



## FISHING THE RIGHT WATERS

### Freight University Study Guide

#### Introduction

“Fishing the Right Waters” is not just a story. It is a framework for how to think in logistics.

The old fisherman did not succeed because he worked harder.  
He succeeded because he studied patterns longer.

In logistics, success does not come from motion alone.  
It comes from positioning.

This study guide will help you translate the analogy into real-world logistics application.

#### PART 1: The Core Lesson

Fishing is not luck.

Fishing is knowing where to go.

In logistics, this means:

- You do not buy equipment first.
- You do not file authority first.
- You do not open a brokerage first.

You study first.

The old fisherman studied tides, water temperature, seasonal patterns, and migration behavior for over forty years.

In logistics, your “tides” are:

- Freight density
- Regional manufacturing growth
- Port volume
- Rail intermodal corridors
- Distribution center expansion
- Agricultural and seasonal shifts

Before you move, you must observe.

## **PART 2: What Most Students Do Wrong**

Many new operators:

Buy a truck without studying freight lanes.

Open a brokerage without researching shipper density.

Base a company in a city simply because they live there.

Choose equipment without understanding commodity flow.

That is fishing without studying the water.

The result:

Deadhead miles.

Low-rate freight.

Cash flow instability.

Constant stress.

## **PART 3: What Fishing in the Right Waters Means for You**

Fishing in the right waters means:

1. Study the geography.
  - What industries dominate your region?
  - Are there distribution hubs nearby?
  - What commodities move year-round?
2. Study equipment compatibility.
  - Does the region support dry van?
  - Is reefer dominant?
  - Are flatbeds needed for construction corridors?
  - Are there specialized freight opportunities?
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3. Study seasonal movement.
  - Produce seasons.
  - Retail surges.
  - Manufacturing slowdowns.
  - Weather-related lane shifts.
4. Study freight density before authority.
  - Load board data patterns.
  - Broker volume by region.
  - Consistency versus volatility.

This is freight research.

This is lane intelligence.

This is the modern tide chart.

## **PART 4: The Hatchery Lesson – Positioning Before the Run**

The old fisherman did not invest in fish.

He invested in movement patterns.

In logistics, this means:

You build your Administrative Operating System before scaling.

You develop structure before hiring drivers.

You study rate cycles before expanding lanes.

You prepare before the freight surge happens.

Most operators react to freight movement.

Professionals position before it begins.

## **PART 5: Love, Family, and Sacrifice**

LFS stands for Love, Family, and Sacrifice.

Logistics is not a quick win industry.  
It is a structured development industry.

The old fisherman continued working not because he had to — but because he understood legacy.

In your logistics business:

Sacrifice means studying when others scroll.  
Patience means building systems when others chase loads.  
Discipline means preparing before purchasing.

Legacy is built through consistency.

## **PART 6: Applying This to Your Freight University Journey**

Freight University is free.

But free does not mean casual.

You are building:

- A thinking framework
- A research discipline
- A geographic awareness
- A system-first mindset

This story is an introduction to how we think.

Now you must apply it.

## **ACTION EXERCISE**

Complete the following before moving to your next lesson:

1. Identify three freight-dense regions in the United States.
2. Identify what commodities dominate those regions.
3. Identify which equipment types align with those commodities.
4. Study current freight volumes for those lanes.
5. Determine whether you are positioned correctly — or randomly.

Do not rush.

Study like the fisherman.

## **CONTINUING YOUR DEVELOPMENT**

Do not stop with the story.

Continue into:

Freight Research Training

Geographic Positioning Study

Administrative Operating System Development

Equipment Selection Modules

Lane Intelligence Training

This is how you build.

## **Final Reminder**

Fishing is not standing still.

Fishing is knowing when to move and where to move.

Logistics is the same.

If you study consistently, position intelligently, and build patiently, freight will move toward you.

Continue studying.

Continue developing.

Continue building the right way.