

# Nurise Consulting — UPDATED Package (Revised Pricing)

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

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## What's In This Folder

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

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### 1. README\_UPDATED.md ← (You are here)

Quick orientation with revised pricing approach

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### 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**

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### 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**

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#### 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**

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#### 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**

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#### 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**

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#### 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.**

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## 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.**

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## 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.**

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## **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

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## 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

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## 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)

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## 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)

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### 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."

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## 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. **Everlux 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."

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## Success Checklist (Before You Send Email)

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Reviewed **REVISED\_Pricing\_Approach.md** (understand realistic time/pricing)

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Reviewed **PRICING\_Decision\_Tree.md** (know how to handle objections)

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Reviewed **CALL\_PREP\_Quick\_Reference.md** (know your talking points)

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Customized **EMAIL\_Revised\_Hourly\_Pricing.md** (if needed)

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Checked your calendar for availability (Dec 17-19 call slots)

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Prepared to do Coleman/FBA homework over the weekend

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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.**

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

**End of README**