

Creator Shipping Checklist

A Boutique Fulfillment Guide for Women Creators & Small Brands

Calhoon Logistics

Ship beautifully. Ship intentionally. Ship like a boutique brand.

Introduction

A simple boutique checklist for women creators and small brands.

Step-by-step guidance to prep, pack, label, and ship with confidence.

Deliver every order beautifully, professionally, and stress-free.



What’s Inside

The boutique philosophy behind elevated fulfillment

The 5 pillars of Boutique fulfillment

How to align packaging with your brand

A practical pre-shipment checklist

A boutique-ready self-assessment

Next steps for onboarding



The Boutique Philosophy

Every order is more than a shipment.
It is a reflection of your brand.

Thoughtful details create
memorable unboxing moments.

When your process is intentional,
your brand feels elevated.

Customers feel cared for.
Your business is ready to grow.



The 5 Pillars of Boutique Fulfillment

01
PRECISION
Every detail is checked carefully.

02
INTENTION
Every package is prepared with purpose.

03
AESTHETIC ALIGNMENT
Packaging reflects your brand.

04
CUSTOMER EXPERIENCE
Every delivery feels thoughtful and memorable.

05
PROFESSIONAL WORKFLOW
A consistent process helps you scale with ease.



Boutique Fulfillment
Intentionally Delivered

How Packaging Reflects Your Brand

01

Brand Story

Your packaging should communicate who you are before a customer ever opens the box.

02

Colors & Typography

Use consistent colors, fonts, and visual elements across every customer touchpoint.

03

Materials & Finishes

Choose materials and finishes that reflect your brand personality and customer expectations.

04

Signature Experience

Create an unboxing experience that feels intentional, memorable, and uniquely yours.

Your packaging should feel like a natural extension of your brand.



Boutique Prep Checklist

BEFORE YOU PACK

✓ Confirm product quality
✓ Verify correct SKU
✓ Check inventory count
✓ Ensure product is fully dry
✓ Remove dust, lint, or fingerprints
✓ Prep inserts such as thank-you cards, care cards, or promo cards

PACKAGING PREP

✓ Choose packaging that matches your brand aesthetic
✓ Use correct sizemailer or box
✓ Add protective layers
✓ Place fragile items in the center of the box
✓ Use void fill to prevent movement
✓ Add branded touches
✓ Include your brand's signature unboxing moment

LABELING & ACCURACY

✓ Double-check customer name and address
✓ Verify correct product is in the correct order
✓ Ensure shipping label is straight and fully adhered
✓ Place fragile stickers if needed
✓ Confirm weight and dimensions are accurate

ORDER WORKFLOW

✓ Notify customer
✓ Print packing slip if needed
✓ Cross-check order items

AVOID THESE 5 COMMON MISTAKES

Relying on cheap tape or thin mailers

Not protecting corners or edges

Skipping the final check before sealing the box

Using packaging that's too big

Forgetting to seal liquids or semi-solid products



Are You Boutique-Ready?

SELF-ASSESSMENT

Do you inspect every item before shipping?	YES	NO
Do you use packaging that matches your brand?	YES	NO
Do you protect fragile items with the right materials?	YES	NO
Do you double-check the address before sealing the package?	YES	NO

RECOMMENDED SUPPLIES

Rigid mailers or poly mailers
Branded tissue or kraft paper
Bubble wrap or honeycomb wrap
High-quality packing tape

Thank-you cards
Fragile stickers
Label printer (optional but helpful)



Next Steps

Submit your intake form · Review what to expect next

Learn how boutique fulfillment works · Reach out with any questions

Calhoon Logistics

Women-owned boutique · Serving women creators & small brands

Ship beautifully. Ship intentionally. Ship like a boutique brand.

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