



A Guide To Choosing The Right Freight Industry ?

Understanding the right industry for you to develop within can be a very challenging process. After all you are trying to build a logistics business and knowing where to actually start for a lot of people is one of the most difficult decisions.

Many people purchase equipment while others form legal entity's before ever thinking about.. "What freight are we hauling" or "What industry am I working in"

Always remember the Industry will depict the "Type of trailer" you are working with. For this reason you must be able to understand the **"Where and Why"**

So How Do I choose An Industry ?

1. Look right where you live at what is going on around you economically. Do you live in a geographic region that is producing something ? Do you see industry movement around you? Do you see a need for transport?
2. Who do you know in the trucking industry and what type equipment are they pulling ? **(The Trailer is the King in the Industry)**. Whatever industry you build within is going to Choose the Trailer for you. So Stay with it. When you find a Carrier willing to work with you, the trailer they have is your focus. Each other carrier's trailer will be the same. Do one thing and develop within it! Time is on your side and capacity will grow.
3. Can you Build and develop into an Industry you know about? **"To develop is to create something that did not exist"**. Can you gather equipment of the same type and approach industries within your location. This allows for trucking company's to be developed and you have the ability to connect the DOTS by bringing Capacity to the table. Your development is an answer to an industry need from where you are.
4. Sometimes the industry chooses you ? In many cases when your trying to decide what to do when starting your logistics business model, you happen to stumble upon something that you had not thought about or was aware of. Every industry can be rewarding and sometimes going with the flow is a great choice.
5. What do you like ? Some people are connected to industry's. One example would be perhaps you have a history within the lumber industry, and this would be

flatbed equipment. Or you have a history in the retail industry, and this would be a dry box equipment. Working within an industry that is interesting to you and somewhat fun can be the answer for you deciding the “where and what”.

Are You Doing research Where You Live ? Where To Research ?

1. Local Chamber Of Commerce
2. Research By [Economic Status Per Industry and State](#) :
3. Go out and talk to trucking companies in your local area.
4. Use Google Maps to Virtually search your State for Trucking Activity within Industries. (Search Shipping and manufacturing Facility's Virtually).
5. A Professional Logistics Service Provider is a person of many skills. Research is on the top of the list. Do your due diligence within your area and don't be afraid to choose an industry.

What Am I Looking For Within An Industry ?

1. Consistency in possible freight. (Consistency Always Wins)
2. Enough freight to grow capacity within. (you can add multiple trucks with the same type trailers)
3. A centralized Geographic location where you can bring Carriers from within the same region. (Grouping your capacity together)
4. Long Term growth. Is the industry in demand and how is it effected by the Seasons of the year, economic changes, and overall growth.



Is Any Industry is Good ? Example (Aggregate)

Growing into an industry will be rewarding if you do this one thing:

RESEARCH..RESEARCH..RESEARCH !

1. Research in to state highway projects
2. Research into Quarry's and Mining Projects
3. Research into local construction projects by City.
4. Research into the local Chamber of Commerce.
5. Research into paving contracts
6. Research into aggregate load boards.
7. Research into other Owner Ops and drivers within the same industry. Speak with them about possible projects and building capacity.
8. Research into the type of equipment and specifications. (Know your equipment)
9. research other Brokers who are working within Aggregate.

RESEARCH>>RESEARCH>>RESEARCH... Time is on your side and do not rush !

What do I do After I Choose My Industry ?

1. Find the freight thru Freight Research.
2. Build capacity thru your dispatch system.
3. Go Direct to Shippers (eventually).
4. Continue to build development and capacity within trucking company's (Build trucking Companies Within Your Industry)
5. Broker all additional Freight.
6. Market Your Self as a Professional Logistics Service Provider!