

# ACTION GUIDE — Handling the EcomExperts Situation

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**Date:** December 13, 2025 **Status:** Todd is talking to EcomExperts (US consultant, monthly fee model) **Your Position:** Complement, don't compete

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## What You Need to Know

### Todd's Situation:

- Already in discussions with **EcomExperts** (US-based consultant)
- EcomExperts model: **Monthly fee** (amount unknown)
- Todd is **shopping/comparing** options (hasn't committed to EcomExperts yet)
- Todd wants to **build internal capabilities**, not outsource forever

### Your Opportunity:

- Position as **Phase 0 validator** (before execution starts)
  - Emphasize **Canada expertise** (vs US-focused consultant)
  - Offer **one-time project** (vs ongoing monthly retainer)
  - Be **complementary** to EcomExperts (not competitive)
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## Which Email to Send

**SEND THIS:** [EMAIL\\_With\\_EcomExperts\\_Positioning.md](#)

**Why this version:** - Acknowledges EcomExperts without trashing them - Positions you as complementary (validation before execution) - Emphasizes Canada-specific expertise - Offers flexibility (work with EcomExperts, or work alone, or Todd decides later) - Still proposes Phase 0 at \$225/hour, \$10,500 cap

**DON'T SEND:** EMAIL\_Revised\_Hourly\_Pricing.md (doesn't address EcomExperts)

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## Your Key Positioning Points

### 1. You Validate, They Execute (Complementary Roles)

**Say this:** "EcomExperts is great for ongoing execution — PPC management, listings, account optimization. But before you engage them (or anyone), you need product validation. If you send them a list of 50 SKUs and 30% are bad products, they'll still execute the plan... and you'll lose money."

Phase 0 with me happens BEFORE execution. I validate the products, give you the GO/HOLD/KILL list, then EcomExperts (or your team) takes the validated list and runs with it."

**Frame:** You = strategic validator, EcomExperts = tactical executor

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### 2. Canada Expertise (Your Differentiator)

**Say this:** "EcomExperts likely has strong US Amazon experience. But Amazon.ca has nuances that US consultants often miss: - GST/HST and provincial sales tax (QST in Quebec) - FBA.ca fees and storage costs (different from FBA.com) - Amazon.ca competitive landscape (less saturated, but Amazon Retail behaves differently) - Canadian pricing strategy (CAD vs USD)

I'm Canada-based with 11 years of Amazon.ca + US experience. I can validate your products specifically for the Canadian market, which complements what a US consultant brings."

**Frame:** Canada specialist (you) + US execution expert (EcomExperts) = best of both

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### 3. One-Time Project vs Monthly Retainer (Cost Comparison)

**Say this:** "Our models are different: - **EcomExperts:** Monthly retainer (likely \$2,500-4,000/month) for ongoing support - **Greg:** One-time project (Phase 0 = \$10,500) for upfront validation

You might need both: - Me for upfront validation (prevents the \$50K mistake) - EcomExperts for ongoing execution (if you want to outsource PPC and account management)

Or, you might only need me (Phase 0-3 for \$25K-30K total), then your internal team runs it. It depends on whether you want to build internal capability or outsource long-term.”

**Frame:** Different models, not apples-to-apples comparison

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## ? Critical Discovery Questions (Ask on the Call)

### PRIORITY 1: QUALIFY TODD FIRST (Before positioning Phase 0)

These qualifying questions determine if Todd is the **RIGHT CLIENT**. Ask these **BEFORE** you pitch anything.

#### Q1: “What does success look like for you in 12 months?”

- **Good answer:** Break-even or small profit, build brand presence, validate for US expansion
- **Bad answer:** Make investment back in 3-6 months, replace B2B revenue in year 1
- **Red flag:** Unrealistic expectations → You’ll be blamed when he doesn’t hit those numbers

#### Q2: “What’s your PPC budget for the first 6 months?”

- **Good answer:** \$1,500-2,000/month minimum, willing to go higher if seeing traction
- **Bad answer:** \$500/month, “let’s see how it goes,” or “can we do organic only?”
- **Red flag:** Underfunded launch → Products fail due to low budget, you’ll be blamed

#### Q3: “What happened with your last Amazon attempt? Why did you lose money?”

- **Listen for:** Product selection issues (you can fix) vs execution issues (they need to fix)
- **Red flag:** They only blame external factors, no ownership of mistakes

#### Q4: “Do you have budget for professional product photography and A+ Content?”

- **Good answer:** Yes, budgeted \$2K-5K for creative, or have in-house designers
- **Bad answer:** “Can we use factory photos?” or “We’ll do it with iPhone”
- **Red flag:** Poor creative → Listings underperform, you’ll be blamed

#### **Q5: "How much time can your internal team member dedicate to Amazon daily?"**

- **Good answer:** 1-2 hours/day minimum, this is their primary responsibility
- **Bad answer:** "A few hours a week when they have time" or "Consultant will handle it"
- **Red flag:** No one owning execution → Account neglected, you'll be blamed

#### **Q6: "What's your timeline expectation for profitability?"**

- **Good answer:** Break-even by month 6-9, profit by month 10-12
- **Bad answer:** "Need profit in 90 days or CFO kills the project"
- **Red flag:** Unrealistic timeline → They'll kill project before it works, you'll be blamed

⚠ **IF 2+ RED FLAGS: Consider walking away. See [REALITY\\_CHECK\\_Expectations.md](#) for "Walk Away" script.**

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### **PRIORITY 2: UNDERSTAND ECOMEXPERTS (After qualifying Todd)**

**You MUST ask these questions to understand what you're dealing with:**

#### **1. "What does EcomExperts' proposal include?"**

- Listen for: Product validation? Or just execution (PPC, listings)?
- Listen for: Monthly fee amount (\$2K? \$3K? \$5K?)
- Listen for: Contract length (3 months? 6 months? 12 months?)

#### **2. "Is their focus on strategy/coaching, or hands-on execution?"**

- If strategy only → You overlap more (competitive)
- If execution only → You're complementary (validate, they execute)
- If both → Find out where they're weak (probably Canada-specific stuff)

#### **3. "Do they have Amazon.ca experience, or are they primarily US-focused?"**

- If Canada experience → Emphasize depth of your 11 years in Canada
- If US-only → Emphasize Canada nuances (tax, compliance, competitive landscape)

#### **4. "How do you see me fitting in with EcomExperts?"**

- This tells you if Todd wants to choose (competitive) or use both (complementary)

- If choosing → Lead with value comparison
- If using both → Lead with complementary roles

## 5. “Are you leaning toward ongoing support (EcomExperts model) or one-time setup and training (my model)?”

- This tells you Todd’s long-term vision
- If ongoing support → Position Phase 0 as gate before EcomExperts engagement
- If one-time → Position full Phase 0-3 as alternative to EcomExperts

## 6. “What’s your biggest concern about working with a US consultant for a Canadian launch?”

- Plants seeds: Currency, tax differences, Amazon.ca vs .com nuances, time zone
- Opens door for you to emphasize Canada expertise

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## What TO Do

**DO: Position as complementary** - “We play different roles — I de-risk product selection, they handle execution” - “Using both makes sense: Canada expertise (me) + ongoing support (them)”

**DO: Ask discovery questions** - Find out what EcomExperts is offering BEFORE you position against them - Understand Todd’s vision (build internal capability vs outsource long-term)

**DO: Emphasize Canada expertise** - Amazon.ca nuances (tax, fees, competitive landscape) - 11 years of Canadian market experience - This is your differentiator vs US consultant

**DO: Offer flexibility** - Phase 0 only (then hand off to EcomExperts) - Phase 0-3 full engagement (alternative to EcomExperts) - Phase 0 + ongoing light retainer (complement EcomExperts)

**DO: Focus on risk reduction** - “Phase 0 prevents the \$50K mistake” - “Even the best execution can’t save bad product selection” - “Validate first, execute second”

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## ❌ What NOT to Do

**DON'T: Trash-talk EcomExperts** - "They probably don't know Amazon.ca" → Sounds defensive - "Monthly fees are a ripoff" → Sounds bitter - "You don't need them, I can do everything" → Sounds desperate

**DON'T: Assume you're competing** - You might be complementary (you validate, they execute) - Todd might want both - Find out first, position second

**DON'T: Get defensive about pricing** - If Todd says "EcomExperts is cheaper" → Explain different models (apples-to-oranges) - If Todd says "Why should I pay you AND them?" → Explain complementary roles - Stay confident in your value

**DON'T: Ignore EcomExperts** - Todd already mentioned them — if you don't address it, he'll wonder why - Acknowledge them in your email and on the call - Show you're collaborative, not territorial

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## 🤖 Likely Scenarios & Responses

### Scenario 1: Todd wants to use both (you + EcomExperts)

**Todd says:** "I'm thinking of using you for validation, then EcomExperts for ongoing management."

**You say:** "Perfect. That's a smart structure. Here's how I'd see it working:

**Phase 0 with me (Dec-Jan):** - Validate all 50+ SKUs, give you GO/HOLD/KILL list - Lock container order with only validated products - Hand off GO list to EcomExperts in early Feb

**EcomExperts (Feb onward):** - Takes validated GO list - Handles listings, PPC, account management - You pay their monthly fee for execution

**Optional: I can also train your internal team** (Phase 2) so they can QA EcomExperts' work and eventually take over if you want to build internal capability.

Does that structure make sense?"

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## Scenario 2: Todd is price-shopping (you vs EcomExperts)

**Todd says:** "EcomExperts is \$2,500/month. You're \$10,500 upfront. That's a big difference."

**You say:** "Let's compare apples to apples:

**6-month comparison:** - EcomExperts:  $\$2,500 \times 6 = \$15,000$  (ongoing monthly fees) - Greg (Phase 0-2):  $\$10,500 + \$14K-18K = \$24,500-28,500$  total (one-time, includes setup + training)

But we're different models: - **EcomExperts:** Ongoing support (execution-heavy, long-term dependency) - **Greg:** One-time project (validation + setup + training, then your team owns it)

**12-month comparison:** - EcomExperts:  $\$2,500 \times 12 = \$30,000$  (monthly fees) - Greg: \$25K-30K total (one-time, no ongoing fees after)

You might need both: - Me for validation (Phase 0) → \$10,500 - EcomExperts for execution → \$2,500/month ongoing

Or, just me (Phase 0-3) → \$25K-30K, then your team runs it.

What's your long-term vision? Build internal capability, or outsource long-term?"

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## Scenario 3: Todd wants to choose (either you OR EcomExperts, not both)

**Todd says:** "I need to choose between you and EcomExperts. What makes you different?"

**You say:** "Fair question. Here are the key differences:

**EcomExperts (likely):** - US-based, primarily US Amazon experience - Ongoing monthly retainer (execution-focused) - Strong on PPC management, listing optimization, account management - Long-term support model

**Greg:** - Canada-based, 11 years Amazon.ca + US experience - One-time project model (validation + setup + training) - Strong on product validation, Canada-specific strategy, team training - Build internal capability (you own it after my engagement)

**Which is better? Depends on your goal:** - If you want to outsource long-term → EcomExperts might be better fit - If you want to build internal capability → I might be better fit - If you want both (validation + execution) → Using both makes sense

What's your long-term vision?"

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#### **Scenario 4: EcomExperts includes product validation (direct overlap)**

**Todd says:** "EcomExperts includes product validation in their setup."

**You say:** "Good to know. A few questions: - Are they validating based on US Amazon data or Canada-specific data? - Do they factor in Canadian costs (GST/HST, FBA.ca fees, CAD pricing)? - Do they provide detailed margin modeling with all costs, or high-level recommendations? - What's their approach to Amazon Retail threats in Canada?"

If they're doing Canada-specific validation, you might not need Phase 0 with me. But if they're using US assumptions, you'll want a second opinion focused on the Canadian market.

Also, even if they're doing validation, Phase 0 with me happens BEFORE you commit the \$50K container order. That timeline might not align with when EcomExperts onboards you (Feb-March?).

Does that timing work, or do you need validation in December-January before ordering?"

**Frame:** Timing + depth + Canada focus = your differentiation

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## Quick Comparison Chart (Use on Call if Needed)

Factor	Greg	EcomExperts (Likely)
<b>Model</b>	One-time project	Monthly retainer
<b>Focus</b>	Validation + Training	Execution + Support
<b>Geography</b>	Canada specialist	US specialist
<b>Timeline</b>	Dec-Feb (before order)	Feb+ (after order?)
<b>Goal</b>	Build internal capability	Ongoing outsourced support
<b>Cost (6 months)</b>	\$10.5K (Phase 0 only) or \$25K-30K (full)	~\$15K-24K (\$2.5K-4K/month)
<b>Best for</b>	Risk reduction, Canada strategy, team training	Ongoing PPC/listings, long-term support

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## Your Closing Position

**On the call, close with:**

"Todd, here's how I see it:

**EcomExperts is likely a good fit for ongoing execution and support.** But before you engage them — and before you commit your \$50K container order — you need product validation with a Canada-specific lens.

**That's where I come in.**

**Phase 0 with me (\$10,500, one-time):** - Validates all 50+ SKUs for Canadian market (Amazon.ca competition, Canadian costs, Amazon Retail threats) - Gives you GO/HOLD/KILL list so you only order products that can succeed - Happens NOW (Dec-Jan) before you lock the order

**Then you decide:** - Hand validated GO list to EcomExperts for execution - Continue with me for setup + training (Phase 1-2) - Use both (me for Canada strategy, EcomExperts for ongoing support)

**Either way, Phase 0 prevents the \$50K mistake.** That's the value.

Does that make sense?"

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## **Final Checklist**

Before the call with Todd:

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Send **EMAIL\_With\_EcomExperts\_Positioning.md**

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Review **COMPETITIVE\_Positioning\_EcomExperts.md** (full strategy)

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Prepare discovery questions (what does EcomExperts offer?)

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Know your differentiators (Canada focus, one-time project, validation first)

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Be ready to complement, not compete

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Stay confident in your value (\$225/hour is fair)

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**Remember:** - **Find out what EcomExperts offers BEFORE positioning against them** - **Complement, don't compete** (you validate, they execute) - **Emphasize Canada expertise** (your differentiator) - **Be flexible** (Phase 0 only, or full engagement, or complement EcomExperts) - **Focus on risk reduction** (Phase 0 prevents the \$50K mistake)

**You got this, Greg.**

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**End of Action Guide**