



Moving Forward After Choosing A Freight Industry

Once you have chosen the right industry, the key questions is **“What do I need to do next ? What should I be focused on to help me move forward? And where to start?”**

A. What do I do next ?

Once you have decided on a specific industry that will in return allow you to have chosen the type of trailer equipment you will be working in, Freight Research would be the starting point. Contacting brokers and finding the type of freight that is coming out of the Geographic location from where you would be working within the chosen type of equipment. You would want to go back in the training portal and review the Catch 22 outline and teaching Audio.

Your first step is understanding the Catch 22 outline and prepare yourself for freight research. Where is the freight ? The brokers all ready have it! Go find it within your Geographic Area.

B. What Should I be Focused On?

Your focus will be finding a trucking company that would enable you to grow and develop within them. Finding the right trucking company that has the type of trailer your looking to work with and being able to communicate with them about your motives and reasons is critical. Your first conversation is going to be built around “ You are A Freight researcher” looking to work with an asset based business for Freight Development.

Your focus is on capacity, trucks, trailers, and making a relationship with the Owner Operators.

C. Where To Start.

You starting point is where you are, Or where your trucking company is based from. Combining your research within the area of your equipment will allow you to generate freight leads that will be available for your entire capacity. You want to become the master of freight knowledge within your Area "That go To Person for freight"

You Start Your **Development** from where your trucks are located. Building capacity is your start! Gathering equipment that will enable you to represent a fleet for moving freight direct.

This is also the time Marketing should begin to help create your "**Bob Ross** "

From This Point, Always think Marketing ! Paint your picture and begin to add the key colors and pieces. This will create growth for you quickly !

Your now Building Your Dispatch System...Your method of moving freight ! Keep going