

TRUCKING MASTERY:

BUILDING A PROFITABLE BUSINESS THAT LASTS

WEBINAR 2 OF 6

KNOW YOUR NUMBERS OR LOSE MONEY



WORKBOOK

TRUCKING MASTERY:

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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.

What load in the last 30 days did you accept primarily because of cash pressure — and what made it urgent? Example: I took a \$2.10/mile load because my insurance payment was due Friday and I needed the cash immediately.

What are your top five fixed costs, top five variable costs, and your current cost per mile? Example: My fixed costs are truck payment, insurance, trailer payment, permits, and accounting; my variable costs are fuel, maintenance, tires, DEF, and tolls; my current CPM is \$2.18.

What recurring expense or delayed payment creates the most cash-flow pressure in your business? Example: Net 30 broker payments create gaps that make me feel rushed to book the next load.

Before booking your next load, what specific market or lane information will you check — and how will it influence your pricing decision? Example: I will check the lane's 7-day rate trend and won't accept below \$2.75 since my CPM is \$2.20.

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You've just done something most carriers avoid — you looked at the numbers. Not the revenue. | Not the miles. | Not the “busy.” | **The real numbers.**

Webinar #2 was about discipline — understanding that profit isn't determined by effort, but by clarity. When you know your fixed costs, your variable costs, your cost per mile, and your cash flow timing, you stop guessing. You stop reacting. You stop negotiating from pressure.

This isn't about spreadsheets. It's about control.

Every profitable carrier made this shift — from hoping the week works out to knowing the math works before the load is booked.

When you understand your numbers:

- You price with confidence
- You negotiate with discipline
- You protect your margins.

You're not doing this alone. Truckstop.com and Let's Truck are here to support you with visibility, tools, education, and real-world application — helping you remove urgency from your decisions and replace it with strategy.

Next up, we'll take those numbers and learn how to protect them — because markets change, cycles shift, and timing matters. The carriers who win long-term don't just know their numbers...they know when to push and when to protect.

STAY INTENTIONAL | STAY DISCIPLINED | PROTECT YOUR MARGINS