

Nurise Consulting — UPDATED Package (Revised Pricing)

Client: Todd McDaniel, Nurise Group **Prepared For:** Greg Kowalczyk, TapeGeeks **Date:** December 13, 2025 **Update:** Revised to reflect realistic hourly pricing (\$225/hour)

What's In This Folder

You now have a complete consulting framework with **REVISED PRICING** based on your reality check:

1. README_UPDATED.md ← (You are here)

Quick orientation with revised pricing approach

2. REVISED_Pricing_Approach.md ★ READ THIS FIRST

Your reality check incorporated: - Phase 0 realistically takes 35-45 hours (not 18-20) - At \$225/hour = \$7,875-10,125 (cap at \$10,500) - Three pricing options: Hourly with cap / Tiered fixed-fee / 3-month retainer - Risk disclaimer added (success depends on PPC budget, execution, market conditions) - Protects you from scope creep and unrealistic expectations

→ **ACTION: Review this before sending anything to Todd**

3. EMAIL_Revised_Hourly_Pricing.md 📧 SEND THIS VERSION

Draft email with **hourly pricing approach:** - \$225/hour, 35-45 hours estimated, \$10,500 cap - Positions Phase 0 value (risk reduction) - Identifies key red flags (Coleman, trampolines, high-cube floats) - Proposes next call - Sets homework for Todd

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

4. PRICING_Decision_Tree.md 🎄 YOUR NEGOTIATION GUIDE

How to handle Todd's response: - If he says YES → send engagement letter, start Phase 0 - If he says "Too expensive" → offer top 20 SKUs for \$5,500 - If he wants fixed-fee → offer tiered options (\$5,500 / \$8,500 / \$11,500) - If he needs to think → set deadline, reinforce urgency - If he asks for free work → offer paid mini-audit (\$750 for 5 SKUs)

→ ACTION: Reference this after Todd responds to your email

5. CALL_PREP_Quick_Reference.md ☎ USE ON CALL

Your call cheat sheet: - Opening frame script - Top 5 red flags to discuss - Top 3 opportunities (build confidence) - Phase 0 pitch (word-for-word) - Objection handling - Pricing quick reference: **\$10,500 for Phase 0 (hourly, capped)**

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

6. NURISE_Product_Analysis_RedFlags.md 🔎 DEEP DIVE

Detailed product-by-product analysis: - 9 product categories analyzed - Specific SKU recommendations (GO/HOLD/KILL) - Coleman airbeds = Amazon Retail threat - Trampolines = insurance risk - High-cube pool floats = storage fee death - Capital reallocation suggestions

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

7. NURISE_Consulting_Framework.md 📋 ORIGINAL METHODOLOGY

Complete 4-phase consulting framework (ORIGINAL VERSION with fixed-fee estimates): - Phase 0: Product Validation (\$3.5K-5K) — **NOTE: This is now \$10.5K in revised pricing** - Phase 1: Foundation Setup (\$6K-8K) - Phase 2: Launch & Training (\$8K-10K) - Phase 3: Optimization (\$5K-7K) - Product Scorecard (6-factor framework)

→ **NOTE: Use this for methodology, but pricing is outdated. See REVISED_Pricing_Approach.md for current pricing.**

8. Phase_0_Proposal_Template.md **ORIGINAL PROPOSAL**

Formal Phase 0 proposal (ORIGINAL VERSION with \$4,500 pricing): - Scope: 6 deliverables - Timeline: 1-2 weeks - Investment: \$4,500 CAD — **NOTE: This is now \$10,500 in revised pricing**

→ **NOTE: This needs updating before sending to Todd. Use REVISED_Pricing_Approach.md instead.**

9. EMAIL_Response_to_Todd.md **ORIGINAL EMAIL**

Original email draft with \$4,500 pricing — **OUTDATED**

→ **DON'T USE THIS. Use EMAIL_Revised_Hourly_Pricing.md instead.**

Your Immediate Next Steps (UPDATED)

TODAY (Dec 13):

Step 1: Review **REVISED_Pricing_Approach.md** - Understand the three pricing options (hourly with cap, tiered fixed-fee, 3-month retainer) - Decide which approach you want to lead with (recommend: hourly with cap)

Step 2: Send **EMAIL_Revised_Hourly_Pricing.md** - Copy/paste the email - Propose \$225/hour, 35-45 hours, \$10,500 cap - Suggest call times for next week

Step 3: Do your homework (before the call) - Coleman airbed competitive check on Amazon.com - Run high-cube items through FBA fee calculator - Prepare to discuss realistic time requirements

THIS WEEKEND:

Step 4: Review **PRICING_Decision_Tree.md** - Know how to handle objections ("too expensive," "can you do fixed-fee," "free sample") - Prepare fallback options (top 20 SKUs for \$5,500, tiered pricing)

Step 5: Review **CALL_PREP_Quick_Reference.md** - Practice your Phase 0 pitch (updated with \$10,500 pricing) - Know your talking points

NEXT WEEK (Dec 17-19):

Step 6: Call with Todd - Use **CALL_PREP_Quick_Reference.md** as your guide - Reference **NURISE_Product_Analysis_RedFlags.md** for specific SKU insights - Lead with: "**Phase 0 is \$225/hour, estimated 35-45 hours, capped at \$10,500**"

Step 7: Handle Todd's response - Use **PRICING_Decision_Tree.md** to navigate negotiations - If YES → send engagement letter, start Phase 0 - If "too expensive" → offer top 20 SKUs for \$5,500 - If "needs fixed-fee" → offer tiered pricing (\$5,500 / \$8,500 / \$11,500)

Revised Pricing Summary

RECOMMENDED: Hourly with Cap

Phase 0: Product Validation - Rate: \$225/hour - **Estimated Time:** 35-45 hours - **Hard Cap:** \$10,500 CAD - **Scope:** All 50+ SKUs, full competitive research, margin modeling, insurance coordination, GO/HOLD/KILL recommendations

Why This Works: - Fair compensation for 11 years of experience - Transparency (weekly time tracking) - Todd protected by cap (won't pay more than \$10,500) - Realistic about actual work required (not underpricing yourself)

FALLBACK OPTIONS (If Todd Pushes Back):

Option A: Reduced Scope

- **Top 20 SKUs Only:** \$5,500 CAD (fixed-fee)

- **Top 30 SKUs:** \$8,500 CAD (fixed-fee)

Option B: Tiered Pricing

- **Tier 1 (Essential):** Top 15 SKUs, basic analysis → \$5,500
- **Tier 2 (Standard):** Top 30 SKUs, full scorecard → \$8,500
- **Tier 3 (Comprehensive):** All 50+ SKUs, deep research → \$11,500

Option C: 3-Month Retainer

- **\$3,500/month × 3 months = \$10,500 total**
 - Covers Phase 0 + Phase 1 + Phase 2 launch support
 - ~15-20 hours/month
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Key Talking Points (UPDATED)

The Reality:

"Todd, based on the number of SKUs in your draft order (50+) and the depth of research required, a thorough validation will take 35-45 hours. Some SKUs are quick to assess (swim caps = low risk). Others require significant research (Coleman airbeds = Amazon.com competitive check, margin modeling, insurance quotes for trampolines)."

The Pricing:

"I recommend an hourly approach with a hard cap: \$225/hour, estimated 35-45 hours, capped at \$10,500. This gives you full transparency (weekly time tracking) and cost certainty (cap protects you from overruns)."

The Value:

"If Phase 0 prevents you from ordering even \$15K worth of bad SKUs (high-cube floats, seasonal products, Amazon Retail threats), you get a 1.5x return on investment in year one. That's conservative."

The Alternative:

"If \$10,500 is outside your budget, we can reduce scope: Top 20 SKUs for \$5,500 gives you the core risk assessment on your highest-priority products. If you like the results, we can validate the remaining SKUs separately."

Top 5 Red Flags (Quick Reference)

1. **Coleman Airbeds** = Amazon Retail will own the buy box (check Amazon.com NOW)
 2. **Trampolines** = Insurance costs unknown (get PLI quote BEFORE ordering)
 3. **Everluxe Floating Mat** = 0.802 CBM = storage fee death if unsold Aug-Feb
 4. **90% Summer Products** = Seasonal concentration (dead inventory risk Sep-Feb)
 5. **2026 NEW SKUs** = No sales data = inventory risk (order test quantities only)
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Top 3 Opportunities (Build Confidence)

1. **Swim Accessories** = Low cube, year-round, 0% duty, zero PLI, perfect first launch
 2. **TPU Sleeping Pads** = Growing outdoor category, less competitive, low cube
 3. **Pet Products** = Niche, loyal buyers, TikTok viral potential, less saturated
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Protect Your Time (Scope Boundaries)

Phase 0 INCLUDES:

- Scorecard analysis (all SKUs or top 20-30, depending on scope)
- Competitive research (Amazon.com + .ca, keyword volume, BSR)
- Margin modeling (FBA fees, storage, PPC estimates, insurance coordination)
- GO/HOLD/KILL recommendations with reasoning
- Email/Slack support during engagement
- 2 calls (kickoff + review)
- Weekly time tracking reports

Phase 0 does NOT include:

- Creating listing copy or product descriptions (that's Phase 1)
- Creating product images or A+ Content (client provides or hires separately)
- Setting up PPC campaigns (that's Phase 2)
- Managing Todd's account day-to-day (unless separate retainer)
- Researching NEW SKUs not in the draft order (out of scope)
- Training Todd's team (that's Phase 2)
- Ongoing support after delivery (unless separate retainer)

If Todd asks for scope additions: "That's outside Phase 0 scope. We can add it for \$X additional hours, or tackle it in Phase 1/2."

Success Checklist (Before You Send Email)

- Reviewed **REVISED_Pricing_Approach.md** (understand realistic time/pricing)
 - Reviewed **PRICING_Decision_Tree.md** (know how to handle objections)
 - Reviewed **CALL_PREP_Quick_Reference.md** (know your talking points)
 - Customized **EMAIL_Revised_Hourly_Pricing.md** (if needed)
 - Checked your calendar for availability (Dec 17-19 call slots)
 - Prepared to do Coleman/FBA homework over the weekend
 - Ready to stand firm on \$225/hour (you're worth it)
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Final Thought

You were right to push back on the original \$4,500 pricing.

11 years of Amazon experience is worth \$225-250/hour. Phase 0 done properly takes 35-45 hours, not 18-20.

Don't undervalue your expertise.

If Todd can't afford \$10,500, reduce scope (top 20 SKUs for \$5,500). If he won't pay your rate, he's not the right client.

You're not selling hours. You're selling risk reduction.

Phase 0 prevents a \$50K mistake. That's the value proposition.

Stick to your pricing. You're worth it.

Questions or need help? If you need to brainstorm after Todd responds, let me know.

End of README