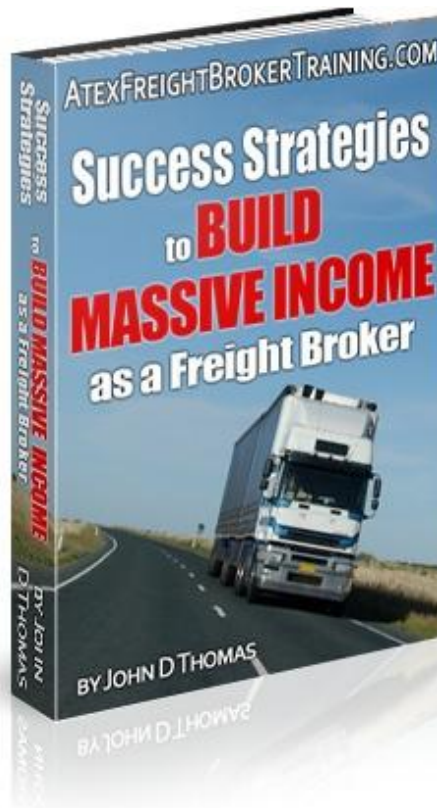


# Success Strategies to **Build Massive Income** As a Freight Broker



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Here Are the Real Secrets to Creating  
Substantial Success as a  
Freight Broker

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## Introduction

Freight brokers seek and identify customers (shippers, growers, wholesalers, etc.) who have cargo to ship and then connect them with carriers who are ready, willing and able to move the cargo. Freight brokers serve as some of the most important links in the freight and transportation industries.

Many people engaged in the freight broker industry come from trucking or logistics backgrounds; many others discover this field as a great gateway to starting a new business.

Regardless of what background freight brokers come from they are linked by a strong desire to become financially independent and a need to explore, to search and to identify customers and business opportunities in many diverse industries such as

- manufacturing,
- growers of produce, plants and animals,
- distributorships,
- wholesalers, and
- others

In return for their research, team-building and match-making skills, freight brokers then receive a commission as they repeat their services over and over again.

***Freight brokering is unique. It is fundamentally different than other types of brokering.***

Freight brokers are dealing with a commodity that is required to be moved quickly and safely. These "**speed and safety**" requirements add another dimension to the entire process. And the "speed and safety" issues are sometimes at odds with each other.

This different dimension puts added pressure on not only shippers and carriers but on freight brokers as well. This is because these "speed" and "safety" requirements may lead to inconsistencies. A product



that is to be moved fast will sometimes do so at the expense of a safe delivery. Conversely, a product that ensured to be delivered safely may encounter problems with a fast delivery. While this is not always the case, it is something that requires some degree of awareness.

***It's a balancing act that carriers face and shippers, freight brokers, retailers and consumers are impacted by how well the balancing act is performed.***

Those who master the art and science of freight brokering not only benefit economically but enjoy a level of personal satisfaction that is usually the envy of their less successful peers and of others.

Some freight brokers mistakenly think that just being a good "freight broker" is sufficient to build and maintain a profitable business. Some think that just because the business concept is simple - find shippers and then find carriers - that the entire process is simple.

This apparent simplicity may be deceiving.

***Ignoring or avoiding the essential details and procedures in the freight broker process, including the sequence of how they need to be done, can destroy a freight broker business.***

Likewise, ignoring or avoiding business fundamentals can destroy a freight broker business.

***These business fundamentals may include ....***

- implementing effective marketing and sales strategies,
- dealing effectively with cash management,
- setting up operating procedures and using them as a blueprint,
- using various tools to monitor how well the business and customers are performing, and
- establishing regular planning sessions - brain storming.

While there are a vast number of successful freight brokers, there are an even greater number who are just getting by or actually going out of business. Many fail to understand the reasons behind such a dismal success rate. The evidence is usually apparent.

The reasons between those who succeed and those who fail are not a function of formal education or luck. They are not a function of technical or professional expertise.

***Having a clear plan of action that is service and customer-oriented, creating a mental attitude that enables a person to act upon their plans, identifying a small group of customers who are actively seeking help and then seeing things through to the end explains the difference between those who struggle and those who flourish to whatever level of success they desire.***

And yet, you will hear stories from struggling freight brokers saying, "I have been calling upon hundreds of potential customers and everything turns up empty!"

Could it be that these freight brokers are looking for work in all the wrong places? Or, could it be he or she is not giving it enough time? Or, could it be that their motivation is misplaced or misdirected? Or could it be that their daily efforts are superficial and not well executed?

Atex Freight Broker Training, Inc. is designed to provide the client with not only the detailed, step-by-step procedures that cover ALL aspects of working as a freight broker but also the specific "underpinnings" upon which operating a freight brokerage is dependent.

In essence, to be successful it takes more than just being a freight broker; it takes a well-rounded approach to running a business. ***A well-rounded business owner will create the impression that he or she "knows what they are doing"***. This will catch the attention of others for even more business.

A big part of growing and running a business is to make services so attractive to potential customers that they are compelled to follow you.

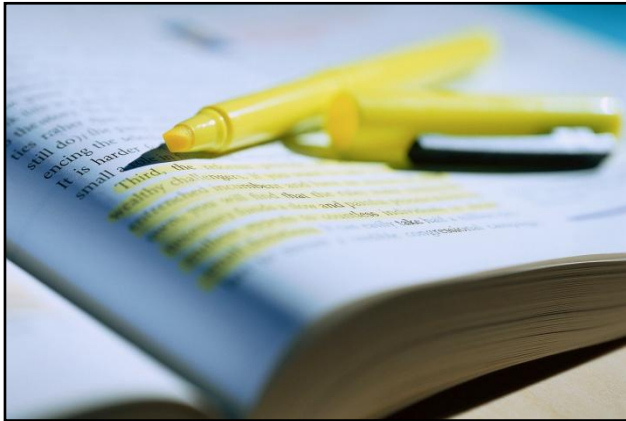
Equally important is to conduct customer searches in areas where others are not going. In this way, freight brokers are more likely to be calling upon "hungry" and receptive customers.

***If you are seeking customers where everyone else is going, you simply do not have a competitive advantage.***

There are some traditional resources available to find potential customers and these should not be neglected. But these resources should not become the main marketing thrust as you seek to build your business.

A common mistake by many brokers is to rely solely upon "directories". Yes, there may be potentially thousands upon thousands of customers - but, again, if brokers are going where everyone else is going - good luck.

Again, the various training programs offered by Atex Freight Broker Training, Inc. open the door to a wealth of knowledge on not only the specifics of freight brokering but on the importance of the idea that a business is multi-faceted and as such it requires attention for these other requirements.



Make no mistake about it. The proper selection and effective implementation of a particular freight broker training program will have a material impact on the success of your freight broker business.

Having said this, let's look at some freight broker success strategies. These strategies may involve several separate components:

1. Understanding yourself and what "moves" you,
2. Understanding your skill sets,
3. Understanding how to build relationships and teams,
4. Understanding your personal financial situation,
5. Understanding the freight broker industry as a whole,
6. Developing a service-oriented mentality,
7. Creating a devotion to customer interest,
8. Having the ability to create the impression of accessibility and helpfulness,
9. Creating an ability to obtain results,
10. Making a commitment to reviewing and refining your core business fundamentals

## 1. Understanding Yourself and What "Moves" You

There is a multitude of books and articles written about preparing yourself for self-employment. I will not attempt to rehash all the material that's available except to make a few points.

- In my opinion **every business owner must have a reason for existing**. The "reason" must be the foundation of all activity. It must be the motivating force that drives you and the guiding light that beckons you.
- The **pursuit for money** alone is usually **not a sustaining reason**. For what happens when things slow down and there is a money slump? There must be a driving force that supersedes most tangibles.
- **A servant's heart, a service mentality, a drive to excel in order to not only meet customer expectations but to exceed them - these will take you a long way in any business.**

Serving the public or serving a specific niche may be the driving force that will keep you afloat when things don't go as smoothly as thought.

Search your soul and find out exactly what it is that will drive you every day of your business life. It should excite you and it should make your heart throb at times. Yes, it's almost like falling in love romantically. You really need to learn about what's going on in your head and in your heart as well.

- **Your business should not necessarily be about YOU and what YOU want or even what you can DO;** it should be about your CUSTOMER and what THEY want and how you can help THEM achieve their goals.

It's not that you have to do all sorts of great things to win your customer's hearts. It's the small things. It's paying attention to detail. This takes focused attention and it can be powerful.

- **Lastly, in my opinion, the number one reason for failure in the freight broker industry is that people just give up too soon.** Sometimes, they are "forced" to make a move to another job or vocation. Maybe they need a paycheck quickly or a new "opportunity" arises. So they dump the freight broker business.

Most of the time, however, I just think **people don't realize what type of commitment they need to make** and they just stop - sometimes just shy of making those one or two contacts that would have thrown them over the hill.

It's a tough ride starting any business. Most successful brokerages have "paid their dues" and they are now enjoying the fruits of their labor. **They just never gave up.**

## 2. Understanding Your Skill Sets

Successful freight brokers ....

- learn how to deal with problems before they happen,
- learn how to prioritize duties, and
- learn how to multi-task.

Let's look at the first one.

### **Learn how to deal with problems before they happen:**

Working as a freight broker requires having various plans of action ready to rely upon when things go wrong. For example, if the truck is in an accident and the driver calls to inform you what happened, you need to know what course of action you will be taking.

If a driver calls and tells you he is broken down in a truck stop and out of money, you need to know what course of action you will be taking.

And there could be a thousand other "little" or not-so-little "surprises" waiting in store for you.

**By having plans of action in place, however, you will be working proactively.**

This is one way to truly work as a professional as compared to the freight broker who has no plan of action when things go awry.

### **Learn how to prioritize duties:**

As a freight broker, you will face many tasks. They will attempt to overwhelm you at times unless you learn how to determine which





Tasks need to be done first, which need to be done second, which need to be done third and so on.

***Too many business owners get confused in deciding what is necessary, what is important and what is urgent. They may perceive an urgent demand, for example, as being necessary.***

Or, while it may be important to return a phone call to a prospective customer, it may be necessary to first get a truck dispatched and on their way.

**Learn how to multi-task:**

It's nearly impossible to be successful by doing just one thing at a time. This is called "sequential ordering". In other words, you first do one thing, and then you do the next thing and then the next. This will occur, for example, if you are working on one load.

But what if you are working on two, three or four loads at the same time? Here you could have three or four different sequences of activities. It can get hectic.

***The ability to work on several sequences at one time is called multi-tasking.***

When you get two, three or four orders from one or more customers at about the same time, you WILL learn how to multi-task or you will fall apart.

You may have faxes coming and going, you may have telephone calls coming and going plus whatever other interruptions that normally crop up when you are "having fun".

***All of these skill sets that are mentioned:***

- 1) working proactively,***
- 2) prioritizing and***
- 3) multi-tasking***

***These are what I call "stopping the little foxes", "soldiers in a row" and "stabilizing your activities".***

Little foxes like to slip through holes in fences to eat the grapes thus eventually destroying the harvest. If you can't repair the little holes fast enough, you need to somehow stop the foxes because they will start out as small problems and end up causing very large problems. "Nip it in the bud" is an old, wise saying.

"Soldiers in a row" would relate to organizing and prioritizing your duties. Just set up your "soldiers" one after the other and then knock them off one at a time.

Multi-tasking means your left hand doesn't know what your right hand is doing - in a good sense. Have you ever seen where a person is tapping the top of their head with one hand while moving their other hand in a circle on their tummy? Some people just can't do it. It's doing two different things at the same time and trying not to goof up.

***Freight brokers normally work in a fast-paced environment and most successful freight brokers love it and thrive on it.***

### **3. Understanding How to Build Relationships and Teams**

Building relationships and teams can occur within a particular company among the various employees or partners involved. And they can occur within the industry itself among shippers, carriers and freight brokers.

You have probably seen football, soccer, baseball or basketball teams perform. Teams are made up of players. Teams have goals and objectives. Teams want to win. Each team player has a function and each function has to work smoothly with others or else the result is failure. Failure to execute.

***A successful outcome may be the result of everyone knowing what function they play and then executing that function to the best of their ability.***



A successful outcome is not just the absence of a failure to execute. A successful outcome leads to more and greater success so long as the players don't lose sight of their fundamental reasons for existing.

Sometimes you will see various players not executing well. This will most likely have negative consequences on the other players and on the team objectives as well. Sometimes a particular player who has "dropped the ball" will readily

admit his or her mistake and then forget about it. Then others will want to place the blame on other team mates or other circumstances.

***Mistakes happen but a prolonged or repeated habit of blaming others will only be self-defeating.***

Now, let's take this a little further. Building a team is one thing. Building relationships is another. When you build a team you are putting together a number of individual players. And these individual players may or may not initially understand how they are to interact with other players.

When you build relationships, however, you are depending upon others and others are depending upon you.

***A team that does not rely upon others or where others cannot rely upon you is not a good team.***

As mentioned above, building relationships and teams can occur within individual companies. They can also occur within the industry itself.

In the freight broker industry, you have basically three elements:

- you have the customer (shipper),
- you have the carrier and
- you have the freight broker who is the intermediary.

Each of these is a player within the "game" of brokering. Each has his or her part to do and each relies upon the other player.

***The essential element that binds them all together is "good communication". Good communication will set expectations of each player.***

- The shipper expects the freight broker to locate and "hire" a carrier who is fully authorized, who has all the proper insurance and who has demonstrated moving cargo with little or few problems.
- The carrier expects the freight broker to provide all the details on moving the load and to pay the carrier on time. They also want to be treated fairly.
- The freight broker expects the shipper to pay a competitive rate so a decent profit can be made after paying the truck a decent rate.

If there are any problems, or potential problems, the carrier is expected to notify the broker as soon as possible and the freight broker in turn notifies their customer if necessary.

***One of the unique things about freight brokering is the fact that everyone is, or should be, "rowing in the same direction".***

It's not like they are pitted against each other. All efforts to try and gain cooperation from others using good personal skills, will benefit everyone.

The shipper has cargo to move; the carrier has a truck to move cargo; you, as the freight broker, are in the middle and you want to make it all happen. This mentality of everyone rowing in the same direction takes a lot of friction out of the entire process.

***The ultimate goal is to get repeat business with your team where everyone is running like a well-greased roller coaster. Despite the ups and downs, the jerking about left and right - you're all in it together.***

It is worth noting that, if a person happens to have an inherent mistrust of people, if they feel they have been "dumped on" and now it's time to dump on someone else, if they feel that most people "out there" are crooks, and if they can only think "what's in it for me?" - these people may have problems building and sustaining real, viable relationships and teams.

***Nevertheless, to succeed in freight brokering - to REALLY succeed, you have to place your trust in others if you want them to trust you.***

You have to become vulnerable at times without a lot of a lot fear of the consequences.

This does not mean you have to always "give in", this does not mean you cannot be firm, this does not mean you cannot be a hard-nosed negotiator, this does not mean you have to be a "door mat" for others to walk on - but ***don't let unfounded fears keep you from building beautiful business relationships.***

There is a saying that says when you go out there in the real world among the sharks and the wolves, "be wise as a serpent and as gentle as a dove". I believe there is a lot of truth in this.

#### 4. Understanding Your Personal Financial Situation

*Often times it's not how much or how little money you have, it's how you handle and "juggle" what cash you do have.*

Those who can manage their cash as they grow their business will reap the desired benefits after things really start kicking in. But every freight broker needs to be alert and aware of certain practices.

For example, a broker may have one or several shippers quickly load them up with more than one load. In a short period of time, the broker could have his or her accounts receivable totaling five, seven, ten thousand dollars or more.

If you have not done your home work to learn *when* you can expect payment from these shippers, *it's like hanging your money out to dry and waiting for anyone to pluck it away.* Your entire operation could be at risk. Normally, you will want to pay your carriers in 21 days or so. This is the industry standard as some would say.



However, in this industry you may be waiting 40, 60, or 90 days or more for your money to come in on your receivables *IF you do not take the bull by the horns and make sure you get paid quicker rather than later.*

Thirty days or sooner is the desired time frame for collecting on your receivables. It's unlikely that a freight broker can operate effectively and efficiently if they have to wait for their money much longer than 40-50 days.

There may be limited options for some freight brokers to put together a cushion of money to pay trucks on time. That's why *many new brokers start by using a factor company that will purchase the broker's accounts receivable at a discount.* This allows the freight broker to pay the truck in a timely manner.

In another note, having a large cushion of money to carry you until you get paid may not be the best solution. Why is this? If you have "too much" cash, you may extend yourself too far, too fast. It's best to go slow if you are new

unless you do indeed have sufficient knowledge about your customer's payment history.

***The best solution to avoid collection problems is to first talk to the shipping manager to learn how quickly they pay freight brokers and also run some credit checks on these customers.***

Lastly, each freight broker should have a written policy on how to proceed when collections go beyond the expected time frame for collection. Have a written policy and then stick with it. Don't let the days pass by while you are just "hoping" for the money to come in. Some customers will take advantage of you IF you let them.

## **5. Understanding The Freight Broker Industry as a Whole**

The freight broker industry is affiliated with the gigantic freight, manufacturing, transportation, logistics and supply chain industries. These industries are enormous. They account for billions of dollars of commerce.

As a freight broker, you may be working with ***different kinds and sizes of customers***. As mentioned in the Introduction, there are manufacturers, distributors, growers, wholesalers and others. All of them have some type of product to ship and they want it moved.

Likewise, freight brokers may be working with ***different kinds and sizes of carriers***. They could be working with large, multi-national carriers; or they could be working with one-person owner operators. Some owner operators work on their own; some are leased on to other companies.

### ***Freight Broker Business Structure and Authority:***

A freight broker may begin as a sole proprietorship or get incorporated. Both are relatively easy to start unless partners are involved. If partners are involved (other than husband/wife), a partnership agreement is highly recommended.

***To avoid potential problems it is essential that a new freight broker company not be co-mingled with a trucking (or any other) company. This type of co-mingling may create of a lot of headaches and trouble in addition to maybe losing some money.***

Before a freight broker works with shippers and carriers, he or she needs to obtain the proper authority and bonding requirements (sometimes referred to as insurance).

Each freight broker will need to obtain;

- A motor carrier number,
- Evidence of a \$75,000 surety bond or trust fund,
- A BOC-3 or process permit giving the broker legal representation in each state, and
- The UCR registration

And that's it. There are no tests and no background checks.

***It is relatively easy for an individual to obtain their freight broker authority. One possible hang-up might be in trying to satisfy the requirements for the surety bond or trust fund.***

If a person so desires, he or she may put up their own \$75,000 into a trust fund. And that's about all there is to it.

However, many people don't have an extra \$75,000 so they may have to go through a credit check and work with a financial institution to provide the bulk of the money upfront.

Another alternative if an individual does not have their own \$75,000 to put up or if he or she has little credit history or poor credit is to take on a partner who does have good credit.

This option is not necessarily recommended but it still remains a choice.



When pursuing the freight broker authority there are no other governing bodies except for the Federal Motor Carrier Safety Administration (FMCSA), which is part of the Department of Transportation.

### ***Shippers and Carriers***

Shippers may have their own trucking department to move their goods. Or may have their own logistics department that finds trucks to move the cargo. Many others, however, (and who cares for what reason), want to rely upon freight brokers to find reliable trucks to move their cargo.



### ***Finding Customers (Shippers)***

How do I find customers? Where do I go to find them? and How do I get them to be my customer? These are usually the first questions that loom in the minds of new freight brokers.

Several approaches are worth noting:

- Calling on existing contacts,
- Personal visits,
- Internet searches,
- Telephone
- Being alert to local opportunities

There are some new freight brokers who have developed relationships through trucking or some other related employment. These existing contacts are the first choice when it comes to getting started.

Let everyone know that you are now brokering freight and if it's a shipper or carrier, let them know that you want to work with them - you want to "get set up" with them.

Personal visits can be powerful but these may be time consuming. Your best bet is using the telephone and Internet. You can cover a lot of ground using the phone. It's helpful to realize that you will not have to "sell" yourself in the traditional sense. And you will not get the rejection you might think you will be getting.

***The idea is to get potential customers to talk about their business, to talk about what they need, to talk about what they would like to do, to talk about previous or current problems with other freight brokers.***

You won't get all this information after just a couple of conversations. But, over time, brokers want to collect this type of customer information and make it a point to fulfill



their customer's needs. "Find a pot hole and fill it", as the old saying goes.

There are a number of "traditional" resources and shipper directories that will reveal a huge number of shippers who are currently using freight brokers. But these shippers are getting called so frequently, it is extremely hard to stand out from the crowd.

One method we teach when searching for potential clients is to create unique keywords and do some internet searches. And there are other resources to help you uncover specific niches. Hopefully, these types of approaches will help you go where no one else is going. This is one way for you to get the competitive edge.

***As I was starting out, I did a search for "wholesale bird seed". I was expecting to spend several hours or more calling on what my search came up with.*** To my shocking surprise, my SECOND phone call took me to a person who badly needed to move her bird seed but she did not know where to begin in finding a carrier.

She was located somewhere in the "boon docks" in the north east. And, ***just like that, I hit pay dirt.***

Try this yourself. Go to [www.bing.com](http://www.bing.com) and select a few key words. You may find some interesting results as you search on whichever key words you come up with.

Lastly, you will want to ***be alert in your local area*** for trucks moving into and out of certain areas, look in industrial parks, explore the merchandise in your local retail stores, make social contacts aware of what you are doing - all these can sometimes provide some customers.

### ***Working with Carriers***

Before you begin any working relationship with a carrier, you will first need to pre-qualify them. You need to make sure they are licensed and have their proper authority and insurance. ***You might be surprised at how many freight brokers either don't know how to do this*** or they don't make the effort or take the time to determine these items (it only takes five minutes).

The FMCSA website is host to every motor carrier and this is where you would begin your screening process.

You will want to "partner" with as many carriers as possible. Many of them are ready, willing and able to help you and can "make you look good" in the eyes of your

customers. There are a few "bad apples" but in this business you get to choose who you want to work with.

***Offer the carrier a competitive rate, pay them on time and treat them fairly. These are the keys to building a successful relationship with carriers.***

For sure, there are some "bad apples" working as freight brokers as well. Some carriers will express some concerns working with a new freight broker. The goal is to overcome these negatives.

Believe me - there are far more "good apples", both carriers and brokers, but sometimes the few "bad apples" spoil it for the entire industry.

***Don't let negative individuals dominate too much of your time because each person has the choice to walk away from a bad situation.*** Some truckers may explain how they've been burned too many times. They may not want to work with new brokers. Well, a person may get burned once - but it's EVERYBODY'S choice to walk away so as not to get burned a second time.

### ***Tools and Skills***

There are numerous tools and skills that are absolutely required to be learned. One such tool is learning to use the load boards. ***The load boards are used to post your loads so carriers with empty, available trucks can view your information and call you.*** Sometimes you may start getting calls within five minutes after posting your load. Other times, you are not so fortunate.

***You may also use the load boards to search for trucks.*** In addition to using the load boards you will want to start building your own database of potential carriers and rely upon this database more and more.



***Another skill you will need to learn is how to calculate rates.*** In other words, learning how much the customer is willing to pay for a load and how much profit you want and how much you want to offer the truck. There are a number of ways a shipper may choose to pay you

and you need to quickly calculate your potential profit and how much you are offering the truck.

**Another skill is to learn to monitor your progress.** You want to know which shippers to pursue for more business and which ones you just want to get rid of. One way to monitor your progress is to record your load activity including your average gross profit margin for the entire year and for each individual customer.

You also want to **evaluate customers based upon how quickly they are paying you** and how many loads they are giving you and how easy are the loads to cover.

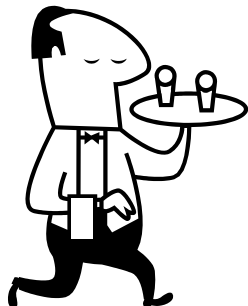
Each freight broker should record every load to identify "patterns", or "pockets of profit". As a freight brokerage business matures, each business owner should be employing more and different kinds of analysis and reports.

But, the basic, essential raw data will be the facts for each and every particular load - how many miles are on the load, what kind of truck is used, how much profit are you getting, how much are you paying the truck, how easy was it to find a truck, how many other trucks were available during your search, etc.

**Recording and monitoring your activity will help you make decisions on where to go and what to avoid.**

## 6. Developing a Service-Oriented Mentality

This section is closely related to section one, "Understanding Yourself and What 'Moves' You" where we mentioned developing a "servant's mentality". And this subject can't be over emphasized.



Our economy is strongly service-driven. Those who prosper in this economy, including freight brokers, start with a service-oriented focus. They always start with the customer and work backwards.

***The ability to determine what the customer desires through research, surveys, telephone calls, questions or market perception is the most basic and fundamental principle of establishing a freight broker business.***

Many shippers will want a truck "right now". And, if you are a new freight broker, you may have to spend a lot of time searching since you may not have a small fleet of trucks right outside your front door just chomping at the bit, waiting for the snap of your finger.

***Having said that, most shippers will understand that you will have to do a search. And when you start your search, you give it all you got.***

You don't want to leave any stone unturned when looking for trucks. In our training, we show you specific ways to search for trucks and these specific ways are more than just how to use the load boards.

## **7. Creating a Devotion to Customer Interest**

Likewise, this section is related to section one where we discuss making the customer the center of attention.

***More than anything, shippers work with freight brokers with the assumption (hope) that the freight broker will be dedicated to placing the customer's interest and well-being above and beyond any other interest, even their own self-interest.***

For the freight broker, it may mean making personal sacrifices to serve the customer during evening hours or on weekends. This may be essential at times.

It may mean tending to a delivery problem after hours when you would rather sit in front of the TV for awhile. Or it may mean making some phone calls on Saturday or Sunday to make sure things are getting done.

***On the flip side, from time to time, it may also mean running the risk of losing a shipper who must be told the hard facts. Not all shippers will turn out to be good customers to work with.***

For example, when a shipper tells you that unloading fees will be such and such at the broker's expense and these unloading fees turn out to be double the amount, it may mean telling the shipper this was the last load. In other words, it's "Adios", "hit the road, Jack", "Sayonara" or whatever.

On the other hand, if you have been working with a shipper for some time and feel that the rates you are getting should be higher, give them a call. Tell them how much you enjoy working with them, let them know you are willing to go the extra mile, but let them know you are calling to see if there is a chance of getting better rates.

This should be an indication to them that **they are important to you** and they most likely will respond in a positive way that, perhaps, includes bumping the rates up a little bit for you.

## **8. Having the Ability to Create the Impression of Accessibility and Helpfulness**

Business success requires that brokers always be perceived as open, accessible and willing to take the order and following through to its completion. It's one thing to try to project the image that you may be very busy; and it's another thing to be as accommodating as possible. There is a subtle balance that needs to be met. It's been said that "a lazy person has time for nothing; a busy person has time for everything."

***As a freight broker, you want to be perceived as the busy person who has time for taking on more orders, more responsibilities or whatever.***

Here is a habit you might want to get into. When you are not in the middle of a lot of heavy, fast-paced work, call several of the shippers that you have been working with. Ask them if they could give you a little feedback. ***Ask them if there is a better way to serve them.*** Tell them you are very conscious about giving good service and you would like to get their honest feedback on how you could be doing even better.

Then stop. Let them talk.

Thank them for their feedback and let them know they are important to you and that you want to give them the very best service as possible.



This can be powerful. But I imagine most freight brokers don't do this.

## 9. Creating an Ability to Obtain Results

Many freight brokers limit their success because they fail to get results or "get the job done". They may hide behind "talking a good talk" or even past success. The customer does not care about these. He or she wants results now and not later.



***The more tangible the results a freight broker can provide, the easier it will be for obtaining and retaining customers.***

***The best way to make sure you get good results is to keep in constant communication with both the carrier and the shipper.***

This does not mean making unnecessary calls. But the shipper is entrusting you and the carrier to move their cargo and the shipper has a right to impose upon you for information.

Sometimes the shipper will ask you to call and let them know how your search for a truck is going. Sometimes they will call and want to know the location of the truck while it is in transit.

And you will always call them at the first hint of a late delivery or "bad" news. You do not want to sugar coat bad news, try to hide it or put it off.

***There may be a few, rare instances where you have to "micro-manage" a load enroute to its delivery point at the risk of irritating a truck driver.***

But if you determine it is necessary, then don't back off. You won't get results if your communications are disrupted or shut down.

Seek a balance, however. Relatively recent law imposes potential penalties for brokers who assume too much control over drivers - so be aware of this as you work to tell drivers WHAT to do not HOW to do it.

**Another powerful way to ensure you will get the results your customers desire is to build as large of a network of other shippers and carriers as you can.** With a large number of shippers in your database, you can more easily provide "back hauls" for your carriers.

With a large number of carriers in your database, you can more easily immediately tell the shipper, "Yes, I have a truck right now!".

**Trust me - if the shipper perceives you as a "results person", you will be the "go-to person".**

## **10. Making a Commitment to Reviewing and Refining Your Core Business Fundamentals**

It has often been said that the best time to borrow money is when you don't need it. Here we are talking about the habit of planning and working proactively. If this is true for getting credit, it is also true for devoting time and effort to business fundamentals that will keep you on track.

**The time to work on business fundamentals is not when you have sudden crises.**

To be effective, commitment to your business fundamentals must be proactive, constant and ongoing.

**Some business fundamentals mentioned previously that you will need to deal with are:**

- effective marketing and sales,
- good cash management,
- setting up operations (being especially thorough if you have one or more people working with you)
- monitoring business and financial activity, and
- proper planning sessions.

If you intend on bringing in employees, another business fundamental would include personnel.

It's amazing how many companies don't know how to hire, fire, compensate or motivate their employees.

**Try to cultivate a small-group of two or three other individuals who will sit down with you to be a**

***sounding board. They should know you. They should be positive-minded but not necessarily "yes" people.***

It's true, it may seem a little boring to sit down and say, "Okay, this evening I'd like to discuss some of my ideas I have on finding shippers. And, I'd also like to get a little feedback on my credit policy".

But try it anyway. Make a pizza party out of it. Just 45 minutes to an hour of discussion during or after pizza can sometimes be a real eye-opener and generate ideas you never dreamed about.

You will want to identify your business fundamentals and investigate them. Write down your policies and better yet, start working on a business plan.

***Make it a point to identify the core business fundamentals THAT ARE IMPORTANT TO YOU. If you have to do some outside reading or research, then do it.***

Spend an evening in your local bookstore or library. There are a lot of books on how to run a business and other business fundamentals.

### **Conclusion**

Having read this eBook, you are now familiar with some of the strategies for building a successful, professional freight brokerage. ***Indeed, well-run brokerages that are responsive and proactive can generate "massive income".***

Continue to study the ideas expressed here. Some of the strategies and approaches that may not seem appropriate now will seem far more suitable later.

During my many years of working with small business startups including the last fifteen years or so with startup freight brokerages, I have encountered a small group who have asked me the most important question of all: ***"What is the most important thing that needs to be done to become a successful freight broker?"***

My reply can be summarized in one phrase - ***run a customer-focused business based upon sound business fundamentals.***

I did not say, "Learn everything you can about brokering freight" although this is certainly a large ingredient. But it is much more than this.

***Freight brokering is learning how to run a customer-focused business by putting together the entire "ball of wax" and by creating and maintaining strong business fundamentals which were mentioned earlier:***



***sales and effective marketing, cash management, setting up operations monitoring your progress and doing continuous planning.***

Without a doubt, there have been many successful businesses that have strayed from these business fundamentals or have forgotten about the customer. These business owners end up paying a huge price one way or the other.

Think about it. Would YOU want to be served by a professional who only describes himself and what they can do? Wouldn't you rather be dealing with an individual who rightly asks, "How can I help you make your day go easier? Would you give me an opportunity to help you achieve the goals that YOU desire?"

Do you see how the focus here is on the customer, not the professional? ***Treat your current and potential customers as YOU want to be treated.*** Doing so will pay off. It will produce a return that has both great economic and emotional benefits.

***Now in the title I mention there are success strategies "to Build Massive Income as a freight broker". Yes you can.***

***The income potential is almost unlimited.***

It's an upward climb until you reach a certain level; thereafter, ***you can find yourself receiving repeat and recurring streams of income.*** THIS is when things really get exciting! THIS is when you really start making money.

By this time ***you have built a series of teams and relationships within these teams. You have established yourself as a trusted professional*** who will go the extra mile to make things happen.

At this point, the biggest concerns are being able to follow solid business fundamentals that will enable you to operate successfully now and well into the future.

***Let's look at your income potential:***

You will most likely get an average profit of between \$150 and \$250 on each load, depending on the specifics of each load. Starting out, it may be closer to the lower end rather than the higher.



***The type of cargo, the distance, the ability of shippers to pay a competitive rate and your negotiating skills will be the biggest factors on your profits for full truck loads.***

For example, specialty cargo (over-size, hazmat, etc.) may command higher rates. Other than that, the rates on the more "common" cargo will be the result of how well a particular shipper is paying a competitive rate and your ability to "make the deal work". Some shippers pay competitive rates, some don't.

Your negotiating skills will help you determine "when to hold em and when to fold em".

As mentioned, the distance also will be a factor in your dollar profit.

***A cross-country haul should leave you more money after you pay the truck. Conversely, a short haul will leave you less - maybe even as little as \$50-\$100. But this may be okay.***

Why?

It's the volume - the number of loads that also counts. Besides, there are far more short hauls available than long hauls.

***You will always want to monitor your average dollar profit and your gross profit margin on your loads and then the only question that remains is how many loads can you do every week or every month?***

Like any service-oriented business, you most likely won't get off to a jack rabbit start. But over time, you should be gradually increasing the number of loads you are getting and the percentage of profit for each load.

It may take you months before you are getting several loads a week consistently. You steadily build on that. It will come if you have your ducks in order. At some point, you will be looking for several loads, and more, a day - consistently.

You can indeed build massive income because of the steady, recurring income potential and the required low overhead.

One last item that may be overlooked.

***When you get your freight broker business established, you have an asset. This asset is made up of steady and recurring streams of income from numerous customers.***

This asset can be sold, it can be transferred to others and it can be put on "auto-pilot" if you set up operating and training sessions where others can step in and fill your shoes.

This is powerful.

***It is far different than trading hours for dollars like truck drivers do. With you business on auto-pilot, you can make money while you sleep.***

You don't have to be physically there hour after hour. Yes, someone will have to always be present in the business. However .....

This is where your business acumen comes into play. You build a business and you create operating procedures. From there, your alternatives are open. You can stay working solo or you may have others step in and help. At some point, you may either transfer the business to family or you may sell it.

It is your asset and it is valuable. It is your empire however large or small you want to grow it.

Remember .....

The freight broker industry is a REAL opportunity and once you get established, your income potential is unlimited. But first, you may need to get properly trained .....

Best wishes for your success!

***John D. Thomas***



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**About the Author:**

***"Success Strategies to BUILD MASSIVE INCOME  
as a Freight Broker"***

John is President, CPA and sole owner of Atex Freight Broker Training, Inc. He has over 25 years' experience working with small business start-ups.

Currently, he provides ***practical, step-by-step freight broker training over the telephone and Internet OR live in El Paso, Texas OR may soon be reaching out to train in YOUR city.***

Recently, he has prepared a ***Home Study Course with limited support.*** This course contains essentially the same materials as the detailed materials in the ***Telephone & Internet training or the Live Training in El Paso or elsewhere, both with unlimited support.***

His website can be viewed at <http://www.AtexFreightBrokerTraining.com> and he can be reached by email at [Contact](#) or you may call him at

John has several other free or low-cost information products on his website and blog.

## Website Resource Short Cuts

To order the FREE eBook "Introduction to Freight Brokering"

<http://www.atexfreightbrokertraining.com/>

What topics are covered in the freight broker training?

<http://atexfreightbrokertraining.com/freight-broker-training-topics/>

To check out the Live Training here in El Paso, Texas

<http://atexfreightbrokertraining.com/live-in-el-paso/>

To check out the Freight Broker Home Study Course

<http://atexfreightbrokertraining.com/home-study/>

To order the One-on-One Freight Broker Training - Telephone  
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To order the eBook "Insider Secrets to Freight Broker  
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<http://atexfreightbrokertraining.com/insider-secrets-to-successful-freight-brokering/>

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Even if you're not in trucking, get this book:

"Rules of the Road: A Practical Guide to Legal Issues in  
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By Henry E Seaton, Esq.

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