Wilson Works

SERVICE GUIDE · AMAZON BRAND MANAGEMENT

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Most brands are leaving money on Amazon. I find it and fix it.

Most Amazon consultants know one side of the platform, or one category. I've spent 18+ years managing brands across both Seller and Vendor Central at the corporate level. You're not getting a freelancer who took a course. You're getting someone who has done this as a career.

18+ YEARS ON AMAZON	**1P + 3P** VENDOR & SELLER CENTRAL
1 OPERATOR ON YOUR ACCOUNT	**0** WORK SENT OFFSHORE

MONTHLY RETAINERS

SCOPED TO THE ACCOUNT IN FRONT OF ME

TIER 01

Foundation

For small catalogues that need the fundamentals fixed before anything else is worth doing.

- **Listing optimization** — up to 20 ASINs: title, bullets, description, backend keywords
- Keyword research in Helium 10
- A+ content brief and image direction
- Account health monitoring and suppressed-listing fixes
- Monthly performance report
- Monthly 30-min strategy call

TIER 02 · CORE OFFERING

Growth Partner

For brands with live ad spend that needs a real operator behind it.

- **Everything in Foundation**
- Full PPC management — Sponsored Products and Brands, to $10K/mo ad spend
- Campaign architecture, bid management, ACOS/TACOS targets
- Weekly PPC performance review
- Bi-weekly 30-min strategy calls
- Competitor and market monitoring

TIER 03

Brand Director

For established brands that want a dedicated Amazon lead without hiring one.

- **Everything in Growth Partner**
- Unlimited ad spend management
- Full account management — cases, review strategy, FBA issues, inventory
- Brand strategy — launch planning, pricing, roadmap
- Weekly calls plus on-demand availability
- Brand Registry and seller protection support

Retainers start at $1,500/mo Final scope and price are set on the call, once I've had a look at the account. I don't quote blind.

FULL ACCOUNT AUDIT

Not ready for a retainer? Start with a full audit.

A full pass over listings, PPC structure, account health and brand presence, ending in a prioritized action plan with the numbers behind it. The fastest way to see where the revenue is leaking — and it's yours to act on, whether or not you hand the work to me.

From $750
ONE-TIME FLAT FEE

AD SPEND OVER $10K/MO

Performance add-on

For larger ad budgets, a performance component tied to monthly ad spend can be added on top of the base retainer. We'll set it together on the call.

PRICING

No discounts on the base rate

Pricing reflects the depth of the work. If scope is the question, we adjust the scope — we don't cut the rate.

COVERAGE

Seller & Vendor Central

Both 3P (Seller Central) and 1P (Vendor Central). Most consultants only know one side.

NEXT STEP

Start with a free 30-minute call.

No pitch and no deck — an honest read on where the account is and what's worth doing first.

Book a call → calendly.com/spencer-wilsonworks

RETAINERS ARE MONTH-TO-MONTH UNLESS OTHERWISE AGREED · FIRST MONTH IS 50% UPFRONT

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