

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

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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 need to communicate availability proactively instead of waiting for postings.

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 focus on the Dallas–Chicago lane consistently, I can build stronger broker familiarity.

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.

What two broker relationships will you intentionally strengthen over the next 60 days — and what specific action will you take? Example: I will follow up weekly with two brokers and communicate my availability proactively.

**CONSISTENCY BUILDS TRUST.
TRUST BUILDS OPPORTUNITY.
OPPORTUNITY BUILDS INCOME.**

NOTES:

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RELATIONSHIPS THAT DRIVE REVENUE

Freight pays once. Relationships pay repeatedly.

This webinar wasn't about chasing better loads — **it was about building better positioning.**

Webinar #5 was about consistency — understanding that reliable income isn't built on one strong week or one high-paying load. It's built on trust, professionalism, and repeat business. The most stable carriers in this industry aren't scrambling every Monday. **They've built relationships that reduce volatility and create predictability.**

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

When brokers see you as dependable, responsive, and consistent:

- You get called first.
- You negotiate from strength.
- You move from random freight to reliable income.

Every long-term, profitable carrier understands this truth — reputation compounds.

You're not building this alone. Truckstop.com and Let's Truck work together to support your growth — providing visibility, credibility, tools, and business discipline that help you move from one-off transactions to lasting professional relationships.

Next up, we'll talk about growth — and how to scale without sacrificing margins, control, or quality of life. Because growth without discipline can undo everything you've built.

Stable revenue comes from steady behavior.

BUILD TRUST. PROTECT YOUR REPUTATION. THINK LONG-TERM.