



THE ESSENTIAL

AI PROMPT PLAYBOOK

FOR E-COMMERCE SELLERS

26 original prompts. 26 applied examples.

A practical guide to listings, customer messages, product research, suppliers and smarter everyday operations.

FIND.

SOLVE.

PROFIT.

A practical digital guide | Review edition

A NOTE FROM VARELIOX

Thank you for downloading this guide.

We created this playbook to help online sellers **save time, solve everyday problems and make more informed decisions** using AI.

Inside, you will find **26 ready-to-use prompts** together with practical examples showing what details to enter, what kind of output to expect and what to check before using it.

WHAT YOU WILL WORK ON

- 01 Listings & SEO**
Titles, descriptions and item condition
 - 02 Customer service**
Shipping, returns and buyer questions
 - 03 Research & pricing**
Product ideas, costs and margins
 - 04 Marketing**
Pins, captions, video and campaigns
 - 05 Suppliers**
Inquiries, quotes and quality issues
 - 06 Operations**
Daily work, inventory and hiring
-

START HERE

Choose a task. Use a prompt. Check the result.

You do not have to read this book in order. Go straight to the problem you need to solve today.

1**CHOOSE AN AI TOOL**

Use ChatGPT, Claude or Gemini - whichever you prefer.

2**FIND THE RIGHT PROMPT**

Pick the page that matches the task you are doing.

3**COPY THE FULL PROMPT**

Keep the complete instruction, not just the title.

4**ADD YOUR REAL DETAILS**

Replace every [bracketed field] with facts from your item or business.

5**CHECK THE ANSWER**

Verify facts, numbers, policies and product claims before using the result.

ONE IMPORTANT RULE

AI gives you a draft. **You remain responsible** for checking what is true about the item, the market and the buyer.

THE VARELIOX METHOD

FIND. SOLVE. PROFIT.

Every prompt in the book follows the same clear rhythm.

FIND

Identify the real problem.

Example: a seller has an iPhone to list but needs an accurate product title.

SOLVE

Use the exact prompt.

Insert the model, storage, condition and verified details.
Send the instruction to your AI tool.

PROFIT

Get useful value from the draft.

Review several title options, choose the accurate one and save time writing from scratch.

CHAPTER 01 / LISTINGS & SEO

The Ultimate SEO Title Generator

FIND / THE PROBLEM

You have the item in front of you but need an accurate, searchable listing title without spending 20 minutes rewriting it.

SOLVE / COPY THIS ORIGINAL PROMPT

Act as an expert e-commerce SEO specialist. I am selling a **[Insert Product Name/Brand/Model]**. Generate 5 highly optimized listing titles (maximum 80 characters each). Ensure you include the most searched keywords, relevant features, and condition. Do not use special characters or all-caps. Rank them by the most likely to get clicks.

PROFIT / YOUR PRACTICAL VALUE

Five usable drafts to compare instead of starting from a blank page.

WORKED EXAMPLE 01 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Used Apple iPhone 13 Pro, 128GB, unlocked, excellent cosmetic condition.

2 / DETAILS TO ENTER

Product: Apple iPhone 13 Pro; Capacity: 128GB; Carrier: unlocked; Condition: excellent; Do not claim battery health unless checked.

3 / EXAMPLE AI OUTPUT

1. Apple iPhone 13 Pro 128GB Unlocked Excellent Condition
2. iPhone 13 Pro Apple 128GB Unlocked Smartphone Excellent
3. Apple iPhone 13 Pro Unlocked 128GB Excellent Condition
4. iPhone 13 Pro 128GB Unlocked Apple Smartphone Excellent
5. Apple iPhone 13 Pro 128GB Excellent Unlocked Phone

BEFORE YOU USE IT

Confirm storage, carrier status, model and condition on the actual phone. Choose one title; do not copy unverified specifications.

CHAPTER 01 / LISTINGS & SEO

The Persuasive Product Description

FIND / THE PROBLEM

A plain product description misses important condition details and can create avoidable questions after a sale.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a professional, persuasive, and clear product description for **[Insert Product Name]**. The condition of the item is **[Insert Condition, e.g., Used - Like New]**. Please include the following key details: **[Insert 2-3 specific details or flaws]**. Format the description with a short engaging intro, a bulleted list of features, and a brief, friendly closing thanking the buyer. Keep the tone trustworthy and professional.

PROFIT / YOUR PRACTICAL VALUE

A complete, honest description can reduce repeat questions and clarify buyer expectations.

WORKED EXAMPLE 02 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Secondhand Levi's 501 jeans, size W32 L30, dark blue, light wear on the hems.

2 / DETAILS TO ENTER

Brand/model: Levi's 501; Size: W32 L30; Color: dark blue; Condition: used; Flaw: light hem wear; Measurements need to be checked.

3 / EXAMPLE AI OUTPUT

Levi's 501 jeans in dark blue, size W32 L30.

- Classic five-pocket denim style
- Pre-owned condition with light wear at both hems
- Please check photos and actual measurements before buying

Questions about fit or condition? Send a message before ordering.

BEFORE YOU USE IT

Compare description with photos, tag, measurements and any visible wear. Never allow AI to invent fabric, origin or authenticity details.

CHAPTER 01 / LISTINGS & SEO

The Pricing & Condition Strategy

FIND / THE PROBLEM

An item lacks its original box, and you need to explain its genuine condition without exaggerating value.

SOLVE / COPY THIS ORIGINAL PROMPT

I have a **[Insert Product Name]** in **[Insert Condition]** condition without the original packaging. Based on general e-commerce trends, what are the top 3 selling points I should highlight to justify a premium price? Write a short paragraph I can add to my listing to make buyers feel confident purchasing this item.

PROFIT / YOUR PRACTICAL VALUE

Clear condition framing helps buyers evaluate the actual item rather than a marketing claim.

WORKED EXAMPLE 03 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Used Bose QuietComfort 35 II headphones, working, supplied with carry case but no retail box.

2 / DETAILS TO ENTER

Item: Bose QuietComfort 35 II; Included: carry case;
Missing: original retail box; Function: tested and working.

3 / EXAMPLE AI OUTPUT

These Bose QuietComfort 35 II headphones are sold without the original retail box. The headphones have been tested and are working. A carry case is included, and the photos show the exact item and accessories supplied. Please review the pictures for cosmetic condition.

BEFORE YOU USE IT

Mention only verified items and tests. Missing packaging should be stated clearly, not hidden behind vague “premium” language.

CHAPTER 02 / CUSTOMER SERVICE

The 'Where is my item?' Reply

FIND / THE PROBLEM

A buyer asks where their parcel is while carrier tracking shows a delay.

SOLVE / COPY THIS ORIGINAL PROMPT

I am an online seller. A customer just messaged me asking 'Where is my item?'. The tracking number shows that it is delayed in transit due to the postal service. Write a polite, empathetic, and professional reply reassuring the buyer that the item is on the way, providing the tracking number **[Insert Tracking Number]**, and keeping them calm. Keep it under 4 sentences.

PROFIT / YOUR PRACTICAL VALUE

A calm, specific reply drafted in seconds - with accurate status and no false promise.

WORKED EXAMPLE 04 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

A seller replying to a delayed domestic shipment; USPS tracking page shows “In Transit, Arriving Late.”

2 / DETAILS TO ENTER

Carrier: USPS; Status: In Transit, Arriving Late; Tracking: [paste actual tracking number or link]; Do not promise a delivery date.

3 / EXAMPLE AI OUTPUT

Hi, thanks for checking in. I looked at the USPS tracking, and your package is still in transit but appears to be running behind schedule. You can follow the latest updates here: [tracking link]. I'll keep an eye on it as well and let you know if anything changes.

BEFORE YOU USE IT

Check live tracking first and follow the marketplace shipping-policy rules. Do not claim you contacted the carrier if you did not.

CHAPTER 02 / CUSTOMER SERVICE

Handling a Return Request Gracefully

FIND / THE PROBLEM

A return request needs a professional response that follows the seller's stated return policy.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a polite response to a buyer who wants to return a **[Insert Item Name]**. My policy accepts 30-day returns. Explain clearly that they need to open an official return request through the platform, print the provided shipping label, and pack the item securely. Thank them for their business and assure them a refund will be issued promptly once the item arrives.

PROFIT / YOUR PRACTICAL VALUE

Consistent replies that save time and lower the chance of policy misunderstandings.

WORKED EXAMPLE 05 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Customer wants to return a used coffee grinder; the store accepts returns within 30 days.

2 / DETAILS TO ENTER

Item: manual coffee grinder; Policy: 30-day returns; Return flow: official marketplace process; Refund subject to actual policy and inspection.

3 / EXAMPLE AI OUTPUT

Thanks for reaching out. You can start a return through the marketplace order page within our 30-day return window. Once the request is approved, follow the label and packing instructions shown there. We'll process the refund according to the return policy after the item is received and checked. Please let us know if you need help finding the return option.

BEFORE YOU USE IT

Do not promise prepaid return postage or an instant refund unless the actual policy requires it.

CHAPTER 03 / MARKET RESEARCH

Competitor Analysis

FIND / THE PROBLEM

You know your product but are unsure which features customers might compare before purchasing.

SOLVE / COPY THIS ORIGINAL PROMPT

I am selling a **[Insert Product Name]**. Analyze the general e-commerce market for this item. Who is the target audience? What are the top 3 features buyers care about the most? Suggest 5 related keywords I should include in my listing to attract this exact buyer.

PROFIT / YOUR PRACTICAL VALUE

A practical research checklist for better product copy and photos.

WORKED EXAMPLE 06 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Seller listing an adjustable aluminum laptop stand.

2 / DETAILS TO ENTER

Product: adjustable aluminum laptop stand; Known: foldable, height adjustable; Unknown: max load, supported screen sizes, brand certification.

3 / EXAMPLE AI OUTPUT

Possible buyer questions:

- Will it fit my laptop size?
- Is the stand stable when typing?
- Does it fold flat for travel?

Draft listing keywords to validate: laptop stand, adjustable laptop riser, folding desk stand, portable laptop holder, aluminum laptop stand.

BEFORE YOU USE IT

This is a positioning brainstorm, not live competitor analysis. Validate keywords with current marketplace search results.

CHAPTER 04 / PRODUCT & NICHE RESEARCH

Finding High-Margin Winning Products

FIND / THE PROBLEM

You want to source a new product, but “trending” lists often confuse popularity with actual profitability.

SOLVE / COPY THIS ORIGINAL PROMPT

Act as an e-commerce market researcher. Suggest 10 trending product niches in **[Insert Category, e.g., Consumer Electronics, Vintage Clothing]** with high sell-through rates and profit margins above 30%. For each niche, list 3 specific product examples, target demographics, and why demand is currently rising.

PROFIT / YOUR PRACTICAL VALUE

A sourcing shortlist tied to a validation process - not an unsupported “winning product” claim.

WORKED EXAMPLE 07 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Explore reusable lunch containers as a possible resale category.

2 / DETAILS TO ENTER

Category: reusable food containers; Market: United States; Target gross margin: 30%+; Selling channel: online marketplace.

3 / EXAMPLE AI OUTPUT

Ten candidates to validate, not verified trends:

1. Divided steel lunchbox
2. Glass meal-prep set
3. Collapsible silicone food box
4. Insulated food jar
5. Kids metal lunch container
6. Leak-resistant salad box
7. Silicone snack bags
8. Bento-style lunch tray
9. Glass food storage jar
10. Reusable travel cutlery kit

Before buying: check recent sold listings, landed cost, weight, fees and returns risk.

BEFORE YOU USE IT

AI cannot prove that a product is trending without current market data. Treat any “high demand” claim as a hypothesis to verify.

CHAPTER 04 / PRODUCT & NICHE RESEARCH

Seasonal & Trend Demand Analysis

FIND / THE PROBLEM

You may order seasonal inventory too late to photograph, list and ship it at the right moment.

SOLVE / COPY THIS ORIGINAL PROMPT

Analyze the seasonal purchasing patterns for **[Insert Product/Category]**. Identify peak sales months, key holiday buying opportunities, and pre-season preparation timelines. Provide actionable advice on when to begin sourcing and listing these items to maximize sales velocity.

PROFIT / YOUR PRACTICAL VALUE

Earlier preparation reduces last-minute listing pressure.

WORKED EXAMPLE 08 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Planning a batch of pre-owned winter coats for a US online resale shop.

2 / DETAILS TO ENTER

Category: winter coats; Lead time: 2 weeks to source and prepare; Listing workflow: photography, measurements, cleaning, upload.

3 / EXAMPLE AI OUTPUT

Planning calendar (illustrative):

August: inspect coat stock and photograph each item.

September: prepare size/condition details and publish core listings.

October: review pricing and replenish only from verified sales signals.

November: continue fulfillment and review sell-through.

BEFORE YOU USE IT

Seasonal peaks vary by geography and platform. Use actual sold data to adjust timing; this calendar is a starting workflow.

CHAPTER 04 / PRODUCT & NICHE RESEARCH

Comprehensive Profit Margin & ROI Calculator

FIND / THE PROBLEM

A selling price may look profitable until shipping and marketplace fees are subtracted.

SOLVE / COPY THIS ORIGINAL PROMPT

I am sourcing **[Insert Product Name]** for \$**[Insert Sourcing Cost]**. Estimated selling price is \$**[Insert Selling Price]**, with shipping estimated at \$**[Insert Shipping Cost]** and platform fees around **[Insert Fee %, e.g., 13.25%]**. Calculate my net profit per unit, profit margin %, and ROI %. Provide recommendations to optimize margins.

PROFIT / YOUR PRACTICAL VALUE

A transparent calculation shows whether the flip still makes sense after known expenses.

WORKED EXAMPLE 09 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Calculate an example resale on a used desk lamp.

2 / DETAILS TO ENTER

Selling price: \$40.00; Purchase cost: \$15.00; Shipping paid by seller: \$4.00; Marketplace fee assumption: 13.25% of \$40.00.

3 / EXAMPLE AI OUTPUT

Marketplace fee = $\$40.00 \times 13.25\% = \$5.30$

Net profit = $\$40.00 - \$15.00 - \$4.00 - \$5.30 = \$15.70$

Profit margin = $\$15.70 / \$40.00 = 39.25\%$

ROI on purchase + shipping = $\$15.70 / \$19.00 = 82.63\%$

BEFORE YOU USE IT

Example excludes packaging, taxes, returns and any fixed transaction fees. Replace the fee assumption with the actual marketplace rate.

CHAPTER 04 / PRODUCT & NICHE RESEARCH

Spotting Saturated vs. Underserved Niches

FIND / THE PROBLEM

A broad category looks crowded, and you need a narrower customer need to investigate.

SOLVE / COPY THIS ORIGINAL PROMPT

I am considering selling **[Insert Product/Niche]**. Evaluate whether this market is currently saturated on major online marketplaces. Identify sub-niches, specific keywords, or unique product angles that remain underserved and offer low competition for new sellers.

PROFIT / YOUR PRACTICAL VALUE

A narrower investigation can avoid buying items for a category you have not validated.

WORKED EXAMPLE 10 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Research vintage denim jackets rather than the broad “jackets” category.

2 / DETAILS TO ENTER

Starting category: denim jackets; Possible sub-niches: specific sizes, lined styles, vintage labels, repairable workwear.

3 / EXAMPLE AI OUTPUT

Research plan:

1. Search sold listings for lined vintage denim jackets.
2. Compare sold dates, prices, size availability and condition.
3. Check whether active listings greatly outnumber recent sales.
4. Decide whether you can source a differentiated item at a reasonable cost.

BEFORE YOU USE IT

Do not label a niche “underserved” without checking current sold and active listings.

CHAPTER 04 / PRODUCT & NICHE RESEARCH

Cross-Platform Sourcing Arbitrage

FIND / THE PROBLEM

A cheap-looking item may still lose money when resale costs and buyer expectations are considered.

SOLVE / COPY THIS ORIGINAL PROMPT

Identify common sourcing channels (e.g., clearance sales, liquidation sites, garage sales, online platforms) for **[Insert Product Name/Type]**. Provide a checklist of items to inspect, key indicators of value or authenticity, and price thresholds to ensure reselling profitability.

PROFIT / YOUR PRACTICAL VALUE

A repeatable inspection-and-margin checklist while sourcing.

WORKED EXAMPLE 11 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

You find a working used compact mechanical keyboard at a local thrift store for \$8.

2 / DETAILS TO ENTER

Purchase: \$8; Target resale price: \$28; Seller-paid shipping: \$5; Estimated variable fee: 13% of price.

3 / EXAMPLE AI OUTPUT

Projected fee = $\$28 \times 13\% = \$3.64$

Projected profit = $\$28 - \$8 - \$5 - \$3.64 = \$11.36$

Before buying: test every key, check cable or wireless receiver, confirm layout, photograph defects and compare current sold listings.

BEFORE YOU USE IT

A target asking price is not proof of sale. Verify sold prices and actual shipping weight before purchasing.

CHAPTER 05 / MARKETING & SOCIAL

High-Converting Visual Pin Concepts & Copy

FIND / THE PROBLEM

You need to promote a listing on Pinterest but struggle to turn a product into a useful visual idea.

SOLVE / COPY THIS ORIGINAL PROMPT

Create 3 visual pin concepts for promoting **[Insert Product Name]**. For each pin, provide a catchy overlay text title (under 8 words), a search-optimized description with relevant keywords, and 5 niche hashtags to drive organic search traffic directly to my product link.

PROFIT / YOUR PRACTICAL VALUE

Three distinct visual directions from one item, each ready for further refinement.

WORKED EXAMPLE 12 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Create Pin concepts for a foldable laptop stand.

2 / DETAILS TO ENTER

Product: foldable adjustable laptop stand; Audience: remote workers; Listing URL: [paste real product link].

3 / EXAMPLE AI OUTPUT

PIN 1 | "A Tidier Desk Setup"

Visual: stand on a clean desk.

Caption: "See sizes and features in the listing."

Tags: #DeskSetup #LaptopStand #HomeOffice #WorkSpace
#DeskIdeas

PIN 2 | "For Small Desks"

Visual: before-and-after arrangement.

Caption: "Compare the stand dimensions."

Tags: #SmallDesk #WFHDesk #LaptopRiser #OfficeIdeas #DeskSetup

PIN 3 | "Fold It, Pack It"

Visual: folded stand beside bag.

Caption: "See the folded size and details."

Tags: #PortableDesk #LaptopGear #RemoteWork #TravelDesk
#DeskTools

BEFORE YOU USE IT

Use your own photos or licensed assets. Match each claim to the product and current platform policies.

CHAPTER 05 / MARKETING & SOCIAL

Engaging Social Media Captions

FIND / THE PROBLEM

You have product photographs but need a caption that communicates condition and invites questions.

SOLVE / COPY THIS ORIGINAL PROMPT

Write an engaging social media caption for a post featuring **[Insert Product Name]**. Start with an attention-grabbing hook, highlight 3 key benefits or unique selling points, include a strong call-to-action directing followers to the store link, and add 15 relevant hashtags.

PROFIT / YOUR PRACTICAL VALUE

A natural product caption that points shoppers to details rather than making unprovable promises.

WORKED EXAMPLE 13 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Write an Instagram caption for a pre-owned teak side table.

2 / DETAILS TO ENTER

Item: pre-owned teak side table; Known: 46 cm high;
Condition: light surface wear; Audience: home décor shoppers.

3 / EXAMPLE AI OUTPUT

A small table with a lot of character. This pre-owned teak side table measures 46 cm high and shows light surface wear consistent with use. Swipe through the photos for detail shots and message us if you'd like more measurements. See the listing via our profile link.

#SecondhandFurniture #TeakFurniture #HomeDecor
#VintageStyle #PreOwnedFinds #SmallSpaces
#SideTable #FurnitureResale #ThriftedHome
#UsedFurniture #VintageDecor #HomeStyling
#TableDecor #ResellerLife #ShopSecondhand

BEFORE YOU USE IT

Use only verified wood type and dimensions; the other hashtags requested by the original prompt can be added after relevance review.

CHAPTER 05 / MARKETING & SOCIAL

Short-Form Video Script

FIND / THE PROBLEM

A product demo loses viewers when there is no clear sequence for a 30-second video.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a 30-second video script for short-form video platforms showcasing **[Insert Product Name]**. Include visual directions, text overlay cues, a strong 3-second hook, a concise demonstration of key features, and a compelling closing call-to-action to check out the listing.

PROFIT / YOUR PRACTICAL VALUE

A usable shot list that cuts planning time and makes the product easier to understand.

WORKED EXAMPLE 14 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Create a short product demo for a folding laptop stand.

2 / DETAILS TO ENTER

Product: folding laptop stand; Visuals available: desk, closed stand, opening, adjustable angle, laptop placement.

3 / EXAMPLE AI OUTPUT

0–3s: Close-up of cramped desk. Text: “Need more desk space?”

3–9s: Unfold stand and set its height.

9–17s: Place laptop on stand; show side angle.

17–24s: Fold it down and put it in a bag.

24–30s: Show exact model, dimensions and “See full details in the listing.”

BEFORE YOU USE IT

Verify weight limits and safe usage. Film the real item; avoid synthetic demos that misrepresent what ships.

CHAPTER 05 / MARKETING & SOCIAL

Re-engagement & Flash Sale Announcements

FIND / THE PROBLEM

You want a sale announcement, but vague urgency can mislead buyers.

SOLVE / COPY THIS ORIGINAL PROMPT

Draft a promotional announcement for a limited-time sale (e.g., **[Insert Discount %, e.g., 20% OFF]**) on **[Insert Category/Product Name]**. Build urgency, emphasize limited stock, and clearly explain how buyers can claim the discount before the deal expires.

PROFIT / YOUR PRACTICAL VALUE

A clean promotional message without pressure tactics or false deadlines.

WORKED EXAMPLE 15 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Draft a promotion for used books after a genuine 20% price reduction.

2 / DETAILS TO ENTER

Offer: 20% off selected used books; Start/end dates: [enter actual dates]; Applies only to labeled listings.

3 / EXAMPLE AI OUTPUT

Selected used books are 20% off during our current sale. Browse the marked listings, check each book's condition notes and photos, and place your order before the offer ends on [actual end date]. Discount applies only to participating items.

BEFORE YOU USE IT

Only use this after the discount, eligible items and end date are genuinely set. Never invent stock scarcity.

CHAPTER 05 / MARKETING & SOCIAL

Building a Brand Identity & Content Calendar

FIND / THE PROBLEM

Posting randomly makes it difficult to maintain a consistent presence for an online shop.

SOLVE / COPY THIS ORIGINAL PROMPT

Develop a 1-week social media content calendar (5 posts) for an online store specializing in **[Insert Niche]**. Include content themes, post types (e.g., behind-the-scenes, product showcase, packing orders), visual style suggestions, and call-to-actions.

PROFIT / YOUR PRACTICAL VALUE

A realistic content schedule based on assets the seller can actually produce.

WORKED EXAMPLE 16 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Build a five-post week for a small handmade soy candle shop.

2 / DETAILS TO ENTER

Business: handmade candle shop; Capacity: 5 posts/week;
Assets: product photos, pouring clip, packaging video.

3 / EXAMPLE AI OUTPUT

Mon | Product photo: show one scent and size. CTA: see the listing.

Tue | Pouring reel: show the making process. CTA: ask a question.

Wed | Care carousel: explain label instructions. CTA: save the tips.

Thu | Packing photo: show protective packing. CTA: see shipping details.

Fri | Product-range reel: show available scents. CTA: browse the shop.

BEFORE YOU USE IT

Do not claim health benefits, burn hours or ingredient certifications unless documented.

CHAPTER 06 / SUPPLIER COMMUNICATION

First Contact Supplier Inquiry

FIND / THE PROBLEM

A first supplier email misses key details and creates unnecessary back-and-forth.

SOLVE / COPY THIS ORIGINAL PROMPT

Draft a professional initial inquiry message to a wholesale manufacturer for **[Insert Product Name]**. Inquire about minimum order quantities (MOQ), unit pricing tiers for **[e.g., 100, 500, 1000 units]**, customization options, lead times, and shipping terms (FOB/DDP). Keep it concise and professional.

PROFIT / YOUR PRACTICAL VALUE

A complete inquiry that makes supplier offers easier to compare.

WORKED EXAMPLE 17 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Request wholesale information for blank cotton tote bags.

2 / DETAILS TO ENTER

Product: blank cotton tote bags; Volumes to compare: 100, 500 and 1,000 units; Shipping destination: United States.

3 / EXAMPLE AI OUTPUT

Subject: Wholesale inquiry - blank cotton tote bags

Hello,

We're comparing suppliers for blank cotton tote bags. Could you share your minimum order quantity, unit prices at 100/500/1,000 pieces, available sizes and colors, typical production lead time, and shipping terms for a US destination? If customization is possible, please include the setup cost.

Thank you!

BEFORE YOU USE IT

Do not imply an existing partnership. Compare total landed cost, not unit price alone.

CHAPTER 06 / SUPPLIER COMMUNICATION

Price & MOQ Negotiation Strategy

FIND / THE PROBLEM

The supplier minimum order quantity is too large for a first test order.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a negotiation message to a supplier who offered \$[Insert Offered Price] per unit with an MOQ of [Insert Offered MOQ]. Request a lower target price of \$[Insert Target Price] or a lower initial trial MOQ while maintaining a polite tone and framing it as a long-term business partnership.

PROFIT / YOUR PRACTICAL VALUE

A polite message with two concrete options instead of a vague “best price?” request.

WORKED EXAMPLE 18 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Negotiate a trial order for cotton tote bags.

2 / DETAILS TO ENTER

Quoted unit price: \$3.80; MOQ: 500 units; Trial request: 200 units; Target price at 500: \$3.40.

3 / EXAMPLE AI OUTPUT

Hello, thanks for sending the quotation. We're interested in testing the tote bags before placing a larger repeat order. Would you be open to an initial 200-unit trial? Alternatively, if we proceed with 500 units, could you offer a price closer to \$3.40 per unit? We'd be glad to review sample quality and discuss future orders. Thanks for considering it.

BEFORE YOU USE IT

These are negotiation targets, not agreed supplier terms. Check freight, payment terms and sample quality.

CHAPTER 06 / SUPPLIER COMMUNICATION

Requesting Product Samples

FIND / THE PROBLEM

Ordering a bulk quantity without handling a sample creates avoidable quality risk.

SOLVE / COPY THIS ORIGINAL PROMPT

Draft a request asking a supplier for a product sample of **[Insert Product Name]** before committing to a bulk order. Inquire about sample costs, express shipping times, and ask whether sample fees can be refunded or applied as credit toward the subsequent bulk order.

PROFIT / YOUR PRACTICAL VALUE

A clear sample request before committing inventory budget.

WORKED EXAMPLE 19 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Ask for samples of stainless-steel lunch containers.

2 / DETAILS TO ENTER

Product: stainless-steel lunch containers; Requested: one or two samples; Needed: sample cost, express shipping and credited sample fees.

3 / EXAMPLE AI OUTPUT

Subject: Sample request - stainless-steel lunch containers

Hello, we're reviewing your stainless-steel lunch containers for a potential order. Could you confirm the cost of two samples, available sizes, express delivery options to the US, and estimated transit time? If we place a bulk order later, can the sample charge be credited toward it? We'd also appreciate material and care information. Thank you.

BEFORE YOU USE IT

Ask for material documentation when required; do not assume food-contact compliance from the description alone.

CHAPTER 06 / SUPPLIER COMMUNICATION

Addressing Quality Defect & Refund Requests

FIND / THE PROBLEM

You receive inventory with a quality issue and need a clear, professional supplier claim.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a professional message to a supplier notifying them of a quality issue with a recent shipment of **[Insert Product Name]**. Describe the problem (**[Insert Defect Details]**), present photographic proof, and request a credit, replacement units, or a refund for affected items.

PROFIT / YOUR PRACTICAL VALUE

A documented, focused supplier claim that is easier to evaluate.

WORKED EXAMPLE 20 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Eight tote bags from a 200-unit order have split stitching at one handle.

2 / DETAILS TO ENTER

Order: 200 units; Affected: 8 units; Evidence: photos of the defects and packaging; Desired resolution: replacements or credit.

3 / EXAMPLE AI OUTPUT

Subject: Quality issue with order [order number]

Hello, we inspected the 200 tote bags delivered under this order and found split handle stitching on eight units. We've attached clear photos of the affected pieces for review. Could you advise whether you can replace these eight units or issue a credit? We'd appreciate your preferred next steps. Thank you.

BEFORE YOU USE IT

Count defects accurately, attach actual photos, and cite the real order reference. Do not claim defects you did not inspect.

CHAPTER 06 / SUPPLIER COMMUNICATION

Establishing Long-Term Supplier Partnerships

FIND / THE PROBLEM

A repeat order is an opportunity to ask for better terms without making demands.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a supplier check-in message following successful sales of **[Insert Product Name]**. Express satisfaction with product quality, propose repeat quarterly orders, and ask if preferred pricing, priority processing, or exclusive distribution options are available.

PROFIT / YOUR PRACTICAL VALUE

A professional reorder discussion with a concrete quantity and useful questions.

WORKED EXAMPLE 21 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Follow up after a satisfactory first order of 100 ceramic mugs.

2 / DETAILS TO ENTER

Previous test order: 100 ceramic mugs; Potential next order: 300 units; Ask: price tiers, processing priority, packaging options.

3 / EXAMPLE AI OUTPUT

Hello, thank you for the previous mug order. We've completed our quality review and would like to discuss a possible 300-unit reorder. Could you share your current price tiers, production lead times and options for protective packaging? We're interested in building a dependable longer-term purchasing relationship if the terms work for both sides.

BEFORE YOU USE IT

Send only after a satisfactory real order. Ask about exclusivity separately; do not presume special rights.

CHAPTER 07 / SCALING & OPERATIONS

Creating Standard Operating Procedures (SOPs)

FIND / THE PROBLEM

Listings become inconsistent when multiple people photograph and describe inventory differently.

SOLVE / COPY THIS ORIGINAL PROMPT

Create a detailed step-by-step Standard Operating Procedure (SOP) for **[Insert Task, e.g., Photo Taking & Editing / Item Listing / Packing & Shipping]**. Format it as an easy-to-follow training guide for a new team member or virtual assistant, including quality control checks.

PROFIT / YOUR PRACTICAL VALUE

A repeatable quality checklist instead of relying on memory.

WORKED EXAMPLE 22 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Create a standard process for listing secondhand jackets.

2 / DETAILS TO ENTER

Task: photo + measurement + listing prep; Team: one seller and one assistant; QC: check defects and SKU.

3 / EXAMPLE AI OUTPUT

SOP excerpt:

1. Assign a SKU and put the jacket in a labeled bin.
2. Photograph front, back, labels and defects.
3. Measure chest, length and sleeve; record units.
4. Draft title and description from verified facts.
5. Review photos, price, shipping weight and returns policy.
6. Publish only after a second check.

BEFORE YOU USE IT

Adapt steps to your marketplace policies and actual storage layout.

CHAPTER 07 / SCALING & OPERATIONS

Virtual Assistant Hiring & Job Description

FIND / THE PROBLEM

A vague job posting attracts applicants who do not understand the actual tasks.

SOLVE / COPY THIS ORIGINAL PROMPT

Write a compelling job posting for an e-commerce Virtual Assistant responsible for **[Insert Duties, e.g., listing creation, customer service replies, price research]**. Specify required skills, software familiarity, key performance metrics, and application requirements.

PROFIT / YOUR PRACTICAL VALUE

A job posting tied to observable work and sensible access controls.

WORKED EXAMPLE 23 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Hire a part-time e-commerce listing assistant for 8 hours per week.

2 / DETAILS TO ENTER

Tasks: crop product photos, draft listings, check spreadsheet rows; Schedule: 8 hours/week; Access: no admin payment permissions.

3 / EXAMPLE AI OUTPUT

Job title: Part-Time E-commerce Listing Assistant (8 hrs/week)

Responsibilities: organize supplied product photos, enter verified measurements, prepare listing drafts and update inventory records.

Required: attention to detail, spreadsheet experience and clear written English.

Application: send a short introduction, relevant examples and weekly availability.

Success measure: accurate drafts approved for publication.

BEFORE YOU USE IT

Never share full admin credentials. Use role-based access and follow applicable labor rules.

CHAPTER 07 / SCALING & OPERATIONS

Daily Workflow Optimization

FIND / THE PROBLEM

A solo seller has four working hours but too many competing tasks.

SOLVE / COPY THIS ORIGINAL PROMPT

Help me structure an efficient daily schedule for running my solo e-commerce business. I have **[Insert Available Hours, e.g., 4 hours/day]** and need to prioritize sourcing, listing, packing, and customer service. Provide a time-blocked daily workflow to maximize output.

PROFIT / YOUR PRACTICAL VALUE

A day plan you can actually try and adjust after timing real tasks.

WORKED EXAMPLE 24 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Plan a realistic four-hour work block for an online reseller.

2 / DETAILS TO ENTER

Available: 4 hours; Must do: pack 3 orders, photograph 5 items, publish 3 listings, answer messages.

3 / EXAMPLE AI OUTPUT

09:00-09:20 | Review orders and urgent buyer messages
09:20-10:00 | Pack and label 3 paid orders
10:00-11:00 | Photograph and measure 5 items
11:00-11:15 | Break + inventory update
11:15-12:30 | Draft and publish up to 3 checked listings
12:30-13:00 | Reply to remaining messages + tomorrow's task list

BEFORE YOU USE IT

Reprioritize shipping cutoffs and customer commitments first. Times are a planning example, not a productivity guarantee.

CHAPTER 07 / SCALING & OPERATIONS

Automated Customer Service FAQ Matrix

FIND / THE PROBLEM

The same customer questions interrupt listing and packing work every day.

SOLVE / COPY THIS ORIGINAL PROMPT

Create a comprehensive FAQ customer service matrix for my store selling **[Insert Category]**. Include 5 common buyer scenarios (e.g., combined shipping, measurements, item condition questions) and write standardized, friendly response templates for each.

PROFIT / YOUR PRACTICAL VALUE

Faster, more consistent replies while keeping actual policies in control.

WORKED EXAMPLE 25 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Prepare standard replies for a pre-owned clothing store.

2 / DETAILS TO ENTER

Common questions: combined shipping, measurements, condition, return policy and delivery timing.

3 / EXAMPLE AI OUTPUT

COMBINED SHIPPING: "Send the item links before purchase and we'll check whether we can combine the shipment."

MEASUREMENTS: "The garment measurements are in the listing photos. Happy to clarify a specific point."

CONDITION: "The description and close-up photos show the visible wear we identified."

RETURNS: "Please use the marketplace return process under the policy shown on the listing."

DELIVERY: "We ship within our stated handling time; transit times depend on the carrier."

BEFORE YOU USE IT

Keep templates truthful and update them when shipping or return terms change.

CHAPTER 07 / SCALING & OPERATIONS

Inventory Management System Setup

FIND / THE PROBLEM

Finding one sold item in hundreds of pieces can delay shipping and create cancellation risk.

SOLVE / COPY THIS ORIGINAL PROMPT

Outline an organized SKU numbering system and physical storage setup for an inventory of **[Insert Quantity, e.g., 500-1000 items]** of **[Insert Product Types]**. Explain how to track bin locations to minimize order fulfillment time and eliminate lost items.

PROFIT / YOUR PRACTICAL VALUE

A lookup system that connects the listing to a real shelf and bin.

WORKED EXAMPLE 26 / 26

See it in action.

1 / REAL-WORLD SELLER TASK

Organize 620 secondhand clothing and accessory items in a small storage room.

2 / DETAILS TO ENTER

Inventory: 620 items; Shelves: A-D; Bins: 01-30; SKU example: JKT-0241; Tracking: spreadsheet.

3 / EXAMPLE AI OUTPUT

Example SKU: JKT-0241

Spreadsheet columns: SKU | Item | Size | Condition | Shelf | Bin | Status

Sample row: JKT-0241 | Denim jacket | M | Used | B | 12 | Listed

Pick workflow: read SKU from order, check Bin B-12, verify garment and label, mark Sold, then ship.

BEFORE YOU USE IT

Never reuse an active SKU. Check physical bin locations after each pick and at regular cycle counts.

A FINAL THOUGHT

Choose one real task and put the guide to work.

You do not need to use all 26 prompts today. Start with one task you already have - a listing, a buyer message, a supplier email or a profit calculation.

FIND. SOLVE. PROFIT.

Identify the task. Adapt the prompt. Review the result. Take the next practical step.

MAKE IT YOURS

Save your most useful prompts with your own product details. Repeat the workflow next time you face the same task.

KEEP IN MIND

The cases in this book are **worked examples of realistic seller situations**. Products, example inputs and example AI outputs illustrate the process; they are not reported sales, live market research or verified customer outcomes.

A LITTLE VALUE GOES A LONG WAY

Found this guide helpful?

If you enjoyed it and found something useful, please share it with other online sellers who might benefit from it too.

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VISIT OUR WEBSITE**SEND FEEDBACK****THANK YOU FOR SHARING THE VALUE.**

Every share helps another seller find a useful tool.

FROM PROMPTS TO PRACTICAL TOOLS

Keep the numbers organized.

AI can help you prepare information. When you need to calculate costs or organize resale work, these two optional VARELIOX tools may also be useful.

VARELIOX Reseller Command Center

An Excel toolkit for checking potential profit, calculating selling fees, organizing inventory and planning listings and sales.

[VIEW COMMAND CENTER ON ETSY](#)

VARELIOX Quick Flip Calculator

A spreadsheet for estimating purchase costs, selling fees and potential profit before deciding whether a flip makes sense.

[VIEW QUICK FLIP ON ETSY](#)