FREE QUICK START GUIDE



FIX YOUR AMAZON LISTINGS BY JUST ASKING

THE FLATFILEPRO AI QUICK START FOR CLAUDE AND CHATGPT

Your AI has never seen your Amazon catalog, so it guesses. This guide shows you how to connect it in 2 minutes. Then ask it to find what's wrong, fix it, and prove the fix went live.

By **Adam Weiler**, Founder, FlatFilePro

2-MINUTE SETUP INSIDE

STEP 1 · CONNECT

CONNECT IT IN 2 MINUTES.

Right now your AI can't see your listings. So you copy a listing out of Seller Central, paste it in, get some ideas, and paste them back by hand. One SKU at a time.

The **FlatFilePro MCP** ends that. It's one link that plugs your whole Amazon catalog into Claude or ChatGPT.

- **A FlatFilePro login.** No account yet? Start a 7-day free trial at flatfile.pro. The MCP comes with it.
- **A Claude or ChatGPT account.** The MCP runs on your own account, so your AI plan works as is.

IN CLAUDE

01 Go to **Settings**, then **Connectors**.

02 Click **Add**, then **Add custom connector**.

03 Name it FlatFilePro and paste this link: `https://mcp.flatfile.pro/mcp`

04 Click **Connect** and sign in with your FlatFilePro login.

IN CHATGPT

01 Go to **Plugins**, click **Add**, then **Add custom MCP server**.

02 Name it FlatFilePro and paste the same link: `https://mcp.flatfile.pro/mcp`

03 Leave it on **OAuth** and check the box.

04 Click **Connect** and sign in with your FlatFilePro login.

NEVER AN EXTRA CHARGE

No credits. No add-on. The MCP comes with every FlatFilePro plan and the free trial.

YOUR FIRST TEST

ASK What can you do with my FlatFilePro account?

If it lists your seller accounts and marketplaces, you're connected.

STEP 2 · ASK

4 THINGS YOU CAN DO TODAY.

Every prompt on this page works right now. Swap in your own SKU or marketplace.

01

FIND EVERY BLANK FIELD

Your AI pulls all your listings and finds the fields you left empty.

ASK Pull my US listings. Find all the blank fields.

> On our demo account, **92 listings had 11,000 blank fields.** That's more than 100 each. Every one is a search you can't show up for.

02

SEE WHAT AMAZON SAYS IS WRONG

Your AI reads a listing live from Amazon, with the same warnings Amazon sees.

ASK Pull SKU [your SKU] live from Amazon. What does Amazon say is missing?

> No more digging through Seller Central to find out **why a listing is flagged.**

03

FILL FIELDS WITH AMAZON'S OWN VALUES

Your AI looks up the values Amazon allows first. So it doesn't make them up.

ASK Suggest values for the blank fields using Amazon's allowed list. Give me a reason for each one.

> You get it SKU by SKU, as a spreadsheet or **a few at a time.**

04

PUSH THE FIX AND CHECK IT WENT LIVE

Say OK and your AI sends the fix to Amazon through FlatFilePro. Then it checks.

ASK Push it. Then tell me when it's live on Amazon.

> Amazon said our test shoe was missing 3 fields. Claude picked **Mesh**, **Lightweight**, and **Breathable** from Amazon's list. It skipped the third, since the only choices were things like Birthday and Wedding. Amazon took it with zero errors. An hour later, **all live.**

SAME IN BOTH These prompts work the same in Claude and ChatGPT. Use whichever one you already pay for.

STEP 3 · FIX AND CHECK

AI MOVES FAST. NOTHING GOES LIVE WITHOUT YOUR OK.

Lots of tools can hand you a spreadsheet. Then you upload it, read the errors, fix them, and hope it worked. Here's how it goes with FlatFilePro instead.

1 **Your AI shows you first**
As a spreadsheet, or say "show me a few at a time."

2 **You check it**
Spot check, go line by line, or ask your AI for a second pass.

3 **You say go**
Nothing is sent to Amazon until you OK it.

4 **FlatFilePro checks for errors**
Every change runs through our error checks on the way to Amazon.

5 **It's in your Activity log**
Every change shows up in FlatFilePro, field by field.

6 **You get proof**
Ask "Did it go live?" Your AI checks Amazon and tells you.

ADD THIS TO EVERY PROMPT

"Wait for my OK before you push."

Your AI will stop and show you the changes first.

BIG CATALOG?

Use **Claude Code** or **Codex** instead of the regular chat. They can work through thousands of listings. Both work on your phone too.



GOOD TO KNOW

Amazon takes a change first, then makes it live. That can take a little while. If your AI says a field is still pending, ask again later. It checks Amazon fresh each time.

PROMPT CHEAT SHEET

COPY. PASTE. FIX.

Keep this page open next to your chat. Swap "US" for any marketplace you sell in.

FIND THE PROBLEMS

ASK Pull my US listings. Find all the blank fields. Sort them by which ones matter most for search and Rufus.

ASK Pull SKU [your SKU] live from Amazon. What does Amazon say is wrong with it?

ASK Which of my US listings have titles over 75 characters?

ASK Look at SKUs [SKU 1, SKU 2, SKU 3]. Which one has the most blank fields?

FIX THEM

ASK Suggest values for the blank fields on my US listings using Amazon SEO and Rufus best practices. Give me a spreadsheet with a reason for each value.

ASK What values does Amazon allow for [field] on SKU [your SKU]?

ASK Rewrite the bullets on SKU [your SKU] so Rufus can answer shopper questions. Show me before and after.

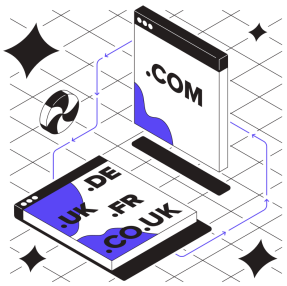
ASK Push these changes to SKU [your SKU]. Wait for my OK before you push.

CHECK THEY STUCK

ASK Did my last update go live on Amazon? Check each field.

ASK Pull SKU [your SKU] live from Amazon again. Is Amazon's warning gone?

Rufus is Amazon's AI shopping helper. It reads your fields to answer shopper questions. Blank fields mean it has nothing to say about you.



COMING SOON

WE ADD NEW TOOLS ALMOST EVERY DAY.

- Translate listings from one marketplace to another, like UK to Spain.
- Move a listing out of a variation.
- Make a new parent and move listings into it.

Already connected? Start a new chat and the new tools show up on their own.

HOW MANY BLANK FIELDS DO YOU HAVE RIGHT NOW?

You can know in about 2 minutes. Start a free trial, connect your AI, and ask.

Start your 7-day free trial →

The MCP is included. Never an extra charge.
Plans start at $99/mo with 2 marketplaces.

7.5M+
ASINS MANAGED

$1B+
IN SALES MANAGED

98%
OF LISTINGS HAVE SOME CATALOG ROT

Connect it, ask about your blank fields, then reply to the email that sent you this guide. Tell me how many it found. I read every one.

—Adam
Founder, FlatFilePro

P.S. For years, your AI could write about your listings without ever seeing them. Now it can read your whole catalog, fix it, and show you the fix stuck.