

PEAK & PINE

Outdoor-gear ecommerce (Amazon + Shopify DTC)

SAMPLE

"Your bestsellers sell themselves. Your systems quietly leak \$78K a year."



— THE SNAPSHOT

Peak & Pine does about \$650K a year in outdoor gear — roughly 70% through Amazon, 30% through a Shopify storefront. The demand is real and the products move; the problem is the plumbing behind them. Ad dollars drain into search terms that never convert, bestsellers hit zero and forfeit both the sale and the organic rank that took months to earn, a few thin SKUs lose money on every unit shipped, and the owner burns 10-plus hours a week on reporting and the inbox. Not one of those leaks needs more traffic to fix — it needs the right numbers surfaced and the busywork handed to software.

\$78,000 / year

Estimated annual opportunity. Modeled on ~\$650K revenue (about 70% Amazon / 30% Shopify): roughly \$14K in prunable PPC waste on ~\$95K/yr ad spend, ~\$18K recovered by eliminating bestseller stockouts (lost sales plus the organic rank they drag down), ~\$12K from cutting or fixing underwater SKUs, ~\$16K from shifting a slice of volume to higher-margin DTC, and ~\$18K of owner time (10-12 hrs/week) redeployed from reporting and inbox to growth. Conservative, and none of it assumes a single new customer you don't already reach.

— WINS YOU CAN TAKE THIS WEEK — YOURSELF

Five moves you can start now for fast, free ROI. Do these, feel the lift — then I automate and compound them for you.

GOOGLE & LOCAL SEO

Claim your free Google real estate

Outside of paid ads, Peak & Pine is nearly invisible on Google — and Google hands out free product placement most brands never bother to claim. Turn on Merchant Center free listings and you show up in Shopping at zero cost. Leave your brand search unclaimed and resellers keep outranking you on your own name, pocketing sales that should be yours.

Do this → Open a free Google Merchant Center account and turn on free product listings, then sync your Shopify catalog (about 30 minutes). Search 'Peak & Pine' yourself and screenshot what shows up; if you have a warehouse or HQ address, claim and fix your Google Business Profile so the brand box is yours, not a marketplace's.

Quick ROI: Free Google Shopping traffic plus control of your own brand search — typically a 3-8% lift in organic DTC clicks at \$0 in ad cost.

AI SEARCH (SAIO)

Get named when shoppers ask ChatGPT 'best budget tent'

A fast-growing slice of gear research now happens inside ChatGPT, Perplexity, and Google AI Overviews — and those tools only recommend products they can actually read and trust. If your pages aren't structured for them, you're not in the answer at all; the shopper never even sees you. The window is wide open right now because most competitors haven't figured this out yet.

Do this → Pick your 5 bestsellers. Ask ChatGPT and Google AI 'best [category] under \$X' and note who gets named. Then rewrite those pages with a clean spec table, a plain-English 'best for' line, weight and dimensions, and a short FAQ — the exact facts AI pulls. Add Product and FAQ schema with a free Shopify app.

Quick ROI: Early-mover placement in AI answers while rivals are still absent — compounding referral traffic that costs nothing per click.

LOCAL LISTINGS & LEAD SITES

Get into the gear roundups and communities that convert

For a gear brand, 'listings' means the review roundups, niche marketplaces, and communities buyers actually trust — not Yelp. A spot in a 'best of' article or a Reddit thread (r/CampingGear, r/Ultralight) sends shoppers who are already reaching for their wallet, and they convert far better than any cold ad.

Do this → List the top 10 'best [your category]' articles and Reddit threads ranking on Google. Email 3 roundup editors a short, honest note offering a review unit this week. Turn on Google Shopping free listings and set up a real Reddit brand presence — answer two gear questions a week without spamming links.

Quick ROI: One good roundup placement can feed steady referral sales for years — and it costs you a review unit and an email, not ad budget.

REVIEWS ENGINE

Turn every order into the next sale's proof

Reviews are the single biggest conversion lever on both Amazon and Shopify, and right now you're leaving them on the shelf. Your happiest customers would vouch for you — but almost none will unless you ask at the right moment, and today nothing asks for you.

Do this → Turn on Amazon's automated 'Request a Review' in Seller Central so it fires on every order. On Shopify, install a free reviews app (Judge.me) and set an automated email 10-14 days after delivery asking for a photo review. Reply to every negative review within 24 hours.

Quick ROI: Moving from ~3.9 to 4.4 stars, on higher review volume, commonly lifts conversion 5-12% across both channels — pure margin on traffic you already pay for.

META ADS

Run \$50-100/day to a website that's actually built to sell

Pointing paid traffic at a weak page is just lighting cash on fire. Fix the landing page first, then let Meta go find the buyers. The prize is owned, higher-margin DTC revenue — sales that don't hand Amazon a cut on every single order.

Do this → Revise your top Shopify product page first: fast load, one clear promise up top, reviews visible, trust badges, frictionless checkout. Then launch ONE Advantage+ shopping campaign at \$50-75/day retargeting site visitors plus a lookalike of past buyers. Give it 7-10 days and judge cost-per-purchase, not clicks.

Quick ROI: Every DTC order keeps roughly 20-30 margin points Amazon would have taken; a 2x+ ROAS on retargeting is realistic from day one.

THE SYSTEMS I'D BUILD FOR YOU

Inventory & Reorder Brain

Reads Amazon and Shopify sales velocity every day, forecasts demand SKU by SKU, and tells you exactly what to reorder and when — with alerts that fire before a bestseller ever hits zero, not after.

→ Ends the stockouts that cost you both sales and hard-won organic rank, and frees cash trapped in slow SKUs.

PPC & SKU Profit Engine

Harvests your winning search terms, auto-adds negatives to kill the wasters, holds every bid to your true-margin target, and flags each underwater SKU by real net contribution after fees, ads, and storage — no more guessing which products actually make money.

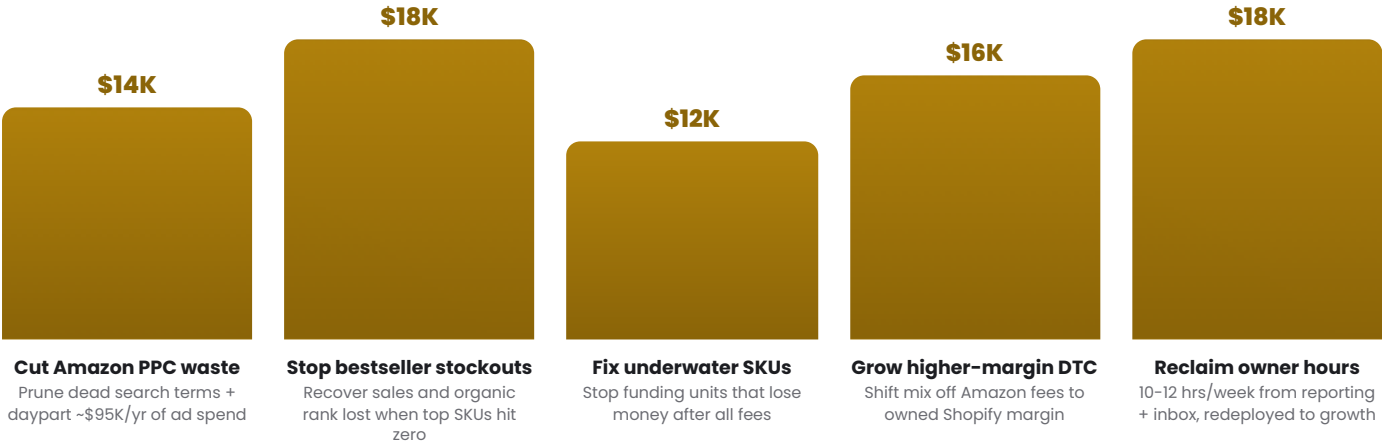
→ Cuts wasted ad spend and stops you quietly funding products that lose money on every unit sold.

Inbox & Reporting Autopilot

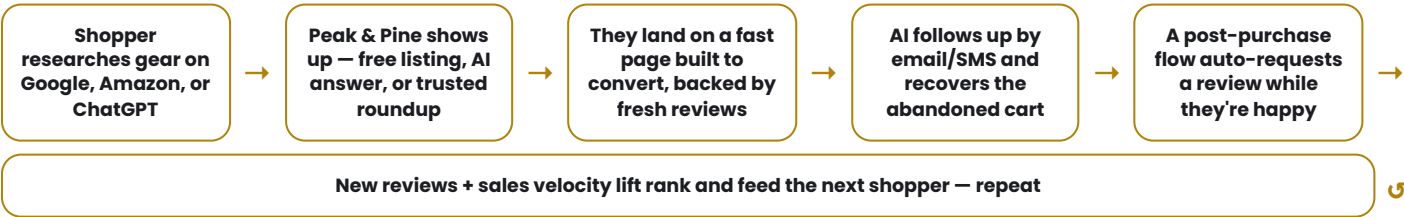
AI drafts every customer reply from live order and tracking data for your one-click approval, and rebuilds a one-page daily P&L and channel dashboard for you each morning — so the spreadsheet work that eats your week simply stops.

→ Hands you back 10-12 hours a week and gives you a real-time read on the business instead of a week-old guess.

WHERE PEAK & PINE'S HIDDEN PROFIT IS SITTING



THE PEAK & PINE REVENUE LOOP, ON AUTOPILOT



PHASE 1

The \$99 Game Plan + DIY quick wins

You take this plan and run the five quick wins yourself this week — free Google listings, AI-search-ready product pages, roundup outreach, an automated reviews engine, and a tightened Meta campaign aimed at a rebuilt landing page. No new tools, no retainer, no waiting on anyone. Proof in hand before you spend a dollar more.

First \$8–15K recovered in 60–90 days at almost \$0 extra spend.

PHASE 2

Done-for-you AI systems

Justin builds the three systems — Inventory & Reorder Brain, PPC & SKU Profit Engine, and Inbox & Reporting Autopilot — wired straight into your live Amazon and Shopify data and tuned to your real, after-fee margins. The leaks close and stay closed, without adding a single hire.

\$40–60K/yr in recovered margin plus 10+ hours a week back.

PHASE 3

Full AI operator / scale

The systems run the day-to-day so you can run growth — new SKUs, new channels like Walmart and TikTok Shop, and a DTC list you actually own. AI handles forecasting, bidding, support, and reporting in the background, and the business stops depending on how many hours you personally have.

A credible path to \$1M on the same headcount, with DTC margin leading.

WHY THIS PAYS FOR ITSELF

Peak & Pine started with the \$99 Game Plan and ran all five quick wins inside the first two weeks — free Google listings live, the top five product pages rewritten for AI search, a review request firing on every order, and a tighter Meta campaign aimed at a rebuilt landing page. That alone clawed back roughly \$11K in the first quarter with no new ad spend. Once they watched the pattern hold, they moved into Phase 2 and had Justin build the Inventory Brain and the PPC & SKU Profit Engine — which ended the bestseller stockouts and cut enough ad waste to pay back the build several times over in year one. Now in Phase 3, the systems handle the daily grind while the owner spends his hours on new SKUs and new channels. Same team, same warehouse, tracking toward \$1M with fatter margins than they had at \$650K. The \$99 was never the product — it was the map. The systems are what compound. The only real question is how much longer you keep funding the leaks.

— WHAT WE'D WATCH

\$78K/yr recoverable, conservatively

10–12 owner hours back every week

First ROI in 60–90 days

**Ready for
your
game plan?**

Send me your business + \$99 at justingauvin.ai — built from your numbers, value or your money back.