

Project Reference Summary

Quick Reference

Client: Todd McDaniel - Best Way Products **Start Date:** January 6, 2026 **Package:** Option C + 2 Add-ons **Total Budget:** 34-42 hours estimated (50 hours maximum cap) **Container Deadline:** End of March 2026 (URGENT)

Key Meeting Notes

December 18, 2025 - Discovery Meeting

Main Points: - Todd has 33 SKUs selected from 124 total Best Way products - All products are \$50+ retail price point - Categories: Pool/spa accessories, inflatables, outdoor recreation - Lost money in previous seasons - now very conservative and risk-averse - Has new team member (Douae) with supply chain background but limited e-commerce experience - Wants to BUILD capability, not just outsource the work - Container order decision needed ASAP for end-March ship date - Currently has 2 active SKUs (spa filter, bouncer) that need optimization - NO PPC campaigns currently running

Client Goals: 1. Validate which of 33 SKUs to order for first container 2. Train internal team on how to evaluate products 3. Optimize existing 2 SKUs for better performance 4. Build foundation for successful launch when container arrives

Pain Points: - Previous losses created risk aversion - Tight timeline for container order - New team member needs training - Existing listings underperforming (no PPC strategy)

Decision Rationale

Why Option C (Hybrid)?

1. **Risk Mitigation:** Greg validates the 15 highest-risk/highest-investment SKUs

2. **Learning Opportunity:** Team learns methodology by doing the remaining 18
3. **Budget Conscious:** Balanced approach at \$5,500-\$6,250
4. **Timeline Fit:** Can complete within 2-3 weeks for container decision

Why Add-ons?

1. **Existing Listing Optimization:** Provides immediate learning opportunity and potential revenue improvement
2. **Listing Creation Training:** Prepares team for when 33 SKUs arrive in March

Total Investment: \$8,500-\$11,500 + HST (vs. \$12,500 maximum cap)

Critical Success Factors

1. **Speed:** Container order decision needed within 2-3 weeks
 2. **Accuracy:** Can't afford another season of losses - selections must be data-driven
 3. **Knowledge Transfer:** Team must understand methodology for future independence
 4. **Actionable Deliverables:** Clear go/no-go recommendations with rationale
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Future Phases (Not in Current Scope)

Phase 2: Pre-Launch Preparation (Jan-March 2026)

- Brand registration and protection setup
- Listing creation for all 33 SKUs
- Product photography coordination
- A+ Content creation
- PPC campaign structure and keyword research
- FBA shipment preparation

Phase 3: Launch & Initial Optimization (End March-May 2026)

- Activate all listings
- Launch PPC campaigns with monitoring

- External traffic tactics
- Daily performance monitoring
- Review generation strategy

Phase 4: Ongoing Growth & Scaling (June+ 2026)

- Monthly retainer for advisory
- PPC management by Patricia (pricing TBD)
- Brand protection enforcement
- Quarterly business reviews

Important Links & Resources

Proposal

Location: /Shared drives/Greg/1. Consulting/5. Todd McDaniel/Proposal - Best Way E-commerce Launch - Phase 1.md

Meeting Transcript: /Shared drives/Greg/1. Consulting/5. Todd McDaniel/communication/Dec 18, 2025-Clarification meeting - Transcript.md

Acceptance

Email: /Shared drives/Greg/1. Consulting/5. Todd McDaniel/Response - Proposal Acceptance.md

Access Checklist

- Amazon Seller Central access (kowalcg@gmail.com)
- Jungle Scout access (kowalcg@gmail.com)
- DataDive subscription setup (Todd's account)
- DataDive discount coupon received
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First invoice sent (\$2,825 CAD)

Payment received

Kickoff meeting scheduled

Last updated: December 30, 2025