

TRUCKING MASTERY:

BUILDING A PROFITABLE BUSINESS THAT LASTS

WEBINAR 3 OF 6

MARKET CYCLES & TIMING THE FREIGHT



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.

MARKET CYCLES & TIMING THE FREIGHT

Webinar 3 of 6

What phase of the freight cycle do you believe you're operating in right now — and what evidence supports that conclusion? Example: I believe we're in a softer market because lane rates have declined 12% over the last quarter.

During a strong market, what specific action would you take to strengthen your business instead of just increasing spending? Example: I would increase my cash reserve instead of upgrading equipment immediately.

If rates decline in your primary lanes, what adjustments will you make to protect your margins? Example: I will reduce deadhead and focus on shorter, consistent regional lanes.

What lane or region consistently performs best for you — and how can you position yourself to repeat that pattern? Example: My Midwest regional lanes reload faster and reduce deadhead by 8%.

TRUCKING MASTERY:

Building A Profitable Business That Lasts

WEBINAR 3 OF 6

MARKET CYCLES & TIMING THE FREIGHT

The market will move | It always has | It always will

This webinar wasn't about predicting the future — it was about preparing for it.

Webinar #3 was about awareness — understanding that freight markets operate in cycles, and that strategy must adjust with them. Strong markets create opportunity. Soft markets demand discipline. The carriers who last aren't the ones who panic or overreact — they're the ones who stay steady.

This isn't about timing the perfect week. It's about surviving every cycle.

When you recognize the phase of the market you're in, everything changes:

- You know when to push.
- You know when to protect.
- You stop reacting to headlines and start responding to patterns.

Every profitable carrier has lived through multiple cycles. The difference is not luck — **it's preparation.**

You're not navigating this alone. Truckstop.com and Let's Truck work together to give you visibility, insight, and disciplined thinking — helping you make decisions based on trends instead of emotions, and patterns instead of panic.

Next up, we'll take this understanding of timing and apply it directly to freight selection — because choosing the right loads, in the right lanes, at the right time is **where profitability becomes repeatable.**

The market will change | Your discipline shouldn't.

STAY AWARE | STAY DISCIPLINED | PLAY THE LONG GAME