SOP-203: Pipeline Management

Nurise Listing Optimization

Purpose

Organize validated products in your pipeline, compare scores, calculate profitability, and prioritize which products to pursue.

When to Use

- After validating 10+ products (SOP-202)
- Comparing opportunities across your pipeline
- Deciding which products to source/launch
- Preparing for manufacturer quotes

Prerequisites

- ☐ Multiple products validated (SOP-202)
- ☐ Products saved to appropriate Spaces
- ☐ Scorecard data complete for each product

Procedure

Step 1: Access Your Pipeline

1. Go to **Niche Pipeline** in DataDive
2. Select the Space containing your validated products
3. Review the list view showing all dives

Step 2: Review Score Comparison

The pipeline view shows key metrics for comparison:

Column	What It Shows
Score	Overall validation score
Search Volume	Total keyword volume
Competitor Strength	How tough the competition is
Review Count	Average competitor reviews

Sort by Score to see highest-potential products first.

Step 3: Apply Labels for Status

Update labels based on validation results:

Label	Meaning

`Strong Candidate`	High score, worth pursuing
`Getting Quotes`	Sent to manufacturers
`Quotes Received`	Have pricing, need decision
`Ready to Launch`	Green light, preparing launch
`On Hold`	Good but not now
`Passed`	Decided against

Step 4: Use Profits Calculator

For top candidates, enter profitability data:

4a. Access Calculator

1. Click on a dive
2. Scroll to **Profits** section
3. Click to expand

4b. Enter Your Numbers

Field	Source
Unit Cost	Manufacturer quote
Batch Size	Your planned order
Shipping/Unit	Freight quote ÷ units
Amazon Fees	Auto-calculated
Retail Price	Your selling price

4c. Review Output The calculator shows:

- Total COGS breakdown
- Profit per unit
- Required launch budget
- ROI percentage

Step 5: Compare Budget Requirements

After entering profits data for multiple products:

1. Go back to Pipeline view
2. Sort or filter by budget required
3. Match opportunities to your available capital

Budget Planning Example:

```
Available: $50,000

Product A: $15,000 launch budget — 180% ROI
Product B: $25,000 launch budget — 150% ROI
```

```
Product C: $45,000 launch budget — 200% ROI

Decision: Launch A + B, save C for later
```

Step 6: Review Summary Metrics

The pipeline provides aggregate views:

Metric	What to Look For
Search Volume Summary	Higher = more demand
Competitor Strength	Lower = easier entry
Review Count Average	Lower = less established
Price Point Median	Match your target range

Step 7: Create Comparison Notes

For your top 3-5 candidates, document:

```
Product: [Name]
Score: [X]
Pros:
— [Strength 1]
— [Strength 2]
Cons:
— [Concern 1]
— [Concern 2]
Budget Required: $[X]
ROI Estimate: [X]%
Decision: [Go/Maybe/Pass]
```

Step 8: Prioritize and Assign Next Steps

Create action items for moving forward:

For "Go" Products:

- ☐ Request manufacturer samples
- ☐ Get final quotes with MOQ
- ☐ Research shipping options
- ☐ Plan launch timeline

For "Maybe" Products:

- ☐ Get preliminary quotes
- ☐ Research further
- ☐ Revisit in 2 weeks

For "Pass" Products:

- ☐ Archive dive

- [ ] Note reason for passing
- [ ] May revisit if market changes

Step 9: Set Up Tracking (Optional)

For products moving to launch:

1. Create Rank Radar (SOP-401)
2. Begin monitoring competitor keywords
3. Establish baseline before your launch

Success Criteria

- [ ] All validated products labeled
- [ ] Top candidates have profit calculations
- [ ] Budget requirements documented
- [ ] Clear priority order established
- [ ] Next steps assigned for top products

Common Issues

Problem	Solution
Scores inconsistent	Verify same scoring method used
Can't compare fairly	Ensure MKLs equally cleaned
Budget too high for all	Start with lowest-budget option
Too many candidates	Focus on top 5, archive rest

Pipeline Review Frequency

Stage	Review Cadence
Active research	Weekly
Getting quotes	Every 2-3 days
Ready to launch	Daily
Monitoring	Monthly

Related SOPs

- Previous: [SOP-202: Product Validation Complete](#)
- Next: [SOP-301: Listing Analysis](#) (for launched products)
- Related: [SOP-401: Rank Radar Setup](#) (for tracking)

Time Estimate: 20 minutes **Difficulty:** Intermediate

Nurise Listing Optimization SOP v1.0