

Prime Guidance

AI-first marketplace consultancy

A registered trademark of All Industry Consulting LLC.

Based in Dallas-Fort Worth, Texas. Founded 2014 by Steve Yates.

Prime Guidance helps consumer product brands get found, convert, and grow on Amazon, Walmart, eBay, Target Plus, and TikTok Shop. Amazon and Walmart Marketplace agency partner.

Engagements are scoped to the work: ongoing coaching or account management, defined projects (audits, PE diligence, migrations, launches), or revenue share on product sales, never on ad spend.

Results include a multi-brand medical scrubs company launched as a 3P seller: more than \$25M in Amazon sales in year one and more than \$100M a year on Amazon today, and a leading graphic t-shirt brand at more than \$15M in year one and \$30M a year in year two.

500+ brands advised, from startups to businesses doing \$150M+ a year on Amazon.

Steve Yates: 30+ years in retail, 25+ years in ecommerce.

Former Amazon (Woot) GM, DICK'S Sporting Goods, eBay Enterprise.

Host of the Prosperous Sellers podcast.

Free AI marketplace audit

<https://www.primeguidance.com/audit>

Book: <https://www.calendly.com/primeguidance/intro>

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