

## Summary

You have completed very comprehensive instruction on how to start, maintain and succeed in your freight dispatcher business. You now need to put into action what you know.

Here is the challenge:

Finding and talking to owner operators to learn what they need is THE starting point and you should be selective. Why? Most of your owner operators will be selective as well.

There are potentially thousands of owner operators but you don't know exactly which ones use freight dispatchers. And, even if they do use dispatchers, you have to make sure you are a good fit. So you will have to search in a variety of ways.

### Is there any easy way?

Many freight dispatchers are looking for an easy way to succeed. And this is okay to some extent except when you delude yourself into thinking that freight dispatching is easy.

If this were an easy business, it still would not be easy because there would be so much more competition.

If you are serious about building your own freight dispatcher business regardless of how large or how small, you really want to be "happy" that this is difficult. Why? Because you want to outlast your competition. You know that YOU will work very hard (and smart) and, often times, your competition will fall by the wayside.

So just accept the fact that the easiest way and the quickest way is to do the difficult things that need to be done. Learn to master frustration until you succeed.

### First things first

You can start as simple as searching Craigs List for owner operators. Some might think that posting your

search on Indeed.com would be a good idea. Maybe, maybe not.

But make sure you understand their billing methods; otherwise, you could end up with some surprisingly high charges.

Go back and restudy Sessions IV., V., and VI. - these sections will be the heart of your efforts.

Take one step at a time and deal with each step as it comes to you.

A logical, step-by-step approach will always win over a hasty and ill-conceived reaction.

Throughout your entire freight dispatcher career, you will want to master these four important skills:

- Information gatherer,
- Researcher and analyst,
- Problem solver, and
- Relationship builder

Good luck and best wishes to your success!

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