



Chapter 1 Invoking Your Thinking For Your Business Future

95% of every person who joins logistics to make a career on their fail because of 1 reason.? They do not know who or what they are trying to become.

They have a misconception about logistics and for this reason, they start on the wrong path which leads to failure. Below are pitfalls for you to avoid.

- People assume they are freight brokers who are in the middle or dispatchers who work from load boards.
- They follow YouTube and Facebook for advice.
- The person starts by thinking of shippers, shippers.
- The person is in a rush due to financial constraints or just no patience.
- The person wants to replace the current income they are making, or it is not a success.
- The idea of starting a business overtakes their thinking and they soon are caught up on business startup versus than foundation labor work.
- The person wants to quit their job today when in business startup mode.
- The person does not realize that you can not broker trucks and work a full-time job. Transition is the foundation for starting.
- No labor or work committed. Every weekend must be full of fun and friends!...
- They give up on training and get distracted with LIFE! No labor or commitment.

Having the right mindset when going into business is critical. Know what you are trying to become and understand who you are and what position you have within this industry!

**Every person who works within logistics should be the following.
Regardless of what business you are creating.**

- You are a Professional Logistics Service Provider
- Your job is to help build the trucking industry from within by using your skills and services.
- You are the “Deal Maker”
- You are a walking encyclopedia of freight knowledge.
- You Connect the Dots for Carriers.
- You represent Carriers.

You must prepare yourself for building your business model while you are learning at the same time. Do not be afraid to work and learn at the same time. You will need a broker’s license for you to move forward. Become an agent or get your license!

Here is the list of things you will need to get started:

- Home office
- Laptop or PC
- Landing Page
- Understanding of SEO (Search Engine Optimization)
- Dedicated Work Time Alone from the office.
- Future Team!
- A solid Plan for transitioning from your day job to working full-time Logistics.

Here is a list of to-do’s while in training within this program:

- Learn load Boards like a road map!
- Learn TMS (Transportation Management Software) [ASCEND](#)
- Be prepared to build your trucker team.
- Listen to every Audio in this training program twice!
- Set 1 hour a day for freight research.

- Get your broker's license or join a firm.
- Talk to truckers twice a week to get an idea of what not to do and what they truly need.

Chapter 1 is the stage you must set for what is coming. This is the time you begin to explore which career path you are headed. To be a professional Logistics Service Provider, you're setting yourself to be a very valuable person within the industry. Income and opportunities will not be your problem. Consistency and staying on course will be the battle.

Your Mindset Should be Always:

- Do One thing and master it!
- Freight Research never stops
- Go out and get your own! (Find Carriers for Your team).
- Learn SEO and let the world know about your menu.