



Your Starting Point In Building A Full Circle Logistics Business!

1. I must understand truly my place within logistics and move forward by becoming what I truly am. A Professional Logistics Service Provider!

You **MUST** become a Professional Logistics Service Provider. Your Goal is to become an individual who can help trucking company's grow by providing them skilled services in the following areas:

- a. Dispatch Services**
- b. Broker Services**
- c. Software TMS services**
- d. Compliance Services**
- e. Driver Services**

2. Join a Freight Broker firm!

Be part of a foundation that gives you credibility and a foundation to move freight! Being Part of a freight broker firm will open the door for you to perform full circle logistics services.

3. Contact Brokers and become Knowledgeable in freight.

Contacting brokers and learning of the thousands of freight opportunity's will begin to teach you about freight options. When you have freight options you become attractive to carriers and can begin to make money asap with dispatching. This is the first step to building your logistics business that leads to broker loads.

4. Brand yourself as a professional logistics service provider!

Personal branding has a key role to play in the development of your career. For increasing the chance of advancing in career, you should know how to properly brand yourself. This ensures you are in the right spot to excel in

career, and reach where you wish to be. In simple words, personal branding is the process of creating a public identity for the target audience. It includes conveying your beliefs, purpose, values, and goals. For those who don't know, personal branding is similar to business branding. The difference is that you will be marketing yourself. Visit this link for more information on how to brand yourself and your business <https://coschedule.com/blog/social-media-best-practices-for-business/>

5. Become an expert within Logistics Software!

Understanding the software that you use to move freight is crucial. Get involved with the free online training provided by DAT, ITS, Ascend and more. Always use software as part of your brand when letting carriers know you utilize digital cloud base software to provide a better dispatch experience for them.

6. Never Stop Searching For More Information!

Continue every day to search for the next load and network with brokers. Brokers will lead you to shippers and also dedicated freight that allows you to become valuable within logistics. Be that individual who always has something around the corner that is an opportunity for the carrier. When you move a load with a carrier, you are making money. This is the reason we do what we do!

7. Network with your Team!

Always share information with your team members. This allows you to connect your carriers to more opportunity's. By working as, a team, you become more valuable to the shipper. It is better to move 40 loads for a shipper or broker than only a few by yourself.

**You must become a person of logistics information. Never stop learning about new freight opportunity's and continue to search always for new carriers who would need your services.
Be that Logistics Information Guru!**