

A Sample First Win Roadmap

Every Assessment ends with a written First Win Roadmap: where time is being lost, what it's costing, and which Build should come first — in plain words, specific to your business. This is a real one, with the business anonymized.

THE BUSINESS

A ~\$1.5M/year e-commerce company in North Idaho — thousands of products — run by a small team, operating across a storefront platform, two online marketplaces, an email platform, accounting, and shipping software (six-plus tools that don't talk to each other).

WHERE THE TIME IS GOING

- 1 Building & enriching each new product listing by hand** ~6 hrs/week
Writing the description, SEO keywords, image alt text, the box label, and a size diagram, one product at a time — a growing backlog of thin, inconsistent listings that hurt search ranking and sales.
- 2 Re-entering the same product across three sales channels** ~4 hrs/week
Storefront plus two marketplaces — details drift out of sync, typos cause wrong prices or titles, and listings quietly fall out of alignment.
- 3 Answering the same customer emails over and over** ~5 hrs/week
Order status, sizing, custom requests — replies pile up, after-hours questions sit overnight, and slow responses cost sales.
- 4 Writing marketing content from scratch** ~4 hrs/week
A daily social post, the email, the blog — it's the first thing skipped when the week gets busy, so the cadence breaks.
- 5 Deciding what to reorder and building purchase orders by hand** ~2 hrs/week
Occasional stockouts on fast movers, cash tied up in slow ones.

THE NUMBER

≈ 21 hours/week · about \$21,000/year

In team time at \$20/hour — before counting the sales lost to thin listings, slow email replies, and inconsistent marketing. At a fuller loaded cost of time — taxes, benefits, and the owner's own hours — the number is easily double; \$20/hour is simply the floor no one argues with.

Example based on one of my own businesses. Conservative numbers at \$20/hour of staff time.

THE RECOMMENDED FIRST BUILD

The Hand-Off

WHY THIS ONE FIRST

It kills the re-typing that causes *two* problems at once — the cross-channel sync errors and a big slice of the per-listing busywork. It's the fastest to stand up, and it clears the ground for the bigger catalog work next. One fix, two problems gone.

WHAT IT DOES, IN PLAIN WORDS

Carries each product's details automatically from the storefront out to the marketplaces, so nobody re-types the same title, price, or description into three places again.

EXPECTED PAYOFF

Recovers ~5–6 hours/week (~\$5,000–6,000/year at \$20/hr) and ends the out-of-sync listings and price typos.

ROUGH INVESTMENT

~\$2,000 — a 3-part Build, tied to the value of the problem, not the hours it takes me to build it.

WHAT COMES AFTER

Once the first win proves out, the next opportunities in order:

1. **The Catalog Builder** — a bespoke Build that turns one new product into a finished listing (description, keywords, alt text, box label, size diagram) in minutes instead of by hand. Biggest hours on the board — done second because The Hand-Off makes it cleaner to build.
2. **The Inbox Sorter** — sorts customer email and drafts the routine replies in your voice, so you approve with one click each morning instead of writing the same answers all week.
3. **The Content Engine** — turns one weekly story into the social post, the email, and the blog automatically, so the marketing cadence stops breaking when you get busy.

Every number here is deliberately conservative. The point isn't the exact figure — it's that these hours are already being spent, every single week, on work a system can quietly take over.