



## Your Introduction to building a complete logistics business.

Hello and welcome to your freight broker training program. This is where your journey begins to build a solid freight broker business and what I like to call a full-circle business.

During this process, you will follow from Step 1 and thru each chapter. You will also find additional recordings that are covering certain subjects by an outline. These outlines are linked in blue and are found above the recording.

You will also find a resource page always being updated with a lot of important information. You will find contracts, agreements, and documents for dispatching, brokering, and important information for working with trucking companies. These are the same documents I use myself.

The focus of your learning program is to be able to build a foundation that allows you organically grow into freight brokering. This process is done in steps, and each step is going to lead you closer to freight brokering.

## Your Most Important Key Focuses are:

- Understanding what your role as a true freight broker is. I consider myself to be A Professional Logistics Service Provider. This is an individual who provides skills and services for trucking companies that allow these trucking companies to grow. Freight brokering is one part of the skills and services followed by many others. You will begin to learn these skills as you move forward in this training portal.
- Understanding the type of freight, you are going to move. This is depicted by the trucking equipment you choose to move. Whether it is dry box freight or flatbed, or possibly refrigerated freight, each type of equipment is within a different industry. I think it is best to focus on one and stay focused on one type of equipment until you become a professional within this industry. Do one thing and do it well!
- You must learn how to become the greatest Freight Dispatcher in America. This is the most important starting point with your skills as it provides you with not only a soon income but also teaches you invaluable skills as you move forward.
- Understand the type of Software Solutions you will need. Being a master of your software solutions will allow you to move freight with a professional system and incorporate a streamlined process that every trucking company will appreciate. Understanding a solid TMS system and load boards is critical in the beginning stage of your career and you must take the extra time to enroll in these types of training offered by mainstream solution providers. Please feel free to contact us and we will discuss different software solutions with you to help you decide which is best.
- Understand The FMCSA guidelines! I cannot stress enough of you are following the FMCSA website. This is where you will learn more than any person could personally teach you when it comes to regulations and guidelines. All of the regulations for freight brokering, and trucking company

operations are in detail. The FMCSA offers many different downloadable brochures on all subjects about trucking in America. You must begin to incorporate this along with your studies.

- Follow each Chapter in the LFS Freight Broker Training Manual. This will take you into so many different subjects that will allow you to be completely aware of the daily process and ways of freight brokering with consistency. Make sure you listen to each audio associated with the chapters in the manual. Listen and re-listen as many times as needed.
- Have the Plan to work with a solid Freight Broker Company. Contact us and we can help you. There is no need in trying to build your own freight broker business in the beginning. Work with a great company and gain the experience needed.
- Learn to be Patient...! The number one factor that keeps people from being successful is they quit too soon. Freight brokering is built within steps and each person moves forward at their own pace. Take the time and be patient. Rome was not built overnight!

## Final Thoughts

You want to keep in your mind a few key points that you are striving toward. These are:

You are an **Information Person**. Every true freight broker is formed by a foundation of information.

You want to be able to provide services and skills for the trucking company. You desire to help them grow. These skills should be but are not limited to:

1. Freight dispatching
2. Compliance
3. Direct dedicated freight
4. IFTA services
5. TMS integration
6. Adding new drivers if needed or desired by the trucking company.
7. Billing and funding services
8. Overall Team Member of the trucking company you're working with.

Please feel free to reach out to LFS for additional consulting and guidance to better help you move forward.

Best Wishes

*Michael Thomas*

**A Professional Logistics Service Provider**