



The 3PL Intro Email.

The first email you send a warehouse. It finds out who is a fit and gets their prices in writing, before you get on a call.

How this page works. Fill in the 8 boxes once. The email below fills itself in. Click Copy, then paste it into your own email.

STEP 1

Fill in your details

YOUR NAME

Pete Taylor

YOUR BRAND

Mauna

WHAT YOU SELL, IN A FEW WORDS

a hydration drink mix

YOUR STORE PLATFORM

Shopify

YOUR WEBSITE

drinkmauna.com

ORDERS A MONTH YOU EXPECT TO START

120

HOW MANY PRODUCTS YOU SELL

1

WHAT 1 PACKED ORDER WEIGHS

1 lb

STEP 2

Copy the subject line

New brand looking for a 3PL

STEP 3

Copy the email

Hi there,

I'm *[your name]*, the founder of *[your brand]*. We sell *[what you sell]* on our own *[Shopify]* store, and we are looking for a 3PL to store our product and ship our orders.

A little about us, so you can quote:

- Orders a month to start: about *[number]*
- Products: *[number]*
- 1 packed order weighs about *[weight]*

Before we set up a call, could you answer a few quick questions?

1. Are you taking on new clients right now?
2. If you are, could you send your rate sheet? I would like to see receiving, monthly storage, pick and pack, and postage for an order like ours.
3. Are there any other fees, like a setup fee, an account fee or a monthly minimum?
4. Do I need any special software to connect my *[Shopify]* store to your system?
5. Is it month to month, or do you require a long-term commitment?
6. Can you add a card and a sticker to every order, and follow special packing instructions? Is there a fee for that?

Thank you for your time.

[your name]

[your brand] · *[your website]*

STEP 4

Send it to 3 warehouses

- 1 Pick 3 warehouses in The 3PL Directory.** Filter by the region closest to where your product is made, then tick what your product needs. It costs less to get your product to a warehouse that is close.
- 2 Send each warehouse its own email.** Same words. Do not put all 3 on one email.
- 3 Write down the date you sent it.** Most warehouses reply in 1 to 3 business days.
- 4 Keep everything they send back.** Every reply, every rate sheet, every attachment.

NO REPLY?

The follow-up, after 3 business days

Hi there,

I sent a note a few days ago about *[your brand]*. We are choosing a 3PL this month, and I would like to include you.

Could you send your rate sheet, and let me know if you are taking on new clients?

Thank you,

[your name]

[your brand] · *[your website]*

STEP 5

When the replies come in

- 1 Save each reply.** Save the email as a PDF, take a screenshot, or copy the text. Save every rate sheet they attached.
- 2 Open your brand project** and start a new chat.
- 3 Drop in every reply and rate sheet, then paste The 3PL Decoder.** The prompt is below the lesson video.
- 4 It puts every warehouse on 1 table,** works out what 1 month costs at each one, tells you which one it would pick, and writes your reply to each warehouse.

Good to know

A rate sheet is the page that lists what a warehouse charges. Most have 4 fees: receiving, monthly storage, pick and pack, and postage.

If a warehouse sends a rough number and no rate sheet, that is normal. The 3PL Decoder writes the reply that asks for firm prices.