

FREIGHT UNIVERSITY · LOGISTICAL FORWARDING SOLUTIONS

The Professional Logistics Service Provider Certification

FIELD MANUAL · FRONT MATTER

CHAPTER i

How to use this manual and the academy

SESSION ONE — TALK BEFORE WE ACT

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keep your word · keep your deal · freight gets moved

How this manual is built

This manual is not finished. You are building it with me.

Every session produces a chapter. By the end you will hold the complete field manual — fifty-six chapters covering the industry and how freight moves, freight research, compliance, the deal, building a carrier, and certification. Fifty-two of those chapters we work through together, live. Four — the driver and CDL track — you work on your own time, and they are in the manual either way.

It is not a book somebody handed you. It is the record of what you were taught and what you did with it, and it stays useful long after the last session.

EVERY CHAPTER IS BUILT THE SAME WAY

Eight parts. They never change. Learn them once and you can find anything in this manual in ten seconds — in week two or in year three.

- 1 **Objective** What you can do when you finish the chapter.
- 2 **The teaching** The substance.
- 3 **Forms and documents** What paperwork this subject touches.
- 4 **Terms** The language of this subject.
- 5 **Official sources** Where the rule comes from, cited so you can read it yourself.
- 6 **What this protects the carrier from** The reason the chapter exists at all.
- 7 **Do this now** The work.
- 8 **Linked video and chapter** Where to go deeper.

That sixth one is not decoration. It is why the chapter is in the book. If a chapter cannot answer it, it does not belong in your manual and it comes out. That is the filter on everything in this program: **does this keep the trucking company alive.**

PRINT IT

Reading off a screen, you keep about twenty percent. Out of a hundred pages you lose eighty. Think about a movie you watched three years ago — you remember how it opened, you remember how it ended, and everything in the middle is gone. That is what a screen does to this material.

Take it to a print shop and have it bound. Then write in it. Margins, underlines, notes to yourself. Ruled pages are left at the end of every chapter for that reason. When you come back to this in a year, your handwriting is going to be worth more than the printed page.

How to use this manual and the academy

OBJECTIVE

By the end of this chapter you know how the program is built, how each session works, what is expected of you between sessions, and how to find anything in the manual without hunting for it.

THE TEACHING

Two sessions a week, and they do different jobs.

The first session of the week opens it. That is the teaching — that is where I talk, you ask questions, and we work through the chapters.

The second session of the week closes it. Closing it means you produce something. Not notes. Something you can show me: a filing, a list, a lane dossier, a number you worked out, a call you actually placed.

Every week produces one artifact. Thirteen weeks, thirteen things you built. That is the difference between a certificate and a business. When somebody asks what you did in this program, you are not going to say you took a course. You are going to show them.

Read ahead of me.

In session I go through the parts of a chapter that matter most and the parts I have watched people get wrong. I do not read the chapter to you — the manual carries the rest. If you are not reading between sessions, the sessions get thinner every week, and by week six you are watching instead of working.

Ask your questions in the live session.

If you have one, five other people have the same one and have not said it. Half of what you learn in this program comes out of somebody else's question. Do not sit on it.

Freight University stays open next to this.

The free curriculum, the audio lessons, the library — none of that goes away. Every session you will be pointed back into it. This certification is the structured path; that material is the depth underneath it.

Five blocks a week.

This is what the program costs you in time. Name the actual days and the actual hours — not “sometime midweek.”

- **Two live blocks.** Our two sessions.
- **Two study blocks.** Sixty to ninety minutes each, between sessions.
- **One field block.** Calls, research, real conversations. Not reading. Talking to actual people.

Write it down and bring it to the next session, because a schedule you say out loud to another person survives longer than one you make in your head and never tell anybody.

When you fall behind.

You will, at some point. Life happens. When it does, come to the live session anyway. Come behind and catch up after. Falling behind is recoverable. Disappearing is not. The people who finish are not the ones who never fell behind — they are the ones who kept showing up while they were behind.

FORMS AND DOCUMENTS

- The PLSP field manual — chapter i.
- Your weekly schedule sheet — five blocks, written.
- Microsoft Teams access for the live sessions.
- Freight University login for the free curriculum and audio library.

TERMS

Field manual — the working document you build across the program, kept and used after certification.

Session — one live meeting. Twenty-six of them across thirteen weeks.

Artifact — the thing you produce each week that proves the teaching landed.

Circular learning — the design of this program — awareness, invocation, development, regeneration, return and teach. Nothing you learn dead-ends.

OFFICIAL SOURCES

None in this chapter. Regulatory citation begins in Part 1 and runs heavy through Part 3, where every rule is cited by section so you can verify it yourself.

WHAT THIS PROTECTS THE CARRIER FROM

A carrier hiring somebody who was trained by watching. An operator who took good notes but never produced a filing, never built a list, never made the call. The carrier finds out in week two of paying them — and by then their authority is the thing at risk.

DO THIS NOW

1. Write your five weekly blocks with specific days and hours. Two live, two study, one field. Bring it to the next session and read it out loud.
2. Get the manual printed and bound before the next session.
3. Read chapter ii on paper before we meet.
4. Log into Freight University and find the free curriculum. You will be sent back there every week.

LINKED VIDEO AND CHAPTER

Chapter i audio lesson — _____

Hands forward to chapter ii — what you are becoming.

BEFORE THE NEXT SESSION

1. Your five weekly blocks — actual days, actual hours. You will read it out loud.
2. The manual printed and bound.
3. Chapter ii read, on paper.
4. Freight University login working.

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