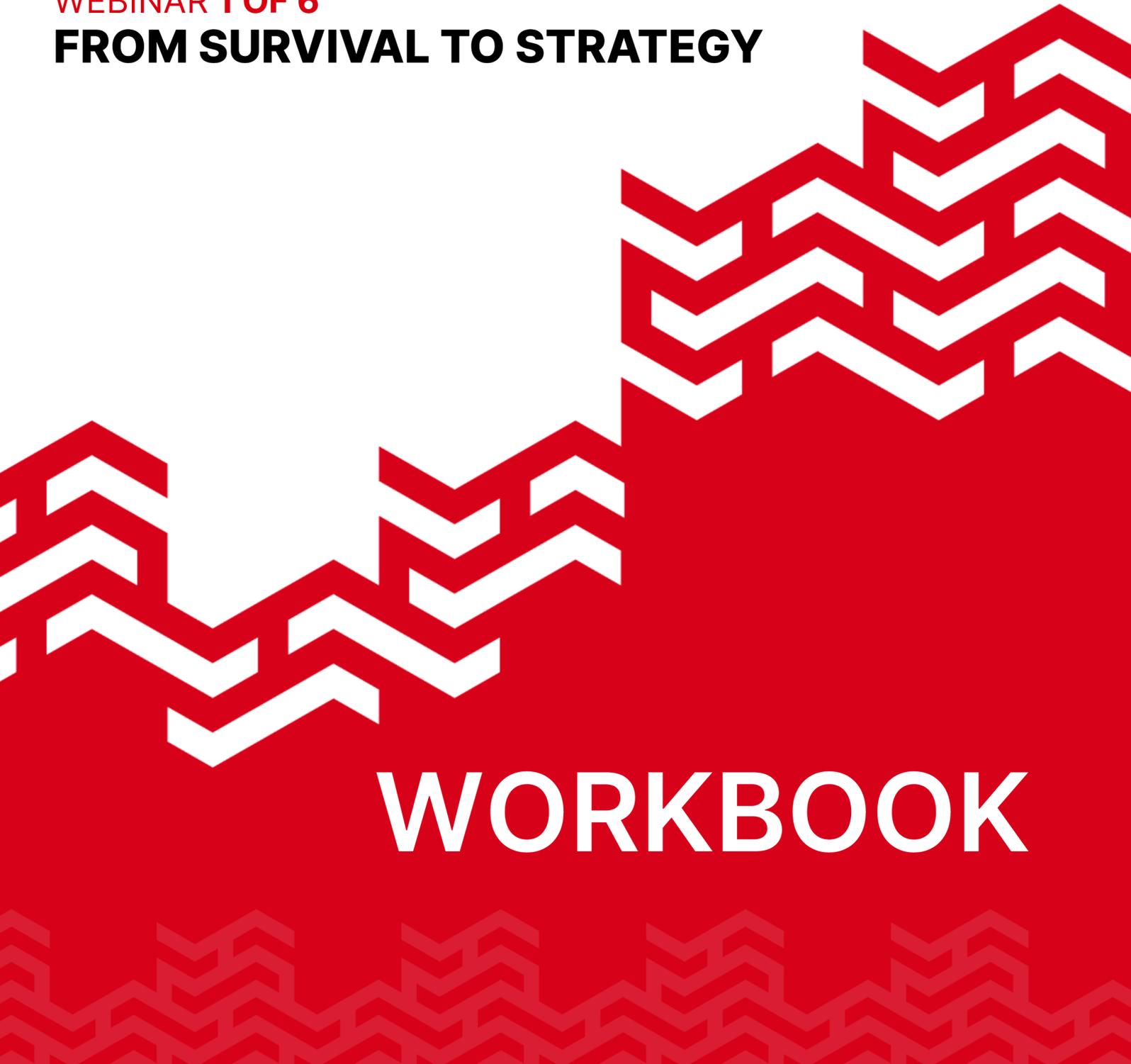


TRUCKING MASTERY:

BUILDING A PROFITABLE BUSINESS THAT LASTS

WEBINAR 1 OF 6

FROM SURVIVAL TO STRATEGY



WORKBOOK

TRUCKING MASTERY:

Building A Profitable Business That Lasts

Welcome to Your Roadmap for Mastering the Business of Trucking

This workbook series is designed to support the full **Trucking Mastery: Building a Profitable Business That Lasts** webinar experience. Rather than one all-inclusive workbook, this year's approach breaks the journey into six focused workbooks, each aligned with a single webinar and a specific phase of business growth.

Each workbook is meant to be used in real time—during and after each session—to capture insights, clarify priorities, and turn ideas into action. The goal isn't to overwhelm you with information, but to help you apply what matters most, one step at a time.

Throughout the series, Kevin Rutherford and Brent Hutto focus on helping **owner-operators, carriers, and small fleet owners** move beyond survival mode and into long-term, sustainable business ownership. You'll work through strategy, numbers, market timing, freight selection, broker relationships, and smart growth—always with profitability, clarity, and quality of life in mind.

Think of each workbook as a checkpoint. **Complete one, apply what you've learned, and then move forward stronger and more confident** than before. By the end of the series, you won't just understand your business better—you'll be running it with purpose and direction.

Write down the last load you accepted that didn't really fit — and be honest about why you said yes. (Pressure, fear, habit, lack of options.)

What is one upcoming decision you could approach with a 90-day view instead of focusing only on "right now"? (Freight choice, lane, broker, schedule, or workload.)

What is one non-negotiable you can apply to your load decisions over the next 30 days to reduce stress or improve consistency? (Example: minimum rate, preferred lanes, days you don't run, freight you won't haul.)

Before booking your next load, what specific market or lane information will you commit to checking — and how will that information influence your decision? (Example: lane trends, recent rate history, reload potential, timing.)

When evaluating your next three loads, how will you decide whether each one truly supports your overall strategy? What question will you ask yourself before saying yes? (If I run this load consistently, would it strengthen or weaken my business over time?)

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WEBINAR 1 OF 6

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You've officially taken the first step toward running your trucking operation like a business, not just a truck that needs the next load.

Webinar #1 was about clarity — stepping back from day-to-day survival and seeing your operation for what it truly is: a business that deserves intention, structure, and direction. When you stop reacting and start thinking strategically, everything changes — how you make decisions, how you choose freight, and how you protect your future.

This isn't about working harder. It's about thinking differently.

Every profitable carrier started right where you are now — recognizing that the real shift happens when you move from “getting through the week” to building something that lasts.

You're not doing this alone.

Truckstop.com and Let's Truck are here to support you with tools, insight, and real-world experience — mile after mile, decision after decision.

Next up, we'll take this mindset and put real numbers behind it — because strategy only works when it's backed by facts.

STAY INTENTIONAL | STAY DISCIPLINED | KEEP THE LONG GAME IN VIEW

