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The Variant Pack

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JJ Wong · jjwong.ai

The rename prompt, the audit sheet, and the mapping template — so renaming your variants fixes the bounce without breaking anything that points at them.

Step 1 — Audit before you rename anything

Open the audit sheet. One row per variant. For each one, **look at the variant image and type what it actually shows** — not what the product is supposed to be, what's in the picture.

This column catches the most expensive problem on the whole listing: a variant name that doesn't match its image. That mismatch doesn't cost you a sale. It costs you a wrong-item order, a return, a refund and a rating, which is the most expensive way to lose money on a marketplace.

Flag three things per row:

- **Factory codes** — Type A, Model 1, Set 2, Colour 3
 - **Name/image mismatch** — the name says black, the photo shows navy
 - **Third tiers** — anything beyond two levels of choice
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Step 2 — The five rules

1. **Buyer's word, not factory code.** "15-inch", never "Model B".
2. **The deciding attribute first.** Usually size before colour — nobody picks a colour of a bag that doesn't fit their laptop.
3. **The name matches the image, word for word.** If the image says navy, the name says navy.
4. **One order, everywhere.** Small to large, never shuffled between tiers.
5. **Two tiers maximum.** Size and colour, or model and bundle. A third tier is where carts die.

If a buyer has to open the description to work out which variant they want, the naming already failed.

Step 3 — The rename prompt

Paste this with your variant list and — if your AI tool accepts images — the variant images themselves.

Here are my product's variant options and their images.

Rename every variant using the words a buyer would search and choose by, never factory codes. Rules:

- Put the attribute that decides the purchase first (usually size, then colour).
- Keep each full name under 20 characters.
- Use the same structure for every variant, e.g. "15-inch / Black".
- Sort small to large, and keep that order across every tier.
- Use no more than two tiers. If my current setup has three, tell me which two to keep and how to fold the third in (for example, into a bundle option).

Then check every variant against its image. Flag any where the name I'd be using doesn't match what's visible in the picture. Don't fix the mismatch by guessing — tell me which one looks wrong so I can check the actual stock.

Return a table: current name, proposed name, image matches (yes/no), notes.

VARIANTS:

[paste your current variant list]

The last instruction is the one nobody audits: **flag name/image mismatches instead of guessing**. A model will happily rename "Colour 2" to "Navy" because the image looks navy-ish. Maybe it's charcoal. Only the physical stock knows.

Step 4 — Rename without breaking things

This is the part that goes wrong, and it's why the audit sheet has a column for live ads and links.

Before you push a rename:

- **Never during a live campaign.** Not the day before either.
- **Check what points at the old variant** — running ads, affiliate links, anything pending. Update or pause those first.
- **Push during your lowest-traffic hours.** Check your own sales data for when that is; for most shops it's the early hours of the morning.
- **Log every rename on the Mapping tab** — old name, new name, date. When something breaks next month, this is how you find out why.

After you push:

- Open the live listing on your phone and tap through every variant. Check each one shows the right image.
- Watch the next three days of orders for that SKU for anything odd.

Using the audit sheet

The **Status** column tells you what to do next with each row:

STATUS	WHAT IT MEANS
Fix name or image	The proposed name doesn't match the picture. Check the stock.
Update ads/links first	Something live points at this variant. Deal with it before renaming.
Shorten	Over your length limit.
Ready	Safe to push.

Only push rows that say **Ready**.

The 20-character limit in the sheet is a house rule, not a platform limit. Change it in cell B3 if you want a different one.

The one thing to remember

Someone who reaches your variant dropdown has already decided they want the product. It's the highest-intent point on the whole listing — and "Type A / Type B" is where you lose them.

Questions? Reply to this email — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.