

# Nurise Consulting Engagement – Complete Package

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**Client:** Todd McDaniel, Nurise Group **Prepared For:** Greg Kowalczyk, TapeGeeks **Date:** December 13, 2025

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## What's In This Folder

You now have a complete consulting framework and product analysis for Todd's Amazon.ca relaunch. Here's what each document does:

### **1. README\_Start\_Here.md ← (You are here)**

Quick orientation and action plan

### **2. EMAIL\_Response\_to\_Todd.md**

Draft email response to send Todd RIGHT NOW - Positions Phase 0 value - Identifies key red flags in his order - Proposes next call - Sets homework for Todd (Coleman check, insurance quote, cube calculations)

→ **ACTION: Copy/paste this email and send to Todd today**

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### **3. CALL\_PREP\_Quick\_Reference.md**

Your cheat sheet for the call with Todd - Opening frame (first 2 minutes) - Top 5 red flags to discuss - Top 3 opportunities (build confidence) - Phase 0 pitch script - Objection handling - Questions to ask Todd - Call close

→ **ACTION: Print this or have it open during your call with Todd**

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#### **4. NURISE\_Product\_Analysis\_RedFlags.md**

Detailed product-by-product breakdown of Todd's draft order - 9 product categories analyzed (Coleman airbeds, trampolines, sleeping pads, pet products, swim accessories, beach balls, pool floats, bop bags, pool accessories) - Specific SKU-level recommendations (GO/HOLD/KILL) - Red flags and opportunities per category - Capital reallocation suggestions - Summary scorecard (risk levels: RED/YELLOW/GREEN)

→ **ACTION: Reference this during the call when Todd asks about specific products**

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#### **5. NURISE\_Consulting\_Framework.md**

Complete 4-phase consulting methodology - Phase 0: Product Validation & Kill List - Phase 1: Foundation Setup - Phase 2: Launch Execution & Team Training - Phase 3: Optimization & Scale Readiness - Product Validation Scorecard (6-factor framework) - Fee positioning strategy - Decision gates and deliverables - Consultant positioning scripts

→ **ACTION: Use this as your master reference for scope and methodology**

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#### **6. Phase\_0\_Proposal\_Template.md**

Formal Phase 0 proposal document - Scope of work (6 deliverables) - Timeline (1-2 weeks) - Investment (\$4,500 CAD) - ROI calculation - Payment terms - Success criteria

→ **ACTION: Send this to Todd AFTER the call if he agrees to Phase 0**

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## **Your Action Plan (Next 48 Hours)**

### **TODAY (Dec 13):**

**Step 1:** Send the email (EMAIL\_Response\_to\_Todd.md) - Copy/paste the draft email - Adjust tone/timing if needed (it's Friday afternoon — he may not respond until Monday) - Propose call times for Tuesday-Thursday next week

**Step 2:** Do your own homework (before the call) - **Coleman Airbed Check:** - Search Amazon.com for SKUs: 90708, 90709, 90710, 90711, 90703, 90704 - Check if Amazon Retail

is listed and owns buy box - Screenshot pricing and competition for your notes - **FBA Fee**

**Calculator:** - Run high-cube items through Amazon FBA calculator (pool lounges, floating mat, pet pools) - Note storage fees if unsold for 90 days, 180 days - **Quick Keyword**

**Research (optional):** - Google Trends: "Coleman airbed Canada," "dog pool Canada," "camping sleeping pad" - Helium 10 or Jungle Scout (if you have access): Search volume for key categories

**Step 3:** Prepare for objections - Review objection handling section in CALL\_PREP\_Quick\_Reference.md - Practice your Phase 0 pitch (2-3 minutes max) - Be ready to anchor value: "If we kill 30% of bad SKUs, you save \$15K-20K = Phase 0 pays for itself 3-5x"

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### **MONDAY-TUESDAY (Dec 16-17):**

**Step 4:** Confirm call with Todd - If he responds positively to your email, lock in the call - Send calendar invite with Zoom/phone details - In the invite body, include: - "Looking forward to reviewing your draft order and discussing Phase 0" - "No prep needed on your end — I'll walk you through the scorecard framework"

**Step 5:** Final call prep - Print or open CALL\_PREP\_Quick\_Reference.md - Have NURISE\_Product\_Analysis\_RedFlags.md open for reference - Review your Coleman/FBA research from Step 2

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### **DURING THE CALL:**

**Step 6:** Follow the script - Use CALL\_PREP\_Quick\_Reference.md as your guide - Opening frame (2 min) → Red flags (10 min) → Opportunities (5 min) → Phase 0 pitch (5 min) → Q&A (10 min) - Ask discovery questions (insurance quote status, margin assumptions, team skill level, target margin %) - Close with next steps: "Does Phase 0 make sense? Ready to move forward?"

**Step 7:** Handle objections calmly - If he pushes back on price: "Phase 0 is insurance against a \$50K mistake" - If he wants to skip validation: "That's what happened last time — let's get product selection right first" - If he's hesitant: Offer a mini-audit (\$500 for top 10 SKUs as proof of value)

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## AFTER THE CALL:

**Step 8A:** If YES to Phase 0 - Send Phase\_0\_Proposal\_Template.md within 24 hours - Include a simple 1-page SOW (scope, deliverables, timeline, payment terms) - Request 50% deposit (\$2,250 CAD) to start - Schedule kickoff call for Dec 18-20

**Step 8B:** If MAYBE (needs to think about it) - Send a follow-up email summarizing the call - Reiterate top 3 red flags you discussed (Coleman, trampolines, high-cube floats) - Offer to send a sample scorecard for 5 SKUs as a "proof of concept" - Set a follow-up call for 3-5 days later

**Step 8C:** If NO (not ready) - Stay professional and positive - Offer to stay in touch: "If you change your mind or want a second opinion before locking the order, I'm here" - Ask if you can send a quick email in January to check in (after the order is locked) - Don't burn the bridge — he may come back after he makes mistakes

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## Key Talking Points (Memorize These)

### The Problem:

"Todd, you're about to commit \$50K to a container. If we get product selection wrong, you'll spend the next 12 months trying to unload dead inventory — just like last time. The problem isn't execution, it's product selection."

### The Solution:

"Phase 0 is a \$4.5K insurance policy against a \$50K mistake. We scorecard every SKU, kill the bad ones, and make sure your capital goes to products that can actually make money on Amazon.ca."

### The Value:

"If we kill 30% of the bad SKUs in this order, you just saved \$15K-20K in dead inventory and storage fees. Phase 0 pays for itself 3-5x in year one."

### The Decision:

"After Phase 0, you decide. Option 1: Take the scorecard and run with it yourself. Option 2: Continue to setup, training, and launch support (Phase 1-3). No obligation either way."

## Red Flags to Emphasize (Top 5)

1. **Coleman Airbeds** = Amazon Retail threat (if Amazon owns buy box, pricing is destroyed)
2. **Trampolines** = Insurance costs unknown (could kill margin before launch)
3. **High-Cube Pool Floats** = Storage fee death (Everluxe Floating Mat = 0.802 CBM per unit)
4. **90% Summer Products** = Seasonal concentration (unsold inventory Sep-Feb = storage fees)
5. **Too Many 2026 NEW SKUs** = No sales data (guessing on quantities = inventory risk)

## Opportunities to Build Confidence (Top 3)

1. **Swim Accessories** = Safest category (low cube, year-round, 0% duty, zero PLI risk)
2. **TPU Sleeping Pads** = Growing outdoor market (low cube, year-round, less competitive)
3. **Pet Products** = Niche with less competition (dog owners = loyal buyers, TikTok viral potential)

## Pricing Quick Reference

**Phase 0 Only:** \$4,500 CAD (what you're pitching on this call)

**Full Engagement (if he asks):** - Phase 0: \$4,500 CAD - Phase 1: \$6K-8K CAD - Phase 2: \$8K-10K CAD - Phase 3: \$5K-7K CAD - **Total:** \$23.5K-29.5K CAD

→ **Lead with Phase 0. Don't pitch the full \$25K-30K unless he asks.**

# Timeline Reminder

**Todd's Constraint:** March 10 ship date from factory - Needs to lock order by early January (Jan 5-10) - Phase 0 must complete by January 3-5 to allow decision time - That means start Phase 0 week of December 16 (next week)

**Your Timeline:** - Friday, Dec 13: Send email - Tuesday-Thursday, Dec 17-19: Call with Todd - Friday, Dec 20 (or Monday Dec 23): Send Phase 0 proposal if YES - Kickoff Phase 0: Dec 23-27 (Christmas week = light, but doable) - Final Phase 0 review: Jan 2-3 - Todd locks order: Jan 5-10

→ **There's urgency here. Use it: "We need to start Phase 0 next week to give you time to lock the order by early January."**

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## Objection Handling Cheat Sheet

Objection	Response
<b>"Can we just order what we have and fix it later?"</b>	"You could, but that's what happened last time. If we fix product selection now, everything else gets easier."
<b>"I don't have budget for consulting."</b>	"If you order \$50K and 30% is dead inventory, you just lost \$15K. Phase 0 costs \$4.5K and prevents that loss."
<b>"My team can figure this out as we go."</b>	"They might, but it'll cost 6-12 months and \$10K-20K in tuition fees. Phase 0 compresses that into 2 weeks."
<b>"What if we just order small quantities?"</b>	"Small quantities help, but better to kill bad SKUs entirely and reallocate capital to winners."
<b>"Can you just manage our PPC instead?"</b>	"PPC won't save bad product selection. Let's validate the products first, then we can talk about ongoing support."

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# What Success Looks Like

**End of this engagement (Jan 3):** - Todd has a clear GO/HOLD/KILL list for all SKUs in his draft order - Todd knows exactly which products to order (and why) - Todd has validated margins with ALL costs included (no surprises) - Todd has avoided \$15K-20K in dead inventory mistakes - Todd decides whether to continue to Phase 1-3 or run with it himself

**Your Win:** - \$4.5K Phase 0 fee (with potential for \$20K-25K more if he continues to Phase 1-3) - Case study: "Helped Nurise avoid \$15K in dead inventory by killing bad SKUs before ordering" - Long-term client relationship (ongoing support retainer, future SKU launches, US market expansion)

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## Final Checklist (Before You Send the Email)

- Reviewed CALL\_PREP\_Quick\_Reference.md (know your talking points)
  - Reviewed NURISE\_Product\_Analysis\_RedFlags.md (know the top 5 red flags)
  - Customized EMAIL\_Response\_to\_Todd.md (if needed)
  - Checked your calendar for availability (Dec 17-19 call slots)
  - Prepared to do Coleman/FBA homework over the weekend
  - Phase\_0\_Proposal\_Template.md ready to send after call
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## Good Luck, Greg!

You have everything you need to close this deal and deliver massive value to Todd.

**Remember:** - Lead with risk reduction, not "I'll manage your Amazon account" - Phase 0 is insurance against a \$50K mistake - If we kill 30% of bad SKUs, Phase 0 pays for itself 3-5x - After Phase 0, Todd decides if he wants continued support (no pressure)

**You got this.**

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**Questions or need help?** If you need to brainstorm or want feedback after the call, let me know.

**End of README**