

Shipping

WORKBOOK

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SYSTEM

Shipping

Shipping can feel like a beast—but good news! You don't have to wrestle it alone. With a few smart tools and strategies, you'll be packing like a pro, saving money, and creating a delightful customer experience.

What's your current shipping plan (if any)?

Jot it down here:

What's one word that describes how shipping makes you feel right now? _____

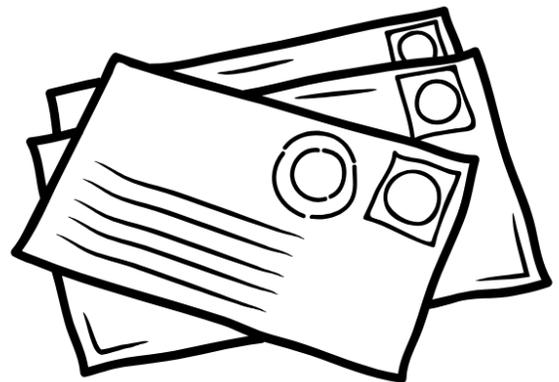
If you're not already at-ease about shipping, we'll get you feeling confident by the end of this workbook!

Shipping Supplies

Think of shipping supplies like snacks at a party—you don't need a warehouse full, just enough to get started.

Where will you store your first batch of boxes and mailers?

- Kitchen cupboard
- Garage shelf
- Closet corner
- Other: _____



What You Can Do Today:

- Order 10 small mailers or boxes that your current product will fit in..
- Find a cute bin or space to keep them organized.

Fulfillment Centers

Imagine never packing another box again. Fulfillment centers can be magic—but they're not for everyone.

Pros & Cons Reflection: Which of these appeal to you most?

Circle your favorite:

- Having more time because someone else packs my orders
- Being able to scale without needing a garage full of boxes
- Knowing I'll need consistent sales to make it worth the cost

Would you consider outsourcing your shipping someday?

- Yes
- No
- Maybe later

Fulfillment centers are great if you want to grow fast but don't want to manage _____.

(Hint: storage and shipping!)



*“Great things are done
by a series of small things
brought together.”*

- VINCENT VAN GOGH

Choosing the Right Shipping Platform

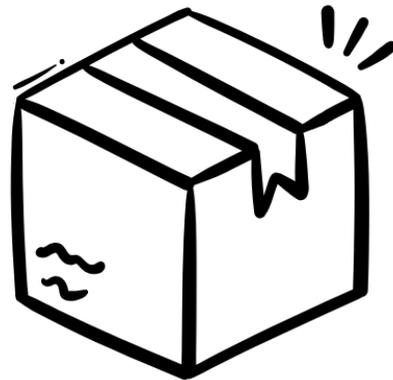
Shipping platforms are like shoes—you want the one that fits just right.

- **Shopify Shipping** = Best for _____
- **Pirate Ship** = Perfect for _____
- **ShipStation** = Ideal if you _____
- **Stamps.com** = Great for _____

(Hint: Shopify Shipping = 1 store | Pirate Ship = beginners + USPS | ShipStation = sell everywhere | Stamps = high-volume USPS)

Which one feels like the best fit for your biz right now?

- Shopify Shipping
- Pirate Ship
- ShipStation
- Stamps.com



Why? (Circle one or write your own!)

- Easy setup
- Good for beginners
- I love a good dashboard
- My biz is growing and this helps me scale
- _____



“Ah-ha!” moments:

Shipping Costs

If I don't factor in shipping costs, I might accidentally lose _____. (Hint: \$\$\$)

Mini Math Moment:

Take your current product price: \$_____

Estimated average shipping cost: \$_____

Should you adjust your pricing? Yes No



The Unboxing Experience

Pop Quiz (No pressure)

Which of these do you think would make YOUR customer smile?

- A plain brown box
- A fun insert with your logo and a thank-you note
- A box with confetti and a coupon for next time

What kind of unboxing experience would YOU love as a customer?

What's one thing you can do today to improve your shipping process?

Now give yourself a win: Draw a star ★ or doodle your product zooming out the door!



Checklist: Have You Done These?

Shipping Success For Beginners

- I ordered small quantities of boxes and mailers to start.
- I created a Pirate Ship account for discounted rates.
- I watched a tutorial on how to use Pirate Ship.
- I explored if fulfillment centers are a good fit for me.
- I researched other shipping solutions like ShipStation and [Stamps.com](https://www.stamps.com/).
- I made sure my product pricing includes shipping costs.
- I considered adding branded touches to improve the customer experience.
- I chose the shipping setup that fits where I'm at right now.
- I took at least one step today to improve or set up my shipping process.

*“Action is the
foundational key to
all success.”*

- PABLO PICASSO

Top 10 Glossary Terms for Beginners in Shipping

1. **Pirate Ship** – A free platform that helps you buy and print discounted USPS shipping labels.
2. **Fulfillment Center** – A third-party company that stores, packs, and ships your orders.
3. **Shopify Shipping** – Built-in tool for Shopify users to create and print shipping labels.
4. **ShipStation** – A platform that manages orders and shipping across multiple sales channels.
5. **Stamps.com** – A shipping service ideal for high-volume USPS users.
6. **Branded Packaging** – Custom boxes, tape, or inserts that match your brand and delight customers.
7. **Thermal Printer** – A type of printer that prints shipping labels without ink (ex: Zebra).
8. **Packing Inserts** – Cards, coupons, or notes included with orders to thank or upsell customers.
9. **Shipping Rate Comparison** – Checking different options to find the cheapest or fastest shipping.
10. **Hotjar** – A heatmap tool that lets you see how customers interact with your website.

* Note - Check out our Amazon store for business and shipping necessities: [HERE](#)

 *Lightbulb thoughts:*
