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The Listing Sync Kit

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JJ Wong · jjwong.ai

The master sheet template, the field-mapping prompt, and the stock buffer rules — so Shopee, Lazada and TikTok Shop all say the same thing about the same product.

The problem

Every platform becomes its own truth. You fix a spec on one and forget the other two. A price changes here but not there. After a year, nobody knows which listing is correct.

The fix: **one master sheet**. It's the only place anyone edits. Each platform's upload file is generated from it.

The master sheet

`listing-master.xlsx` — from the pack page. Three tabs:

Master — one row per SKU, every field you use: title, brand, model, variant, price, weight, dimensions, key specs, description, main image URL, last edited, edited by.

- "Title length" counts characters so you can check each platform's limit.
- Put the date you last uploaded to each platform in row 4. Any row edited after that shows **CHANGED** for that platform — those are the only rows you need to upload.

Field map — master column → each platform's template column.

Stock buffer — see below.

Add columns if you need them. Add them to the master, never to a platform.

Setting up the field map (once)

1. In each seller centre, download the **bulk edit / mass update** template for your category. Templates differ by platform, by category, and over time — so the sheet doesn't pre-fill column names. Use the ones in your own download.
2. Copy each template's column headers into the Field map tab, next to the matching master column.
3. Note units and allowed values (grams vs kilograms, dropdown values for variants). This is where most upload errors come from.
4. Any template column with no master match: leave it blank and write a note.

Re-download the templates every few months. When a platform changes a template, an old one can fail to upload or map to the wrong field.

The field-mapping prompt

> Here is my master product sheet (only the rows marked CHANGED for [platform]) and the column headers of [platform]'s bulk-edit template.
> Here is my field map: [paste the Field map tab].
>
> Produce the upload file:
> - One row per SKU, columns in the template's exact order and names.
> - Fill each column from the mapped master column.
> - Convert units only where my notes say to.
> - If a template column has no mapping, leave it blank and list it for me after the table.
>
> Do not change any product text, price, or spec. This is a copy job, not a writing job. If a value looks wrong, flag it — don't fix it.

"Do not change any product text" is the important line. Without it, the model "improves" your titles on the way through.

For more than ~50 rows, ask a tool that can work with files to produce an .xlsx or .csv in the template layout rather than pasting a table.

Before you upload — the review

1. Upload files only contain CHANGED rows. Uploading everything every time makes a bad cell ten times more expensive.
2. Spot-check 3 rows per file against the master: title, price, one spec.
3. Upload to all three platforms the same day.
4. Update the "last uploaded" date for each platform.

The stock buffer rules

Sync content by hand. Never stock. Titles, specs and images can wait a day. Stock can't. Copy stock numbers across platforms manually and one busy afternoon oversells you on all three.

Until you have a real stock integration (an ERP, an order-management tool, or the platforms' own multi-channel tools), use a buffer:

1. **Buffer = what you'd sell across all platforms between stock updates.** Average units sold per day (all platforms combined) × days between your stock updates. Round up.
2. **Never below your minimum.** The sheet uses a minimum buffer (default 2 units) so your last units are never shown anywhere.
3. **Each platform shows: on hand – buffer.**
4. **When "Show on each platform" hits 0, show 0.** Don't sell the buffer.
5. **Campaign days: raise the buffer.** Sales per day jump, so the buffer has to too — or update stock more often.
6. **Update stock on every platform in the same sitting.**

A buffer means you'll occasionally show out of stock when you still have a few units. That's the price of never cancelling an order for stock you didn't have — and cancellations hurt your shop's standing more than a few hours out of stock.

The one rule

One place anyone is allowed to edit. The day someone fixes a listing directly on a platform "just this once", the master is out of date and the system quietly stops working. If a fix is urgent: fix the master first, then upload that one row.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.