance, I had a call with them on uh Friday, I think it was, and they came they came back and said, I said, "What if I what if I want to move forward with with these items?" And u they said the insurance provider said it's almost certain that our premiums would go up even further. um which I think is is ridiculous especially based on the quantities we're talking about and the products that we're currently doing or would be higher risk but anyway I said I would uh send them a a filtered list um to review. They of course they can't tell me how much they might go up.

**00:06:04**

**Todd McDaniel:** um our our insurance renews in April, but uh with our broker, we're going to start that process now to see if, you know, go out to other insurance providers and see if we have uh more options than just the these guys we're working with.

**Greg Kowalczyk:** What insurance you are uh with right

**Todd McDaniel:** Um it the there's a

**Greg Kowalczyk:** now?

**Todd McDaniel:** comp the company's called BFL

**Greg Kowalczyk:** BFL. But they are brokers or

**Todd McDaniel:** broker and uh we we were with another name's escaping me uh another broker I guess uh for a long time he couldn't we started working with him he he when we started this project for e-commerce. He couldn't even find anyone that was willing to give us a quote. He couldn't even give us get us a price. And then we used um Best Way US also works with BFL. So they connected us with BFL Canada and uh they had they had trouble. It took months for us to get uh to get a quote and then we only had one person

**00:07:18**

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** one uh I think I think it's called TSW is the insurance

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** provider and um I'm still trying to understand it because I think they even go out and subcontract parts of

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** it. So they might get, you know, another provider to only ensure \$100,000 and another provider to ensure another h 100red,000 to sort of, you know, get us to uh, you know, a million dollar liability or something like that.

**Greg Kowalczyk:** I can give you eye contact,

**Todd McDaniel:** Um,

**Greg Kowalczyk:** you know,

**Todd McDaniel:** seems

**Greg Kowalczyk:** if because uh this one uh I forgot the brokerage name, but uh the uh insurance is basically ally from uh UK and they provide the whole thing the coverage for Canada.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** There's a little uh up price in the in the premium for us and a little bit different conditions depends on the product.

**Todd McDaniel:** Right.

**Greg Kowalczyk:** Some of my products are medical. So, but it's still, you know, comparing, you know,

**Todd McDaniel:** Yep.

**Greg Kowalczyk:** to what I had before from the American uh insurance companies is just it's a fraction.

**00:08:41**

**Todd McDaniel:** Okay. Yeah. Yeah, I'd love I'd love to get that contact and see what's what's possible here because

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** and that's that's the other thing is like they want guarantees that we're not selling into the US because it's right because there's so yeah and that's where the market is.

**Greg Kowalczyk:** That's crazy. Oh,

**Todd McDaniel:** So we need to figure that out.

**Greg Kowalczyk:** no. We've been through so many.

**Todd McDaniel:** Um,

**Greg Kowalczyk:** I think I have three different ones for Canada and like before there was not even an option like this just open up probably five years ago uh that you know few uh companies they just open up the market for Canada because more and more sellers especially Amazon sellers and they are really uh you know lean towards Amazon or e-commerce sellers and uh they know exactly what it's needed and and all that stuff. So yeah, I think I think it's a worth a shot.

**Todd McDaniel:** Yeah, for sure. Okay, that's about the only uh updates I

**Greg Kowalczyk:** Okay.

**00:09:48**

**Todd McDaniel:** had.

**Greg Kowalczyk:** So any specific items from you know like a uh like the trampolines or any floating uh you know basically devices or what's what's the issue that they have with the major

**Todd McDaniel:** Yes.

**Greg Kowalczyk:** components.

**Todd McDaniel:** So they said uh

**Greg Kowalczyk:** Of course, all the items are kind of uh water related and uh you know, yeah, ch changing the pump, you can fall into the swimming pool and drown.

**Todd McDaniel:** Right. Right. It's a dangerous world. Yeah, I know. Um I asked a question if we worked because they had said

**Greg Kowalczyk:** Gosh.

**Todd McDaniel:** originally they weren't keen on the trampolines and children's inflatables.

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** And so I said, "So if we worked around those, would that um you know, could they give us any indication of whether you know our premiums would go up, down, stay flat?" And of course, they don't want to nobody wants to commit to anything. Um,

**Greg Kowalczyk:** H.

**Todd McDaniel:** no, no. I didn't I didn't get uh really anything else other

**00:11:07**

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** than, you know, I said if if we order these in, would we be covered under the current uh contract? And they said, "No, it's not. It's not covered." Um and that and that premiums would most certainly increase at time of renewal when

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** we get a handle on the projected revenues. Even though they, you know, they know the quantities we're we're talking about to

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** start.

**Greg Kowalczyk:** Yeah. I'm not I'm not really uh too sure you know how it uh works you know basically when because yeah with the best way or coolman or any other bigger brand they are manufacturers and they are liable as a manufacturer.

**Todd McDaniel:** Right. Yeah. Right. And so we're we're also listed on the Best Way uh insurance policy as a distributor and we're listed as an additional insured.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** And so the now once we take possession of it, these you know the the insurance guys say um you know if if a customer was injured, they're going to sue you know Amazon.

**00:12:35**

**Todd McDaniel:** They're going to sue Best Way.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** They're going to sue New Rise and Amazon and Bestway's insurance policies are going to say, "Well, it was in possession of New Rise." Nobody's insurance company wants to, you know, their goal is to not pay out any

claims, right? So,

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** um, if if any of them try to make a case that while something was in our possession, something could have happened that damaged the product or, you know, caused this,

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** then it does expose us. Um, so anyway,

**Greg Kowalczyk:** Yeah. That's that's the craziness about the insurance,

**Todd McDaniel:** we'll figure it out.

**Greg Kowalczyk:** you know. So it's just uh if we think about like that you know so what would what would be the premium of a marketplace like Amazon if if that's the case if they are liable for every single product that they list on their website can you imagine you know the

**Todd McDaniel:** Right.

**Greg Kowalczyk:** premium I don't know it doesn't make sense you yeah let's I'll give you the contact uh you know his name I think

**00:13:31**

**Todd McDaniel:** Right.

**Greg Kowalczyk:** is Harley uh but there's few people there uh and reach out to him and see what they can get.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** That'd be great. Thank you.

**Greg Kowalczyk:** Okay. Perfect. So uh so I'm not really sure you know how much or what would you like to uh walk you through or show you how how basically I did uh get some of the things because uh I change I changed a little bit of a way I'm kind of uh uh getting the data from you remember I asked you for the

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** API keys Fortunately, I you know,

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** data dive doesn't uh really give too much information through the API keys. They have a section, but there's nothing really uh I guess they don't want to really uh uh give this out and you know all the fun findings you know it's not they're not available. So it it uh has to be done kind of a semi semi-automatic. So let me just pop up uh

**00:15:00**

**Todd McDaniel:** So, so Greg, what just so I'm clear on, so the does the API key allow you to uh go into their system and get the raw data from them?

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** Okay, that's what that does.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** So either API key or uh or I can get the raw data using let's say

uh using the CSV file. So let's say every single dive it it give us a ability to uh see this on a screen in a uh in a manageable uh way and levels uh or to upload the uh row data in a form of a CSV file. just a text file in a in a table form and then you can actually process this table and uh uh using different uh different tools.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** So like right now so this this one is for something else right now I'm working for my my own stuff.

**Todd McDaniel:** Got

**Greg Kowalczyk:** Uh if I so

**Todd McDaniel:** it.

**Greg Kowalczyk:** basically uh the the way so we have we have the uh the table the research table so consist of uh uh let's say your data everything what's there costs uh uh you know all the references package sizes uh you know cost anal analysis for every single piece and then uh you know uh kind of a uh pictures uh uh as close as possible how they look

**00:16:53**

**Greg Kowalczyk:** or closest references to uh for for those uh items. And then you know in this column I basically have the dives for each individual item which uh basically gives us uh this item. So each dive you can uh see this visually on a screen or export the data and the data is

**Todd McDaniel:** Enter.

**Greg Kowalczyk:** being export uh in two ways in uh uh basically the competitor's data. So all the names, all the asens, every every piece of uh information in this column column uh you know prices, uh ratings and you know what's what's involved, revenue, everything is going to be there. And then uh the same thing for uh keyword analysis. So we know exactly what is the search volume, what is the market even even here when we look at the uh strength of some keywords or competition you know which competition has which type of uh you know search volume. So let's say for this guy the index has the uh you know the the most uh uh search volume on a monthly basis.

**00:18:27**

**Greg Kowalczyk:** So best way has only 250 searches for for this specific pump where the competition has basically 10 times more. So we we get this uh we take this data together with uh these are just roots and normalizers are used for

**Todd McDaniel:** Right.

**Greg Kowalczyk:** uh PPC because they are just reducing the roots for PPC just reducing the conjunction words and plurals. So that's all you have to do. So you just uh uh modifying each keyword if there are conjunction words uh like with for and you know all that stuff removing those because Amazon is just for uh for uh PPC purposes they are are removing those and you just uh taking the pure keyword in a root form and it normalizes as a as a keyword for PPC. So these are just just for those uh purposes.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** But uh but then for the as far as the keywords are concerned you know for the master keyword list we we might have depends on how relevant the the keyword is. So let's say up to 40% relevancy for this specific keyword.

**00:19:56**

**Greg Kowalczyk:** We uh all the keywords will be displayed in a section MKL. So master keywords the list and then everything else there will be outliers. So uh because they don't want to put everything in one bucket is just the most relevant keywords and this let's say 40% right now uh it's an arbitrary number. So you can change this in a setting. So if if you want you can change to 30 to 20 to whatever you want. If you have like a very sensitive or very uh uh high search uh volume uh niche, you might be able to uh you know adjust this up or down. Uh but then you know the we also have a category of outliers. uh here I think I removed the keywords already to MKL. So these are the keywords that are relevant uh below 40% of relevancy. But sometimes we have to get into that uh section and just remove the most attractive keywords and put them in the main one just to uh just to do the analysis more uh uh like more thorough and residual is just the leftovers.

**00:21:29**

**Todd McDaniel:** So in the in the case where a a keyword search is uh is specific to a brand like Funicle or Intex and in this case with these items they're you know uh specific replacement parts or accessories that might only be compatible with that brand. would you? So, um, so you know, maybe for the dive it it's it's relevant and you know, if we see a a search term that's strong, we just swap out the brand. Um,

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** but then when it comes to to PPC, we wouldn't want to invest money in a search for a

**Greg Kowalczyk:** Yes.

**Todd McDaniel:** brand that's not compatible,

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** right? So we would that would be negative.

**Greg Kowalczyk:** Definitely not.

**Todd McDaniel:** We'd use that as it put that maybe in the negative or exclude.

**Greg Kowalczyk:** Exactly. Yeah.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** and and vice versa if you have you know basically exclusion for for the best way or let's say coolman that you can use you can uh search you know for you can filter those so intex so you can

**00:22:41**

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** actually you know filter and see uh which ones are uh you know because sometimes depends on the niche uh you might have a lot of uh intex or brand specific keywords that you will have to filter them uh because they are skewing uh the uh

**Todd McDaniel:** Right.

**Greg Kowalczyk:** the calculations. So we would have to just let's say remove them if we have for example a lot of searches for this specific keyword and uh because of that keyword they are taking the major position in that niche I would just exclude them for for that specific keyword and see and see how the uh how the niche

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** is actually doing without that keyword because sometimes it might skew your decision.

**Todd McDaniel:** Right.

**Greg Kowalczyk:** Because if if there is a you know first of all let's say and that happens on m in mattresses uh you know niche where you have you know two or three different companies that they own the niche and they take advantage of having you know overflow of their own keywords.

**00:24:03**

**Todd McDaniel:** Right. Right.

**Greg Kowalczyk:** So yeah,

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** so for for this one is just uh yeah it's a it's a kind of a filtration uh process of once you have the dive. It's just you have to look at the the niche you know from the like a above the niche perspective you know from the operational uh point of view uh marketing point of view uh and you know just uh uh searchability uh logistics all the all the things that are involved what uh what uh what will be determined in order to whether the item will be go or not not go. And uh and all these items you just uh you know many times I just

**Todd McDaniel:** Right.

**Greg Kowalczyk:** I just list you know some comments you know what I find uh uh in there. Uh but what I did for this specific one and that's that's where I actually came up with the uh with that report afterwards. So I basically wrote um a not a it's almost like a computer program. So I wanted to do it uh is just to have a system to uh uh get in that's why I am I ask you if you are familiar with clo so clo and clo code it's a

**00:25:38**

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** CLI so it's actually uh it's a system based uh clo is uh regular like a like chat gpt but uh clo code is working in a terminal So allows you to

basically work in a uh in a cloud but also locally. By having it locally it gives you a lot of advantages that you can actually work in a specific environment in a local environment but also you can connect externally by uh by few things. So I mentioned before APIs for computers to communicate between each other but in a AI uh uh world it's uh something called MCPS. So it's a multi- channel protocol which is actually uh uh the specific AI can actually talk with the various uh external applications. So it can be softwares, it can be search engines, it can be browsers, anything you know outside I can connect it to and you know use it a specific language. So in this case is just it's a clo code it

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** came up with a uh with with a thing called skills. So skills is a set of uh uh SOPs sort of say in a English uh language.

**00:27:22**

**Greg Kowalczyk:** So uh list list of directions for the computer to follow for whatever reason it is. So uh and and it's a aentic agentic mode. So it allows you to connect computer agents AI agents to do certain t tasks. So in here just let me open one file which I which I kind of

**Todd McDaniel:** Right.

**Greg Kowalczyk:** uh put it in a in a graph. Uh

**Todd McDaniel:** Wow. This is uh maybe not exactly but um sort of what they're calling vibe code coding right you're able to create

**Greg Kowalczyk:** Yeah. Almost. Yeah.

**Todd McDaniel:** applications through AI with common language

**Greg Kowalczyk:** Yeah. Yeah. I did I did few like I did design apps for our company uh like three different apps that are fully functional. fully functional and I launched them se in September in uh for app store. So they are fully available everything it works and uh yeah so that's VIP coding but

**Todd McDaniel:** Right.

**Greg Kowalczyk:** uh uh for mobile but also you can vip code for uh for desktop as well.

**00:29:16**

**Greg Kowalczyk:** Gosh, is this uh

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** let me see Oh gosh, I cannot find the diagram. Okay, regardless, uh I think so what it what it's actually uh so what the skill it's actually does. So, uh I'm categorizing this into a a few different uh uh outcomes. Uh but I need I need that uh sheet. Sorry, I had I had this open yesterday and today I just uh restarted my computer and everything just went down. So um too many files now.

**Todd McDaniel:** worries. So your master product analysis the the PDF was was that output from from Claude?

**Greg Kowalczyk:** Yes. Yeah. Yeah. So, so this one this one.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** Okay. So, maybe uh let's uh let's open that one. Because that one

actually uh also gives you an idea

**Todd McDaniel:** That's good.

**Greg Kowalczyk:** of uh the what the product is actually uh uh classified by. Okay. So, so what I was looking for but uh I had the diagram uh so there's a eight or seven or eight categories uh that basically what we do so first of all the the system will uh will we will upload all the data including your spreadsheet.

**00:32:33**

**Greg Kowalczyk:** So the spreadsheet will go in then we will get all the CVS file with all the data scraped from uh from Amazon using the data

**Todd McDaniel:** Yep.

**Greg Kowalczyk:** dive. Uh it will have all the information about uh competition all the pricing uh everything what's uh what's from Amazon all the comments that are coming from me. So I can actually uh do uh a specific comments to that item and it will take also into consideration of that and uh it will take every single item and based on some categories and like right now this system is self-arning system. So uh it's actually it takes all our communication you know all our meeting notes that we've done you know the the three meetings that we had I had all meetings transcribed so basically when you explain about you know your company how the company works everything you know what's the pricing uh thing so everything is in a in a thoughts file so basically basically and then this is fully accessible and can be changed from time to time. And also it uh it is updatable.

**00:34:02**

**Greg Kowalczyk:** So we can update this the next time something new is uh uh uploaded but uh you know so it's it's not maintenancefree. So it's just basically it requires some maintenance. So it's it doesn't have the ability for you know automatic and you know uh uh uh solving some errors, glitches, some some stuff like this but right now it actually works pretty well. So takes the full context of of the project you know how we are working, how the company structure is, who is who, who uh you know uh uh what are the pricing structure for each individual items and then we go in to item number one which is the pump. So the pump is going to take the pump all the data what you had in in there including prices and uh you know the references all the comments and then the data dive data. So all the keywords competitors and take all this and compare uh to uh uh scoring uh system. So we have you know like a margin viability. So we have a certain criteria that all the calculation needs to meet above let's say 16% target.

**00:35:45**

**Greg Kowalczyk:** Then the competition strength also it's looking at the competition uh and each one there is a there is a weight of the whole thing. So we have competition strength FBA capability you know looking at the F FBA FBM uh competitors Amazon's and all that stuff review uh review rating and uh uh reviews uh scores. So, and what is the effect of that item uh comparing let's say if you have a 4.6 six. Uh it's a different score than when you have an item for 3.5. But so season seasonality risk because the items are highly seasonal and you know many items that are let's say in in a graph when you will look at the item when it's sold in a specific graph sometimes you will see comments you know that this item is being sold from let's say for end of April till September for uh till or only two two months window and it will give you uh adjustment of uh the quantities calculation as well. So we take this into consideration uh supply gap opportunities for uh then freight optimization where we talk about you know whether it's a small items uh you know large items if we uh and also look it looks at the uh combination of when we ordering a small batch or full container.

**00:37:34**

**Greg Kowalczyk:** So it will also uh give you three different phases of an item. So phase one when we are testing phase two uh and it will also give you a the time frame and each one it will be classified as a increased number of units let's say to test based on the historical uh values from uh from the research and then the phase three will be you know let's say when it's the listing is already the established you have already uh reviews, you have uh optimized, you know, all the sections and everything, then it's kind of a a maintenance mode uh listing and uh yeah, so freight and brand approval. Of course, you know, you just once you get the Kleman uh approval and you know, all the exclusivity, it's going to be a little bit different. But right now the best way it's still uh allowing other sellers to sell.

**Todd McDaniel:** Right.

**Greg Kowalczyk:** Yeah. So eventually uh if if you will have

**Todd McDaniel:** Right.

**Greg Kowalczyk:** this brand so you will probably uh be keen to reach out to best way either to for them to give you a full exclusivity either on a certain SKUs or overall.

**00:39:16**

**Greg Kowalczyk:** So so that's another another things you know. So brand approval restrictions. So it just basically gives you uh some uh uh safety factor because when we go into the listing and we see that there are you know one listing first of all there might be Amazon might be on the listing second there might be uh you know many sellers you know one other seller or you know other distributors that are carrying this item. So we take this into consideration and then we combine this uh all together and then give you a total score. So that's more or less uh you know how

basically I structure uh this in uh in here.

**Todd McDaniel:** So, Greg, you put the the you selected the factors or is it pulling those factors from say a data dive um summary of how it's analyzing other

**Greg Kowalczyk:** I I select uh uh I can add many other factors as

**Todd McDaniel:** listings.

**Greg Kowalczyk:** well. So it just basically the uh uh the system you can build the system unlimited. So you basically your scoring uh system you can have eight items but you also can have 20 uh uh 20 or 30 different uh items that you want to break uh break through.

**00:40:51**

**Greg Kowalczyk:** Of course you

**Todd McDaniel:** Sorry. Did did you select the the waiting um and the and the individual factors yourself? Are those your specific?

**Greg Kowalczyk:** Now this this one is just uh basically I selected which one and then you know

**Todd McDaniel:** Uh yeah.

**Greg Kowalczyk:** uh then I I kind of uh uh ask you know okay what would be the the best way or best factor uh breakdown uh based on our analysis that we already had. So it always kind of goes back to uh because you have to have the like the sample data and you work work with the sample data uh to

**Todd McDaniel:** Right.

**Greg Kowalczyk:** predict the future.

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** But the the thing is such that you know just basically uh it can learn every single time you do a data you put more into it. it can actually uh learn and uh adjust itself.

**Todd McDaniel:** Got it. So this this is all in cloud though

**Greg Kowalczyk:** This is not really you can you can use different systems uh but yeah it was designed with clot cloud

**00:42:10**

**Todd McDaniel:** the same. Yeah,

**Greg Kowalczyk:** code.

**Todd McDaniel:** got it.

**Greg Kowalczyk:** So then then basically when when we uh yeah when you look at the uh the report itself. So the the first thing you will have uh you know all items that basically are uh uh yeah strong go or or go or non nongo you know th this these are all based on the information that we currently have and you know the best predicted uh you know let's a uh uh price that we can jump in and and that we can uh that we think that uh it will be possible to do it. uh also you know the sleeping part there's not too many information based on the information that we had from the uh from that uh uh data from uh uh from the spreadsheet. So we would have to have the uh you know closer picture how it looks how is the

**Todd McDaniel:** Right.

**Greg Kowalczyk:** isolation looking like and then comparing apples to apples with the competition. Right now we just took you know basically the range of products what is on the

**00:43:39**

**Todd McDaniel:** Right.

**Greg Kowalczyk:** market what are the features of all the products and the best what we can uh go by but even if you have the sleeping path if you have to break down right now the net uh uh profit and the margins are pretty solid. So,

**Todd McDaniel:** Right.

**Greg Kowalczyk:** so there is still some room to uh uh to wiggle uh uh for those items. There are some items that basically are on a on a on the edge, but that's on the in the beginning. So, let's say the sand filter because of many different things. You mentioned you know that the sand filter it was uh you know the newer model. Nobody else has it. So that's all advantages. Uh so the 250 price which will give us a margin of

**Todd McDaniel:** Right.

**Greg Kowalczyk:** 16%. Uh it's a starting point just to test the market. Then the phase two we're going to bring up the uh the price once you have the optimized listing. We know exactly what we are selling.

**00:44:58**

**Greg Kowalczyk:** We know uh who the uh the what the market is and you know are we only going after uh best way uh pools or anybody else and then you can you know these are the things that gives you additional juice to uh you know uh to inject into that listing and that that specific item.

**Todd McDaniel:** Right. And I guess that that additional context just maybe maybe you asked this

**Greg Kowalczyk:** So

**Todd McDaniel:** before is if if we were just to put those notes into the spreadsheet,

**Greg Kowalczyk:** yes.

**Todd McDaniel:** it would it would help uh fill in some gaps with the data

**Greg Kowalczyk:** Yeah. Yeah. Yeah.

**Todd McDaniel:** here.

**Greg Kowalczyk:** Exactly. So so all this stuff. So you just uh uh in the end we will have uh Okay. So, so this is just a uh uh overall uh summary of items but also uh yeah so you have for example here the the pricing levels what I what I mentioned to you. So currently the sound filter we have 250 price margin uh 55% then we we increase this to 299 and then eventually uh to 349 in a phase three but the phase three might be in a year or so which uh you you can have more the data and information.

**00:46:38**

**Greg Kowalczyk:** When you go to individual item, it specifies exactly what we can do because I kind of loaded it with a lot of information about, you know, the listing, what it can be done, you know, just it already like this research, it already thinks what can we do uh in order to get there.

**Todd McDaniel:** Right. So, a three-phase pricing strategy to drive to launch the product, drive uh some of the um rankings and then over time

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** we may be depending what's happening with competition, we may be able to raise retail once we're

**Greg Kowalczyk:** Yeah. Yeah.

**Todd McDaniel:** established.

**Greg Kowalczyk:** So right now testing mode only uh you know buy whatever is required uh by let's sayq uh and that you know in a wholesale world it's different than uh private label. So private label you take more risk. uh is just uh that you have to order you know many quantities but here is just uh yeah if we can uh order minimums uh because of the seasonality normally I would say the minimum should be uh 60 to 90 days uh supply but seasonality might change that uh uh you forever and not forever but you know changed us.

**00:48:22**

**Greg Kowalczyk:** So we have to be really careful not to uh you know at least if something goes south you can actually uh liquidate and just get rid of the items that are not going.

**Todd McDaniel:** Have you have you used any channels for liquidation in

**Greg Kowalczyk:** Oh god.

**Todd McDaniel:** Canada?

**Greg Kowalczyk:** Yes. Even right now, I'm looking for uh quite a quite a few uh

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** items like for our sound protection. We have a lot of hats that uh that we have to we have to sell. So, we have probably about uh 30,000 units that I have to uh get rid get rid of.

**Todd McDaniel:** And you would you would uh just go find like local liquidators that would take the make a deal to take the inventory or are they online

**Greg Kowalczyk:** Yeah. Yeah. Yeah.

**Todd McDaniel:** channels?

**Greg Kowalczyk:** Either liquidators or uh you know individual items is just uh you know for items like this maybe individual stores uh you know some mom and pop shop. Uh you know we we have different quantities like we have let's

**00:49:33**

**Todd McDaniel:** Right.

**Greg Kowalczyk:** say model of a hat. We have 5,000 of each of those. So we either

reach out to a main uh distributor and then we offer at a huge discount or first before we do that we

**Todd McDaniel:** Done.

**Greg Kowalczyk:** we just go and uh uh you know do uh humongous discount you know it's just like a 70% discounts for uh uh for stores to uh to quickly uh liquidate. Okay. So, yeah. So, for for this one, yeah, it's just when you when you look at this, you know, some of the items you just we have to we have to look at at this with a grain of salt. uh you know because it's a lot of a lot of different information uh you know for now or for later and this might change uh you know uh pretty quickly because the season is changing right now we have January and as soon as we enter the uh let's say the uh spring season uh you know all the data will will start to uh change as well.

**00:51:06**

**Greg Kowalczyk:** So even our uh data dives you can set them up that they are actually updating automatically. So you can set them up on a weekly basis on uh bi-weekly monthly basis so that every other month they will just automatically update and then when you go get in you will just get the fresh data.

**Todd McDaniel:** Right. um a as you're loading this information in through you know if it's CSV files or Excel files if if uh as as we kind of develop our expertise is it equally effective to load in screenshots or is there any is there benefit to CSV the data versus a

**Greg Kowalczyk:** No CSV no CSV is definitely uh anytime you

**Todd McDaniel:** visual.

**Greg Kowalczyk:** you are working with the numerical values it's always the best because uh you know it's just screenshots is just

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** uh for quick display and you know for visual purposes it still can read it but uh but is you know it's easier when we so let's say the ne next time or even for uh you know I would just do it you know here additional columns and you know copy copy those numbers you know into co into columns I just didn't want to spend so much time you know for you know getting into a uh you know detail so much detail information.

**00:53:01**

**Todd McDaniel:** Right. Okay.

**Greg Kowalczyk:** But when

**Todd McDaniel:** And you I've heard a little bit about,

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** you know, project projects and then giving them context and markdown files.

**Greg Kowalczyk:** H

**Todd McDaniel:** Um are markdown files required in a in a situation like this or Yeah.

**Greg Kowalczyk:** Yes. Yeah.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** So it's basically uh yeah what I have here you know for the whole project I have I don't know uh it creates you know every every single time when I have a project like this just it creates multiple uh markdown files. So every single time you know we have something different or new new model uh new uh version uh I just produce a lot of markdown files and then this and then additional the scripts

**Todd McDaniel:** Right.

**Greg Kowalczyk:** because I'm also building uh kind of a quick dashboard. So you will have a you know uh normally is just a a JSON file the Python and the HTML file. So it's just basically a a script that is taking data uh from whatever we will load.

**00:54:27**

**Greg Kowalczyk:** So I think uh yeah where is the dashboard? Um yeah. So the dashboard I didn't update it right now with the new data but you know just

**Todd McDaniel:** What?

**Greg Kowalczyk:** basically uh in the end you know this one it be it will be connected to a GitHub. uh so I will deploy this on GitHub so that you will get uh just your uh URL and then you know you can access this kind of dashboard you know from anywhere you want yeah do it this way you can uh you can do

**Todd McDaniel:** Right. Okay.

**Greg Kowalczyk:** it you know uh uh just a regular filing system but uh you know uh it's it's kind of easier easier to consume the data or uh uh access the reference uh files especially if we have some let's say some training uh information that you want to go to on a regular basis and uh you know some like a a small website or so.

**Todd McDaniel:** Right. Yep. That was

**Greg Kowalczyk:** Yeah. But uh yeah so for for this one is

**00:55:49**

**Todd McDaniel:** nice.

**Greg Kowalczyk:** uh yeah there's there will be no no point of uh you know uploading everything you know it's just uh uh yeah I can I can uh you know so everything will be in the dashboard but then uh yeah later on it's just uh yeah if you guys like you know the the system or the the way uh the it analyzes the data. We can uh you know I can actually teach you but teach you just uh depends depends on the because that requires knowledge of cloud code. We can we can do it you know different different ways you know I can provide you kind of like a maintenance package that you know basically I can give you access to those this type of tools and then you know on a month monthly basis you you can access and you know run your analysis yourself and then update every single time when you have A uh when you have a new information, you can update the the system for the new information and the data because the

**Todd McDaniel:** Right.

**00:57:25**

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** let's say the old way is just which works perfectly as well is just a more manual intensive. So you have to analyze let's say uh kind of a like what I did in here uh you know that those items you just you go to each individual item which in both ways you still have to do it uh you know in order to identify the loops identify the holes risks but also So opportunities cuz you know with the

**Todd McDaniel:** right?

**Greg Kowalczyk:** numbers not always you can you will be able to provide the information that you have about the uh supplier about this item that this item is available in Canadian Tire but not being sold to anybody else. So this type of information is very valuable to put

**Todd McDaniel:** Right.

**Greg Kowalczyk:** this in a spreadsheet and have the system learn that and then the next time you do analysis it's it already knows how to approach to this type of information. It will tell you in the notes, okay, what about this? Are we still valid with that supplier?

**00:58:57**

**Greg Kowalczyk:** And even it will tell you the names because you know what it is the skills. It's a it's a written file uh consisting of all the uh kind of SOPs, standard operating procedures. it will follow every single time you do an operation like that. You know, you do a research, you execute uh you know the uh the search or that specific uh uh research, you will you will get inputs and outputs almost the same.

**Todd McDaniel:** Okay. So you you would recommend for for this sort of analysis and and summary and recommendations going forward um to use claude or we could we could also pull this into another if we were using Gemini or chat GPT potentially or or does it not have the same capabilities?

**Greg Kowalczyk:** Unfortunately, chat GPT doesn't have this capabilities yet. It has uh it has uh uh I'm not sure how deep you are working with chat GPT. So let's say project custom GPTs and uh and stuff like stuff like this or uh yeah GPTs more or less but GPTs are kind of local does not allow you to uh uh to go in uh externally and it's a very specific data that it can process.

**01:00:45**

**Greg Kowalczyk:** So it can you know I'm using a lot of GPTs but for spec very specific uh tasks not for multi- task uh applications or uh for the agentic type of application GP is starting to do agents as well

**Todd McDaniel:** right?

**Greg Kowalczyk:** that uh you can deploy multiple agents to uh uh to do certain tasks but right now uh cloud code is superior to that.

**Todd McDaniel:** Okay. And that's a that's a paid uh a paid tier,

**Greg Kowalczyk:** Yeah. Yes.

**Todd McDaniel:** I assume.

**Greg Kowalczyk:** Yeah. Yeah. There are few different tiers.

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** So there are like uh \$24 uh pro there is max for 140 or 160 depends on a you know I think uh you know in the beginning I was just using uh just a regular pro account. Uh we switch to a max uh because of the number of uh processes and uh application we have to run. Uh yeah, so it requires more data. It's just like five times more. And then there's another level 20 times more I think 299 and a month and uh and stuff like this.

**01:02:12**

**Todd McDaniel:** Okay. Okay. And some of these uh projections in the in the sheet. So maybe like uh I forget what page I saw this on.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** Um where maybe you had a you know 1 to 3 months, four to 6 months,

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** seven plus had had some uh financial projections.

**Greg Kowalczyk:** Yeah. Yeah.

**Todd McDaniel:** Is that based on estimated sales from com

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** from what you're seeing with competitive products?

**Greg Kowalczyk:** Yes.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** Yeah. So it's it's taken from a data dive uh so for competitive product and yeah projection for uh you know taking into consideration again seasonality and uh you know so for because there are some items that are uh year round uh so for those type of products is just you can the prediction is uh is more visual at this time that we can predict you know the first phase 1 to three uh you know four to seven and then the next the next phase.

**Todd McDaniel:** Okay.

**01:03:45**

**Todd McDaniel:** So, in the case of uh 1 to 3 24 units, that would be our our test order.

**Greg Kowalczyk:** Yes.

**Todd McDaniel:** Uh 4 to six um in I'm just I guess it's page seven I'm looking at goes to 60 units.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** That's the next increment, right? That's not cumulative.

**Greg Kowalczyk:** Uh that's that's the next one. Yes.

**Todd McDaniel:** That's the next increment. Okay.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** 60 units in months four to six we should be able to sell.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** And then and at a different retail price. And then third phase 7 to 12 um 200 units in that time period at at at the third pricing tier.

**Greg Kowalczyk:** Yeah,

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** because that's that's you know the units uh you know for uh this is just a arbitrary numbers because you have to you have to monitor very closely and that's all depends on a how well the let's say the listing is going to be done optimize and uh and then all the data from Amazon uh and the time of the year, time of the economy and you know all the factors are all together but you know like right now based on the historical values you know if if we can you know get let's say 24 units now and uh you know fully optimize the listing push this out and see how it goes.

**01:05:41**

**Greg Kowalczyk:** So, let's say if the if the sales are starting to uh really uh popping up, then you act quickly. You place that order very fast, you know, just uh it's not like you wait for the month four to six, you get another order. You just get another order now.

**Todd McDaniel:** Right. Yeah. And I guess this also uh assumes like a PPC strategy or but maybe not in the mar in the maybe not

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** accounted for in the margin but it assumes that you're also making efforts to launch

**Greg Kowalczyk:** Yes.

**Todd McDaniel:** the product and raise awareness to get those sales.

**Greg Kowalczyk:** Yeah. you know, you just uh because there's a lot of information also is just uh let's say uh different type of uh uh information that we had before. You had some clients, you had some uh stores that you work with before. So assuming that you know when when the launch comes uh for the new products uh you will be reaching out to those customers letting everybody know that we have a news that they have a new uh type of uh uh uh listings that they can uh come and uh purchase their you know for their stores.

**01:07:16**

**Greg Kowalczyk:** So that's that has to be taken into consideration and uh and

**Todd McDaniel:** Great.

**Greg Kowalczyk:** also take advantage of this because anytime you bring a customer from outside yeah definitely helps you with Amazon ranking and everything.

**Todd McDaniel:** So B2B pricing um you'd recommend for I guess there's no

reason we wouldn't do it for all of these listings,

**Greg Kowalczyk:** Yeah. There is no reason whatsoever.

**Todd McDaniel:** right?

**Greg Kowalczyk:** Yeah. And uh even if they are not as a business

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** customers you educate the customers you know. So you basically do a campaign you know three email campaign you know to educate them as a okay if you are not Amazon business uh you know customer here are the advantages and we just listed those products and uh this is what you're going to get and you always give them something additional you give them some good reports you produce them a good content you give them uh you know free ebook you know 50 pages ebook for their pools how to clean how to do so all that stuff is just uh it's accumulative but uh you can use over and over again especially when you work with uh with uh with off Amazon clients

**01:08:52**

**Todd McDaniel:** So in the case just because you mentioned you know your sun hats or maybe your tape. You've got some bricks and mortar mom and pop shops.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** Um, do you do you try to channel them through Amazon B2B or you work with them? You just take orders and ship them

**Greg Kowalczyk:** No, we we take uh you know it's obviously it's a larger uh

**Todd McDaniel:** traditionally,

**Greg Kowalczyk:** profits going off Amazon. Amazon takes a you know quite a quite a bit of chunk of your profits.

**Todd McDaniel:** right?

**Greg Kowalczyk:** So if I reach out to uh uh to my

**Todd McDaniel:** Yep.

**Greg Kowalczyk:** professional accounts clients the yeah they they always go back to uh uh to the website and uh they have a wholesale uh sign up and they have let's say 40% off for all their orders which are below that I'm offering on uh on Amazon. So I cannot even so they are not listed. So there are like a you know wholesale pricing which Shopify actually uh yeah there are apps that you can actually uh do that allows you to do that.

**01:10:11**

**Todd McDaniel:** So you're sending them to your own storefront for wholesale

**Greg Kowalczyk:** Yes. Yeah. Yeah.

**Todd McDaniel:** pricing rather than Amazon.

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** more like a uh B toC if I'm reaching out to uh you

**Todd McDaniel:** Yeah.

**Greg Kowalczyk:** know many other clients or you know yeah individual uh lists

yeah then then sometimes uh we just because those customers they are ordering you know one tape or one nasal strip you know so basically one pack so uh economic ally is many times it's not you know it's better for them to order through Amazon it will help me my ranking it will help

**Todd McDaniel:** Right.

**Greg Kowalczyk:** them uh you know for you know they will get much quicker uh and for less surprise but they will come back anyway but also it will help my listing to rank better.

**Todd McDaniel:** If if if you're um I can't remember,

**Greg Kowalczyk:** So

**Todd McDaniel:** but if if you go on the regular listing page on Amazon, um does it show the business pricing?

**Greg Kowalczyk:** no yeah you have to go to a different platform

**01:11:26**

**Todd McDaniel:** It doesn't. Only if you're a business customer.

**Greg Kowalczyk:** it's Amazon business and also you know from your

**Todd McDaniel:** Okay. Okay.

**Greg Kowalczyk:** site uh you just uh yeah there is a section for business first you have to apply but you know they will uh grant your uh uh uh rights for this and then you have uh you know some kind of like a dashboard for businesses and then you can be as specific as as uh you want. You can have different price tiers uh for uh overall customers or specific customers. You can give quotes. you can give uh you know spec uh special arrangements you know with shipping and all that stuff and uh uh also with because let's say if you don't have uh uh business arrangements and you shipping them uh from your FBA then you will be charged uh for every single item an FBA fee. So which if I if I send let's say to a professional client let's say 24 rolls and they are single items so they will charge me 24 time \$5 so it's just accumulative where in a in a a business I

**01:12:51**

**Todd McDaniel:** Right.

**Greg Kowalczyk:** can basically do special arrangements with shipping and all that

**Todd McDaniel:** Right. Got it. Okay. I'll have to look into

**Greg Kowalczyk:** Yeah. Yeah, it is.

**Todd McDaniel:** that.

**Greg Kowalczyk:** It is definitely worth it.

**Todd McDaniel:** Okay. Well, I think there's still um some things for me to spend some time here digesting. Uh yeah, looks like a great uh report, 83 pages. Um may have some questions. I want to dig into the file that DA uh was working on and I know she was,

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** you know, we had gone through your your process as she was thinking about it and she was playing around with data dive and getting into the niches and that sort of thing. Um, I don't know how uh how confident she was or

not without having a chance to talk to her, but this came in and I'd sent her a note and said asked her if she had had a chance to see it and if it changed if it would change how she was thinking about her analysis at all, but we haven't had a chance to connect.

**01:14:17**

**Todd McDaniel:** So, I think I'll do that um exercise as well.

**Greg Kowalczyk:** Mhm.

**Todd McDaniel:** look at hers, go through this, um maybe spot check a couple of her dives as well, just to help me in uh in learning it and see if I can figure out, you know, how she came to whatever conclusion she came to. Um and then uh and then we can we can share that with

**Greg Kowalczyk:** Right.

**Todd McDaniel:** you, make sure that we're on the right track and using the tools correctly.

**Greg Kowalczyk:** Yeah, I kind of skimmed through, you know, few niche.

**Todd McDaniel:** You can see her her dives right in

**Greg Kowalczyk:** Yeah. Yeah.

**Todd McDaniel:** here.

**Greg Kowalczyk:** So it's basically yeah it's just uh uh yeah in order you know so basically when you look at the niche itself it's uh yeah for us is just identifying gaps uh and the gaps are you know first of all we're looking at uh this top level which is the com uh uh competitor analysis ES uh based on all the uh things that uh are generated through those keywords.

**01:15:39**

**Greg Kowalczyk:** Uh and then you know same thing you know uh the keywords wise you know just skim through keywords if there are any brand keywords like we were saying you know is there's a a specific uh Amazon seller. So we can we can see you know if there are Amazon sellers usually specified uh in here but right now there's none. So there are four strong, two uh no four very strong, two uh strong, weak and you know so more or less 50/50 uh but then you know so pretty uh pretty new. No it's not not the new range. So rating reviews not really that much. The average is 266. So it's not like a a huge uh very long uh type of sellers. Although there are some you know five years sellers, seven years but then uh you know there's not much not many sales. So anywhere from 5 to 71.

**Todd McDaniel:** Right.

**Greg Kowalczyk:** Uh but then also at the same time you know when you look at this keep in mind that this is January.

**01:17:16**

**Greg Kowalczyk:** So let's say then when we have all the information oops uh then you go to a deep dive and try to uh look at the trends. So for each item some of the uh sales data from Amazon. So this one is uh from Keepa but this is uh I think this is Google data. So you have to look at you know as far as the uh okay how many sales are we getting throughout the certain period of time and you know uh this one will give you uh one year of sales data is this uh graph going up is this kind of a going down so in here we know that uh let's say this item the seller it's good seller uh that one is also good so how many units are they selling and when so now I can look at you know based on this graph when those items are actually uh starting to move so normally we they are selling one or two units per day but then it's going not really that much, you know, up to 10 units a day.

**01:18:53**

**Greg Kowalczyk:** Not really. Uh, and not really that much,

**Todd McDaniel:** Right.

**Greg Kowalczyk:** you know. Pricing, the same thing, you know. You look at the pricing, you know. Uh, what are they selling? 754. This is very very cheap item with not too many sales. So that one is actually because uh you know in the master keyword list we were listing you know in here sales 5 to 71 uh but this guy is just up to let's say 121 167. So we can actually see when are

**Todd McDaniel:** And those sales,

**Greg Kowalczyk:** the Yes.

**Todd McDaniel:** remind me those sales are per month or per month.

**Greg Kowalczyk:** Yeah. And because you can see it here.

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** Uh yeah here when you hover with a mouse it will give you for each day. So right now we are looking at uh uh August 26. So sales eight pieces a day during this day. So during the whole month if you accumulate all the uh all the sales so it's about 100 whatever.

**01:20:19**

**Todd McDaniel:** right?

**Greg Kowalczyk:** Okay.

**Todd McDaniel:** Do you is there any reason I haven't uh dug into this but um to automate pricing on

**Greg Kowalczyk:** Yes.

**Todd McDaniel:** Amazon

**Greg Kowalczyk:** Yeah. And you can automate especially this is actually uh you know it's a good question. So uh and especially when you have let's say Amazon on the listing or any other seller. So you can automate you know just basically to follow uh somebody else but or specifying the thresholds you know so if you want to have the range and you don't go any further uh Amazon is kind of a uh

still I would say primitive uh prices but they are very sophisticated prices third-party uh uh softwares which actually gives you much more uh you know advantage when you have a lot of items when you sell many wholesale products. Then definitely uh you would go and explore you know some some other prices because they they would go and also analyze uh your optimal pricing level based on a day uh you know time of the day.

**01:21:46**

**Greg Kowalczyk:** uh date of the month and you know it just basically your price would be adjusted uh uh based on the historical values and the repricer would do that for you because Amazon will just follow uh not dynamically just statically just you would have to just specify uh you know uh variables y and Z variable. Okay. If that happen, drop the price. If this happen, uh increase the

**Todd McDaniel:** Right. Okay.

**Greg Kowalczyk:** price.

**Todd McDaniel:** Yeah. Originally, I was just I was thinking that it would give less control over pricing, but I think when you set it up properly, it sounds like it gives you more control over profit because you control all those

**Greg Kowalczyk:** Yep.

**Todd McDaniel:** variabilities. And then with some of this more sophisticated software,

**Greg Kowalczyk:** Yep.

**Todd McDaniel:** it can make uh it can really

**Greg Kowalczyk:** Yeah,

**Todd McDaniel:** optimize

**Greg Kowalczyk:** because uh let's say if you Yeah, a lot of times when you have uh not really uh any map control. So from the vendor let's say if the if the brand really uh executes and you know monitors the map control and uh and then uh if somebody is not following you know the the pricing levels and then they kicking them out and uh you

**01:23:16**

**Todd McDaniel:** Right.

**Greg Kowalczyk:** know removing the rights of selling then yeah it makes sense. But a lot of times he's just raised to the bottom. You know, when you have uh three or four different sellers and everybody wants to sell at minimum uh you know profits, you just they always go you know race to the bottom.

**Todd McDaniel:** Right.

**Greg Kowalczyk:** That's why it's very important to uh to get the if you get the

**Todd McDaniel:** Right.

**Greg Kowalczyk:** uh exclusivity with best way you won't have to worry about that.

**Todd McDaniel:** Yeah. Okay.

**Greg Kowalczyk:** Yeah. So, so you just uh you know in the in the uh initial stage of the let's say the review of the MKL list of the dive is just that's all you do is just looking at the items from many different perspectives filter you know if there's an

item that doesn't uh does not belong to uh here just just exclude clude. So you can actually select and there is exclude uh button and you can remove this from uh from the dive.

**01:24:42**

**Greg Kowalczyk:** If there is something else, something new that you want to still add to this uh this uh dive, just add new as because sometimes, you know, you might see, okay, what about this one? What about this one? And we want to add few other ones and just just add them in and see the data. If you have your own item, let's say best way item for example, if that would be this uh this specific one, I can pin it to the front and uh and

**Todd McDaniel:** Right.

**Greg Kowalczyk:** uh you know to to have a better visibility and uh just quicker

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** comparison uh you know for for with the best items because all items are filter uh uh uh by I think the number of sales. You can you can change the settings but right now from left to right they are filtered by num. Uh the highest is uh you know from the left to right regardless of the scoring of the uh of the item because sometimes

**Todd McDaniel:** Right.

**Greg Kowalczyk:** you might have a somebody you know even look at this guy.

**01:26:01**

**Greg Kowalczyk:** This guy is strong but is beating this one. So it's selling 71 versus 21. And then for this would be important for the next stage for optimization. We would have to look at why this guy is actually beating those guys if they have you know more uh rank let's say ranking juice because this guy is ranked 91% on a on a page one for all these keywords. But uh this guy here might be ranking for a for a specific type of keywords. So that's where you find the opportunities. You know, this guy might be ranking for not main keywords that everybody else is ranking, but he might be ranking for uh brand specific keywords or keywords that are less relevant but still gives you a lot of uh a lot of sales. So he might find you know additional uh information that information that uh that he took advantage and beating those guys.

**Todd McDaniel:** Right.

**Greg Kowalczyk:** So we have to learn you know by looking at this we have to learn

**Todd McDaniel:** Right.

**Greg Kowalczyk:** uh uh what what can we do uh for the yeah for our uh item to uh to rank this next time we're going to launch.

**01:27:42**

**Greg Kowalczyk:** And that that type of information is also important when you make a decision whether

**Todd McDaniel:** Right.

**Greg Kowalczyk:** to classify this item as a yes or no because if the opportunity is big if uh you know if or vice versa if the opportunity is not that big if there are you know too many sharks in a pond you don't want to jump jump in into a blood bath Just you just abandon before you get

**Todd McDaniel:** Yep. Right.

**Greg Kowalczyk:** killed.

**Todd McDaniel:** Okay. Okay. Well, that's uh that's helpful. Um I have to take my wife to another appointment now. Um, so I'll circle back and and dig into this uh this evening and tomorrow and uh I'll let you know if any questions. I think you were going to start looking at um the existing listings is

**Greg Kowalczyk:** Yeah.

**Todd McDaniel:** the is the next phase.

**Greg Kowalczyk:** Yep. Yep. Yeah. Like next week,

**Todd McDaniel:** Okay.

**Greg Kowalczyk:** like this week, uh yeah, I have to I have to do a few other things, but uh yeah,

**Todd McDaniel:** Sure.

**Greg Kowalczyk:** next week we'll uh yeah, we'll uh see that. and uh you know I'll prepare uh like the information for uh for you uh the the like the future uh uh references and you know some SOPs that I can give you you know to follow and uh yeah like we'll start to build the the dashboard that you have the references uh for the future. Awesome.

**Transcription ended after 01:29:49**

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