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LET'S TRUCK

TRUCKING MASTERY:

BUILDING A PROFITABLE BUSINESS THAT LASTS

WEBINAR 5 **OF 6**

RELATIONSHIPS THAT DRIVE REVENUE

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.

RELATIONSHIPS THAT DRIVE REVENUE

What broker have you worked with more than once — and what would it take to turn that into a consistent relationship? Example: I've worked with ABC Logistics three times; I'll contact my broker each Monday with my availability and ask about recurring freight in my preferred lanes.

What is one area of reliability or communication you can improve immediately to become a preferred carrier? Example: I can send proactive status updates instead of waiting for check calls.

What lane or broker relationship could you develop to strengthen your negotiating position over time? Example: If I consistently run the Dallas–Chicago lane, I can build a stronger performance history and negotiate from a better position.

What lane, region, or freight type could you focus on to create more consistent revenue? Example: I could concentrate on regional Midwest dry van instead of chasing nationwide loads.

RELATIONSHIPS THAT DRIVE REVENUE

What two broker relationships will you intentionally strengthen over the next 60 days — and what specific action will you take? Example: I'll contact two brokers every Monday for the next 60 days with my availability and ask about repeat freight in my preferred lanes.

BE RELIABLE.
BE REMEMBERED.
BE THE CARRIER THEY CALL.

NOTES:

TRUCKING MASTERY:

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WEBINAR **5 OF 6**

RELATIONSHIPS THAT DRIVE REVENUE

You don't need every broker to know your name. You need the right brokers to have a reason to call you.

This webinar wasn't about collecting contacts or being everybody's favorite carrier. **It was about intentionally building relationships that make your business stronger.**

Webinar #5 was about moving beyond one load at a time — identifying the brokers who fit your lanes and your operation, understanding what they value, and consistently giving them a reason to work with you again.

This isn't about being liked. It's about being trusted.

When the right brokers know what they can expect from you:

- You become someone they remember when the right freight comes up.
- Your performance history gives you a stronger position at the negotiating table.
- Repeat opportunities can replace some of the uncertainty of constantly starting from zero.

The goal isn't to eliminate the load board. **It's to stop making every Monday feel like your first day in business.**

Strong relationships are built one interaction at a time — through communication, reliability, professionalism, and consistent execution.

You're not building this alone. **Truckstop.com and Let's Truck** are here to support you with the tools, information, and business discipline to help you identify opportunities, make better decisions, and build a more profitable operation.

STOP STARTING OVER. START BUILDING CONSISTENCY ON PURPOSE.

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