

30-Day Dispatch Launch Plan

Week-by-week roadmap from zero to first paying carrier.

Week 1 — Set Up the Business

- File LLC in your state (\$50–\$300)
- Get EIN from IRS.gov (free, 10 minutes)
- Open business bank account
- Set up Google Workspace email (\$6/mo)
- Get a dedicated business phone line (Google Voice or OpenPhone)
- Draft your Dispatcher–Carrier Agreement and LOA
- Build a one-page website or Linktree

Week 2 — Build Your Systems

- Sign up for a load board (DAT, Truckstop, or 123Loadboard)
- Build your CRM (Trello, Notion, or Google Sheets)
- Create your carrier packet template
- Write your 5 outreach scripts (cold call, cold email, DM, voicemail, follow-up)
- Practice rate negotiation out loud — 20 minutes/day
- Memorize the freight ecosystem (Shipper → Broker → Carrier → Dispatcher)

Week 3 — Outreach Sprint

- Target: 80 daily touches (20 calls, 20 emails, 20 DMs, 20 follow-ups)
- Build a list of 100 owner-operators in your area
- Post 3x on Instagram/TikTok — show the work
- Reach out to 10 trucking Facebook groups
- Track every conversation in your CRM

Week 4 — Close & Onboard

- Send agreement + LOA to first interested carrier
- Same-day onboarding: collect packet, sign agreement, set up communication
- Book first load — even at break-even — to build broker relationships
- Set up weekly invoicing rhythm
- Ask your first carrier for a referral

Daily Rhythm

AM (30 min): Check load boards • Review trucks-in-transit • Send morning broker outreach

Midday (60 min): Book loads, negotiate rates, send rate cons

PM (30 min): Track deliveries • Send POD requests • Update CRM • Plan tomorrow