

Your Systemized Amazon Business is Only a Course Away

Escala has spent the last 3 years systematizing the world's best Amazon brands, agencies, and aggregators. Leverage our proven methodology to scale your eCommerce business today.

ENROLL NOW

Absolutely Everything you Need to Systematize your Own Amazon Business

For the first time ever, we're giving away our step-by-step blueprint for successfully scaling Amazon businesses through systems and processes.

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Process Mapping



SOP Documentation



Organization Chart



Accountability Chart

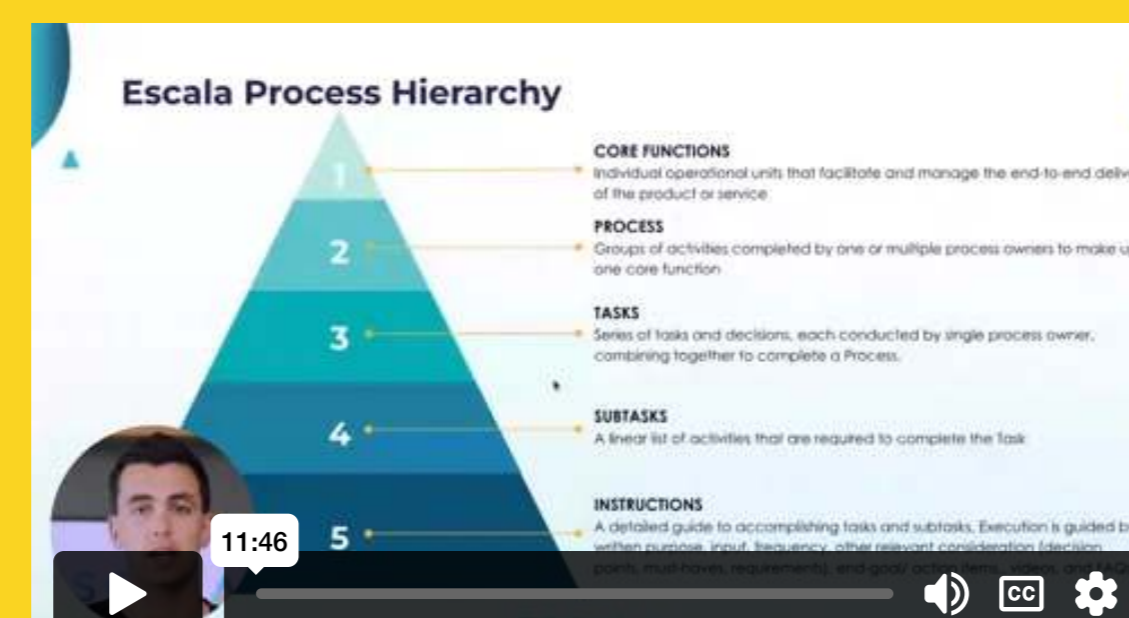


ClickUp Workflows



Company Wiki

Course Introduction



What Will My Business Look Like After the Escala Academy



Escala: Your Partner for eCommerce Scale



Options for Working with Escala

DON'T MISS OUT

Enjoy 12 Months Access To:

- 20+ Hours of Video Walkthroughs
- 80+ Lessons
- 7 Comprehensive Modules
- All of the Escala Process Maps and SOP Templates
- All of the Escala ClickUp Workflows and Wiki Templates
- Real-life Examples of Amazon Businesses

\$2,999

SYSTEMIZE NOW

Meet Your Mentor, Lipi



Eli Lipshatz, or Lipi, is the Co-Founder of Escala, and has overseen over 100 systemization projects of Amazon brands, agencies, and aggregators.

He has become the resident subject matter expert for systems and process in the Amazon industry.

Before Escala, Lipi was the Head of Operations for an Amazon Private Label brand, systematizing each core function within the business before its exit to Thrasio.

Enroll in our course now and discover how Lipi can help fast-track your Amazon business growth.

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COURSE CURRICULUM

01 Escala Academy - Preview

02 Module 1: Introduction

03 Module 2: Current State Assessment

04 Module 3: Future State Design - People

05 Module 4: Future State Design - Technology

06 Module 5: Future State Design - Process

07 Module 6: Future State Implementation

08 Module 7: Summary and Next Steps

FAQs

Who is Escala?

Escala is the McKinseys of eCommerce. We have a team of 40+ Management Consultants, all with Process Improvement backgrounds from the Big 3/Big 4 Consulting Agencies.

We've spent the last 3 years adapting research-backed corporate methodologies to the world of Amazon, through hands-on consulting projects with the best Amazon businesses in the world.

We've now systematized over 100 Amazon brands, agencies, and aggregators...and we're excited to give away all of our learnings and methods through the Escala Course.

Our entire team is based out of Tel Aviv and the Philippines, and we've been featured at all on all of the largest Amazon conferences, masterminds, and podcasts.

What technology do you use in the course?

We use Miro and ClickUp.

However, if you use a different mapping or Project Management tool, you will still be able to successfully implement the Escala course. The templates are easily duplicated.

Am I getting free SOPs? Or am I learning to create my own SOPs?

If you're looking for a list of Amazon SOPs, you've come to the wrong place. We do not believe that pre-populated SOPs actually help you run a systemized operation, and we say that from experience.

While we do give examples and templates for everything, our focus is on empowering you to implement the Escala methodology for eCommerce systemization on your own business.

We do not give you the finished product; we empower you to build your own finished product.

We believe in 100% customized SOPs for your operation, and true systemization can only come through long-term investment in the process.

What makes your course special?

While so many Amazon business owners complain about their bandwidth and work/life balance, barely any services actually help them solve this problem.

Escala is really the only service dedicated to building systemized Amazon operations. And the beautiful thing about the Amazon industry is that while each and every operation is different, they share large amounts of DNA. So the more projects we complete, the smarter we get.

After systematizing over 100 Amazon operations, we've built a streamlined methodology for building Amazon processes for scale, and now we're giving it to you!

But we know you're super busy...so we've really put in a lot of thought and effort to make this course DIY friendly, simplifying it to the bare bones.

Can I succeed in this course if I'm not process oriented?

Yes. Lipi places an emphasis on holding you hands through building out all of the deliverables, from process mapping, to SOPs, to ClickUp integration, etc.

We only released the course once we felt that we got it to a level of simplicity that all Amazon business owners could successfully implement, whether they're process driven or not.

Should I purchase the course if I want to work with Escala Engagements, Escala Academy, or South Col?

Yes - If you plan to work with Escala through one of our other tracks, the best place to start is the Escala Course. When you upgrade to Escala Academy, Escala Engagements, or South Col, you will be automatically credited the amount you paid for the Escala Course.