

DISPATCH & LOGISTICS SOLUTIONS



Dispatch Her Way™

The Complete Guide to Starting a Truck Dispatch Business

Your Load. Our Priority. Your Way.

DISCLAIMER

Important — please read.

This guide is provided for educational purposes only and should not be considered legal, financial, tax, or business advice. Truck dispatching, business formation, insurance requirements, and tax obligations vary by state and personal circumstance. Always consult a licensed attorney, CPA, insurance professional, and your state's regulatory authorities before making business decisions. Dispatch Her Way™ and its founder accept no liability for actions taken based on this content.

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ABOUT THE FOUNDER

Built by a dispatcher, for the next dispatcher.

Dispatch Her Way™ was created for one reason: there was no clean, honest, end-to-end guide for women who wanted to start a real truck dispatch business. Most of what's online is recycled, vague, or built to sell you another upsell.

This guide is different. What's inside is the same playbook used to run a working book of carriers — from forming the LLC, to making the first cold call, to negotiating your first \$3 per mile load. Templates, scripts, and the daily rhythm that actually scales.

If you've ever felt locked out of the trucking industry because you don't drive, don't have the money, or don't have anyone in your corner — this is for you. You don't need a CDL. You don't need a truck. You need a plan and the discipline to follow it.

Welcome to your plan.

— *Dispatch Her Way*

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ONE MORE THING BEFORE YOU START

Success is a mindset.

You are building a business, not looking for a shortcut. The dispatchers who win are the ones who treat this like a profession — show up at 7 a.m., return every call, send every POD same-day.

You do not need to know everything before you begin. You only need enough to take the next step.

Every successful dispatcher started exactly where you are. Stay organized. Stay professional. Stay consistent. Most importantly: keep learning and keep moving forward.

Let's begin.

01

MODULE 01

Foundations

Understand the business before you build it.

WHAT YOU'LL LEARN

- **Welcome to Dispatch Her Way** · 4 min
Why dispatching, what to expect, and how to use this guide.
- **What Is Truck Dispatching?** · 6 min
The dispatcher's role and where you fit in the freight ecosystem.
- **Understanding the Industry** · 5 min
Shipper → Broker → Carrier → Dispatcher — and how money moves.
- **What You Need to Get Started** · 5 min
The honest list — no fluff, no upsells.

Welcome to Dispatch Her Way

Why dispatching, what to expect, and how to use this guide.

If you're here, you're looking for a real business — one with flexibility, low startup costs, and room to grow on your own terms.

Truck dispatching gives you all of that. A dispatcher is the communication hub between truck drivers and freight brokers. You find loads, negotiate rates, manage paperwork, track deliveries, and keep the wheels turning.

What you're really selling is **organization, communication, and problem-solving**. Most drivers want to drive. You handle the rest.

How to use this guide: Each chapter builds on the last. Read the chapter, save the templates, and check the box when you're done. The goal isn't perfection — it's progress.

KEY TAKEAWAYS

- Dispatching is a service business, not a side hustle
- You sell organization and communication, not trucks
- Move through chapters in order — each one stacks

LESSON · 6 MIN

What Is Truck Dispatching?

The dispatcher's role and where you fit in the freight ecosystem.

A dispatcher acts as the communication hub between truck drivers and freight brokers.

Daily responsibilities include:

- Finding loads on load boards and through broker relationships
- Negotiating rates that make money for the carrier
- Managing rate confirmations, BOLs, and carrier packets
- Tracking pickups and deliveries
- Communicating with brokers, shippers, receivers, and drivers
- Solving problems before they become claims

Drivers want to drive. You become the office they don't have.

KEY TAKEAWAYS

- You are the carrier's back office
- Rate negotiation is the highest-leverage skill you'll build
- Communication problems become money problems fast

Understanding the Industry

Shipper → Broker → Carrier → Dispatcher — and how money moves.

Shipper — the company that has freight to move.

Broker — the licensed middleman who connects freight with carriers.

Carrier — the trucking company that physically moves the freight.

Dispatcher — you. You represent the carrier and handle everything off the truck.

How money flows: Shipper pays Broker → Broker pays Carrier (usually net 15–30 via factoring) → Carrier pays Dispatcher (typically 5–10% of gross or a flat per-load fee).

Knowing this flow protects you. When a load goes sideways, you'll know exactly who is responsible and who pays.

KEY TAKEAWAYS

- Brokers are licensed; dispatchers are not (you represent the carrier)
- Factoring is how most small carriers get paid in days, not weeks
- You work FOR the carrier, not the broker

What You Need to Get Started

The honest list — no fluff, no upsells.

You do NOT need:

- A CDL
- A truck or trailer
- A warehouse
- An MC number (you're not a broker)
- Thousands of dollars in software

You DO need:

- A reliable computer
- Strong internet
- A dedicated business phone line (Google Voice or a separate cell line works)
- A professional email (yourname@dispatchherway.com)
- Google Drive or similar for documents
- Organization, persistence, and thick skin

Optional but smart from day one:

- A simple CRM (HubSpot Free, Trello, or even a spreadsheet)
- A signed Dispatcher–Carrier agreement template
- A load-board subscription once you have a paying client

CHECKLIST

- Computer + reliable internet
- Business phone line set up
- Professional email created
- Google Drive folder structure ready
- Dispatcher–Carrier agreement template saved

02

MODULE 02

Business Setup

LLC, EIN, insurance, software, pricing, contracts.

WHAT YOU'LL LEARN

- **Forming Your LLC & Getting Your EIN** · 8 min
Why an LLC matters and the exact steps to file.
- **Insurance: Do You Need It?** · 6 min
E&O;, General Liability, and what brokers may ask for.
- **Software & Tools You'll Actually Use** · 7 min
Load boards, CRMs, spreadsheets — that pay for themselves.
- **Pricing Your Services** · 8 min
Percentage vs flat fee — what to charge and how to position it.
- **The Dispatcher–Carrier Agreement** · 6 min
What **MUST** be in your contract before you book a single load.

Forming Your LLC & Getting Your EIN

Why an LLC matters and the exact steps to file.

An LLC protects your personal assets if something goes wrong. It also makes you look like a real business to brokers and carriers.

Steps:

1. Choose your business name (check availability on your Secretary of State website).
2. File Articles of Organization with your state (\$50–\$300 depending on state).
3. Get a registered agent (you can be your own, or use Northwest/ZenBusiness for ~\$125/yr).
4. Apply for an EIN — FREE at irs.gov. Never pay a third party for this.
5. Open a business bank account (Relay, Mercury, or any local bank).
6. File a Beneficial Ownership Information (BOI) report with FinCEN if required.

Always check your state's specific requirements. This is not legal advice.

CHECKLIST

- Business name selected & available
- LLC filed with state
- EIN obtained from IRS
- Business bank account opened
- BOI report filed (if required)

Insurance: Do You Need It?

E&O; , General Liability, and what brokers may ask for.

Most dispatchers don't legally need insurance, but you should strongly consider:

Errors & Omissions (E&O;): Protects you if you make a mistake (wrong pickup time, wrong rate, etc.). Usually \$400–\$800/yr.

General Liability: Standard small-business coverage. Often bundled with E&O;.

Cyber liability: Worth considering — you're handling carrier docs, MC numbers, and bank info.

Some brokers ask dispatchers for a Certificate of Insurance (COI). Having one ready makes you look established.

KEY TAKEAWAYS

- E&O; is optional but recommended once you have clients
- Bundling E&O; + GL is usually cheapest
- Brokers occasionally request a COI — be ready

Software & Tools You'll Actually Use

Load boards, CRMs, spreadsheets — that pay for themselves.

Load Boards:

- DAT One — the industry standard. Plans from ~\$45/mo to ~\$200/mo.
- Truckstop — strong on rate insights and credit scores.
- 123Loadboard — budget-friendly starter option.

Tracking & Communication:

- Project44 / MacroPoint — broker-required tracking (carrier sets up)
- Truckstop Book It Now — instant booking on some loads

Office Stack:

- Google Workspace (\$6/mo) — email + docs
- DocuSign or PandaDoc — contracts & rate cons
- HubSpot Free CRM — track carriers and brokers
- QuickBooks Self-Employed — bookkeeping

Start lean. Add tools as your revenue grows.

KEY TAKEAWAYS

- Don't buy a load board until you have a signed client
- Google Workspace makes you look legit for \$6/mo
- Free CRMs are enough for your first 10 clients

Pricing Your Services

Percentage vs flat fee — what to charge and how to position it.

Two main pricing models:

1. Percentage of gross load revenue — Industry standard is 5–10%. Most new dispatchers start at 5–7%. You only make money when the truck makes money — easy for carriers to say yes to.

2. Flat weekly fee — \$300–\$600/week per truck. Predictable income, but harder to sell a brand-new dispatcher on.

Hybrid: Some dispatchers charge 6% with a \$250/week minimum. Protects you on slow weeks.

Pricing rules:

- Never undercut yourself below 5% — you'll burn out
- Always quote AFTER you understand their lanes and equipment
- Put your percentage and any minimums in the signed agreement
- Bill weekly, every Monday, for the prior week's loads

Scripts

Pricing conversation script

"My standard rate is 6% of gross load revenue, billed every Monday for the prior week. There are no setup fees and no contract lock-in — if I'm not making you money, you can cancel with 7 days notice. Most of my carriers see a higher net once we cut deadhead and dead-end brokers. Want me to walk you through how that would look for your truck?"

The Dispatcher–Carrier Agreement

What MUST be in your contract before you book a single load.

Your Dispatcher–Carrier Agreement protects both of you. Never dispatch without one signed.

Required clauses:

- Scope of services (load sourcing, rate negotiation, paperwork, tracking)
- Compensation (percentage or flat fee, billing schedule)
- Term & termination (7-day notice is standard)
- Non-circumvention (carrier can't go around you to brokers you introduced)
- Limitation of liability (you're not responsible for damaged freight, late delivery penalties, etc.)
- Independent contractor relationship (you are NOT their employee)
- Confidentiality of carrier and broker info

Use DocuSign for free signatures.

CHECKLIST

- Agreement template saved
- DocuSign or PandaDoc account created
- Non-circumvention clause included
- Cancellation terms clear (7 days standard)

03

MODULE 03

Getting Your First Client

From zero to your first signed carrier.

WHAT YOU'LL LEARN

- **Where to Find Carriers** · 7 min
The real channels — not just 'post in Facebook groups.'
- **Your Daily Sales System: 20 / 20 / 20 / 20** · 6 min
The activity goal that turns into clients.
- **Scripts That Actually Work** · 8 min
Cold call, voicemail, text, email, and DM — copy-paste ready.
- **Handling the 5 Most Common Objections** · 8 min
What carriers actually say — and how to respond.
- **Onboarding Your First Client** · 7 min
From 'yes' to first load — the exact handoff.

Where to Find Carriers

The real channels — not just 'post in Facebook groups.'

Highest-ROI channels:

- 1 **FMCSA SAFER database** — Free public list of every authorized carrier in the US. Search by state, fleet size, and equipment. Filter for 1–5 truck operations. Pull phone numbers and call.
- 1 **Facebook groups** — Search 'owner operator,' 'hotshot,' 'trucking dispatch.' Provide value first; pitch second.
- 1 **Truck stops & local yards** — Print business cards and visit. Old-school works.
- 1 **Referrals** — Every happy carrier knows 3 others. Ask on day 30.
- 1 **Instagram / TikTok** — Document your work. Carriers DM dispatchers who look organized.
- 1 **Cold email** — Use Apollo or Hunter to find carrier emails. Keep it under 5 sentences.

KEY TAKEAWAYS

- SAFER is free and gold — most dispatchers ignore it
- Show up consistently in 3 channels, not weakly in 10
- Your first client likely comes from a phone call, not a post

LESSON · 6 MIN

Your Daily Sales System: 20 / 20 / 20 / 20

The activity goal that turns into clients.

Daily activity goal until you hit 3 paying clients:

- **20 calls** to authorized carriers (use SAFER)
- **20 texts** to leads who didn't answer
- **20 emails** with a clear subject line and one CTA
- **20 social DMs** (Facebook, Instagram, LinkedIn)

That's 80 touches per day. Industry conversion is roughly 1–3 signed clients per 1,000 touches when you're new. Math says: 2 weeks of consistent effort → first client.

Consistency beats talent in this business.

KEY TAKEAWAYS

- 80 touches/day until 3 paying clients
- Track every touch in a spreadsheet or CRM
- Follow up at least 5 times before giving up on a lead

Scripts That Actually Work

Cold call, voicemail, text, email, and DM — copy-paste ready.

Use these as your starting point. Personalize the {{carrier name}} and equipment.

Scripts

Cold call opener

"Hey {{name}}, this is {{your name}} with Dispatch Her Way. I help small fleet and owner-operators keep their trucks loaded with better-paying freight. Got 60 seconds?"

Voicemail

"Hey {{name}}, {{your name}} with Dispatch Her Way. I work with owner-operators running {{equipment}} and I'd love to share a quick rate idea for your lanes. I'll shoot you a text — call me back when you have a minute. Thanks."

Follow-up text

"Hey {{name}} — {{your name}} from Dispatch Her Way. Just left you a voicemail. I help owner-ops book higher-paying freight and handle all the paperwork for 6%. Open to a quick chat this week?"

Cold email

Subject: Quick idea for {{carrier name}}

Hi {{name}},

I'm {{your name}} with Dispatch Her Way. I help owner-operators running {{equipment}} cut deadhead and book stronger rates — without the headache of paperwork.

Flat 6% of gross, billed weekly, 7-day cancel anytime.

If you're open to it, I can walk you through what your lanes look like this week. Reply YES and I'll send a time.

*— {{your name}}
Dispatch Her Way*

Social DM

"Hey {{name}} — love your setup. I'm a dispatcher and I help owner-ops keep trucks loaded with better freight. No long contracts. Open to chatting this week?"

Handling the 5 Most Common Objections

What carriers actually say — and how to respond.

Memorize these. You'll hear each one daily.

Scripts

"I already have a dispatcher."

"That's great — I'm not asking you to switch today. Most of my carriers run me as a backup for the days their main dispatcher misses. Can I have your email and send you a load idea this week? If it makes you money, we talk."

"How much do you charge?"

"Flat 6% of gross load revenue, billed weekly. No setup fees, no contract — 7-day cancel anytime. The fee comes out of loads I book; if I don't book, you don't pay."

"How do I know you're not going to steal my authority?"

"Fair question. I sign a non-circumvention and confidentiality agreement before I get a single doc. Your authority and broker relationships are yours. I'll send the agreement now if you want to read it."

"I tried a dispatcher before, they were terrible."

"I hear that a lot. Most dispatchers chase loads instead of building lanes. I focus on consistent lanes, real broker relationships, and weekly reporting so you see exactly what I'm doing. Want to do a 2-week trial?"

"Send me some info and I'll think about it."

*"Absolutely. I'll send it now. What's a better time to follow up — Thursday morning or Friday afternoon?"
(Always pin a callback time.)*

Onboarding Your First Client

From 'yes' to first load — the exact handoff.

Once a carrier says yes, move FAST. Speed of onboarding is your second sales call.

Same-day steps:

1. Send the signed Dispatcher–Carrier Agreement (DocuSign)
2. Send the New Client Intake Form (Appendix D)
3. Request: MC certificate, COI (insurance), W-9, voided check, signed Letter of Authorization
4. Create their folder in Google Drive (template structure below)
5. Add them to your CRM / carrier tracker
6. Schedule the kickoff call (15 min)

Folder structure to copy:

- /Carrier Name
- /01 Onboarding (agreement, COI, W-9, MC cert, LOA)
- /02 Carrier Packets (one per broker)
- /03 Rate Cons (organized by month)
- /04 BOLs / PODs
- /05 Invoices

CHECKLIST

- Agreement signed
- Intake form completed
- MC cert, COI, W-9, LOA received
- Google Drive folder created
- Kickoff call scheduled

04

MODULE 04

Operations: Booking Loads

The daily work — load boards, rates, paperwork.

WHAT YOU'LL LEARN

- **Mastering Load Boards** · 8 min
How to read a load post and filter out the trash.
- **Finding Profitable Freight** · 7 min
Cost per mile, deadhead math, and lane strategy.
- **Rate Negotiation** · 8 min
How to ask for more — professionally — and actually get it.
- **Carrier Packets & Broker Setup** · 6 min
What's inside, how to fill them out, and how to file.
- **Booking Your First Load — Step by Step** · 7 min
The full sequence from 'I want this load' to 'driver is rolling.'

Mastering Load Boards

How to read a load post and filter out the trash.

Load boards are online marketplaces where brokers post freight. Each post shows:

- Pickup location & date
- Delivery location & date
- Miles
- Posted rate (or 'call')
- Equipment type required
- Weight
- Broker name + MC#

Before booking ANY load, check:

1. Broker's credit score (DAT shows DAYS-TO-PAY)
2. Broker's MC# is active (verify on SAFER)
3. Rate per mile (loaded + deadhead) vs your carrier's cost per mile
4. Lane history — is this lane always cheap?
5. Delivery time — does the receiver work weekends?

Red flags: Brand-new MC (under 6 months), pays past 45 days, no phone listed, rate way below market.

KEY TAKEAWAYS

- Always check broker credit before booking
- Cheap loads cost more than they pay
- Deadhead miles eat profit — calculate them in

Finding Profitable Freight

Cost per mile, deadhead math, and lane strategy.

A typical owner-operator's cost per mile is **\$1.80–\$2.20 all-in** (fuel, maintenance, insurance, truck payment, driver pay).

Quick math: A 500-mile load at \$1,500 = \$3.00/mi. After 50 miles deadhead to pickup = 550 total miles = \$2.72/mi. Profit margin: $\sim\$0.50/\text{mi} \times 550 = \sim\275 profit.

Strategy:

- Build a list of 3–5 profitable lanes per truck (e.g., ATL → MIA, MIA → JAX, JAX → ATL)
- Repeat the same lanes weekly — relationships with shippers/receivers speed things up
- Avoid dead zones (rural delivery with no backhaul)
- Always have a backup load posted before delivery

KEY TAKEAWAYS

- Know each carrier's cost per mile before quoting
- Loaded miles + deadhead miles = real CPM
- Lane consistency > chasing the highest single load

Rate Negotiation

How to ask for more — professionally — and actually get it.

Brokers expect negotiation. Posted rates are starting points.

The 4-step ask:

1. Anchor with market data ('DAT shows this lane averaging \$X')
2. Justify with costs ('with 80 miles deadhead, we need \$X to make sense')
3. Ask high, settle middle ('I can do it for \$X — what's your best?')
4. Silence. After you state your number, **stop talking**.

Never negotiate emotionally. Never lie about other offers. Brokers talk to each other.

Scripts

Rate ask

"Thanks for the rate. With current market on this lane and {{X}} miles of deadhead to pickup, we'd need to be at \$_____ to make this work for the truck. Is there flexibility?"

Counter to a lowball

"I appreciate it, but at that rate we'd actually lose money on the deadhead. If you can come up to \$_____, I can have the truck on the dock first thing."

Walk-away

"Totally understand if it's not there. Keep me in mind for future loads on this lane — we run it weekly."

Carrier Packets & Broker Setup

What's inside, how to fill them out, and how to file.

Every broker requires a carrier packet before they'll send a rate confirmation. A typical packet includes:

- Carrier setup form (company info, MC#, DOT#, EIN)
- Signed broker-carrier agreement
- W-9
- Certificate of Insurance (COI)
- Voided check or ACH form
- Signed Letter of Authorization (proves you can represent the carrier)

Pro move: Build a 'master packet' for each carrier — one PDF you can send to any broker in 60 seconds. Keep COIs updated; expired insurance = no loads.

CHECKLIST

- Master packet PDF built per carrier
- COI auto-renewal calendar set
- Signed LOA on file
- Voided check ready

Booking Your First Load — Step by Step

The full sequence from 'I want this load' to 'driver is rolling.'

Step 1: Find a load that matches your truck's lane, equipment, and timing.

Step 2: Call the broker. Confirm rate, pickup/delivery times, weight, commodity, special instructions.

Step 3: Verify carrier availability. Text the driver before you commit. NEVER book without driver confirmation.

Step 4: Send your carrier packet (or confirm one is already on file).

Step 5: Receive the Rate Confirmation (rate con). READ EVERY LINE. Watch for: detention terms, layover, lumper fees, TONU clauses, late penalties.

Step 6: Sign and return. Forward to driver immediately with shipper/receiver contacts.

Step 7: Dispatch the driver — verbally confirm pickup window, address, contact name.

Step 8: Track. Check-in calls: at pickup, in-transit (daily), at delivery. Send BOL/POD to broker.

Attention to detail = no claims = repeat business.

CHECKLIST

- Driver confirmed available before booking
- Rate con read line by line
- Detention/lumper terms verified
- Driver has shipper + receiver contacts
- POD sent to broker within 24h of delivery

05

MODULE 05

Daily Operations

The rhythm of a real dispatch business.

WHAT YOU'LL LEARN

- **The Dispatcher's Daily Workflow** · 6 min
Hour-by-hour: how to structure your day.
- **Building Broker Relationships** · 6 min
The brokers you trust become a private load board.
- **Managing Multiple Trucks** · 7 min
Systems that scale past 1 truck without losing your mind.
- **Retaining Clients** · 5 min
Why retention is worth more than acquisition.

The Dispatcher's Daily Workflow

Hour-by-hour: how to structure your day.

6:00–8:00 AM — Check on drivers picking up. Confirm appointments. Send tracking updates.

8:00–11:00 AM — Source loads for tomorrow. Build a shortlist of 5–10 per truck.

11:00 AM–1:00 PM — Call brokers, negotiate, book. Prime booking window for next-day freight.

1:00–3:00 PM — Paperwork: send rate cons to drivers, file BOLs/PODs, update tracking.

3:00–5:00 PM — Prospecting (calls, emails, DMs to new carriers). Follow-up with brokers.

5:00–6:00 PM — End-of-day check-in with each driver. Confirm tomorrow's load. Plan the next day.

KEY TAKEAWAYS

- Book tomorrow's load TODAY
- Daily driver check-ins build trust
- Prospecting daily = no income gaps

LESSON · 6 MIN

Building Broker Relationships

The brokers you trust become a private load board.

Your reputation IS your business. Brokers remember dispatchers who:

- Answer the phone every time
- Return calls within an hour
- Send POD same-day
- Don't fall off a load after booking
- Are honest when something goes wrong

Build a top-20 broker list. Call them weekly even when you don't need a load — ask what's coming up. They'll start sending YOU loads off-board, often at better rates.

KEY TAKEAWAYS

- Top-20 broker call list (weekly)
- Same-day POD = priority dispatcher status
- Honesty after a problem builds more trust than perfection

Managing Multiple Trucks

Systems that scale past 1 truck without losing your mind.

When you cross 3 trucks, manual tracking breaks. Use a spreadsheet or simple CRM with these columns:

- Carrier name
- Driver name & phone
- Equipment
- Current status (loaded / empty / delivering)
- Current load (broker, origin, destination, rate)
- Pickup date & time
- Delivery date & time
- Next planned load
- Notes

Color-code by status. Update at 8am, 1pm, and 5pm minimum.

CHECKLIST

- Master tracker spreadsheet built
- 3x daily update rhythm set
- Each truck has next-load plan by 5pm

Retaining Clients

Why retention is worth more than acquisition.

Acquiring a new client costs 5–10x what it costs to keep one. Retention rules:

- **Weekly recap email:** total revenue, miles, RPM, top brokers — send every Sunday night
- **Solve problems before they ask:** if a load is late, call them first
- **Quarterly business review:** 30 minutes to look at the numbers and the next quarter
- **Be human:** birthdays, first load anniversary, holiday messages

Carriers don't leave good dispatchers. They leave silent ones.

KEY TAKEAWAYS

- Sunday-night recap email is non-negotiable
- Call them before they call you when things go wrong
- Quarterly review = renewal conversation

06

MODULE 06

Scaling & Money

Grow the business and keep what you earn.

WHAT YOU'LL LEARN

- **Scaling Past 5 Trucks** · 7 min
When to hire, what to hire, and what to outsource first.
- **Bookkeeping & Taxes** · 7 min
The basics so April doesn't break you.
- **Building Your Brand & Marketing** · 7 min
Show up online so carriers come to you.
- **Final Thoughts: Stay in the Game** · 3 min
You don't need to know everything to start.

Scaling Past 5 Trucks

When to hire, what to hire, and what to outsource first.

5 trucks is the comfortable solo ceiling. Past that, you need help.

Hire in this order:

1. **Virtual Assistant for paperwork** (\$5–\$10/hr, Philippines or LATAM) — handles carrier packets, BOLs, invoicing.
2. **Junior dispatcher** (commission-based, 1–2% of loads they book) — handles night/weekend.
3. **Bookkeeper** (~\$200/mo) — once you're consistently above \$10k/mo.

Don't hire until you have 90 days of consistent revenue and a documented SOP for each task.

KEY TAKEAWAYS

- 5 trucks = solo ceiling
- First hire: VA for paperwork
- Document SOPs BEFORE hiring

Bookkeeping & Taxes

The basics so April doesn't break you.

Track from day 1:

- Income (per client, per week)
- Expenses (load boards, software, phone, internet, office, mileage, meals)
- Quarterly estimated taxes (pay April, June, Sept, Jan)

Deductions you'll forget:

- Home office (% of rent + utilities)
- Internet & phone (% used for business)
- Software & subscriptions
- Vehicle mileage for client meetings
- Continuing education (this course!)

Set aside **25–30% of every payment** in a separate savings account for taxes. Get a CPA before your first April.

This is not tax advice. Always consult a licensed CPA.

CHECKLIST

- Separate business checking + savings
- 25–30% set aside per payment
- QuickBooks or similar set up
- CPA consulted before first April

LESSON · 7 MIN

Building Your Brand & Marketing

Show up online so carriers come to you.

Inbound > outbound once your brand is built. Channels that work:

- **Instagram & TikTok:** 3 posts/week — day-in-the-life, rate wins, tips for owner-operators
- **YouTube:** long-form 'how to find your first dispatcher' content ranks forever
- **LinkedIn:** connect with broker reps; surprisingly underused in trucking
- **Google Business Profile:** local SEO for 'dispatcher near me'
- **Referral program:** \$250 cash for every signed carrier referral

Pick TWO channels. Post 90 days before judging results.

KEY TAKEAWAYS

- Two channels, 90 days minimum
- Document the work — don't try to 'be a content creator'
- Referral program is the cheapest acquisition

LESSON · 3 MIN

Final Thoughts: Stay in the Game

You don't need to know everything to start.

You do not need to know everything before you begin. You only need enough to take the next step.

Every successful dispatcher started as a beginner. Stay organized. Stay professional. Stay consistent.

Most importantly: keep learning, keep moving forward, and don't quit on a Tuesday.

Thank you for choosing Dispatch Her Way.

Your Load. Our Priority. Your Way.

The 30-Day Launch Plan

Week 1 — Foundation

Set up the business so you look real on day one.

- Choose business name & verify availability
- File LLC with your state
- Apply for EIN (free at [irs.gov](https://www.irs.gov))
- Open a business checking account
- Set up Google Workspace + business email
- Set up a dedicated phone line
- Create a lead-tracking spreadsheet or CRM
- Save the Dispatcher–Carrier Agreement template

Week 2 — Lead Generation

Contact 100 carriers. Hit 80 touches every weekday.

- Day 1–5: 20 calls / 20 texts / 20 emails / 20 DMs per day
- Pull carrier lists from FMCSA SAFER
- Send the cold email & social DM scripts
- Log every touch & response
- End-of-week: review what's converting

Week 3 — Follow-up & Trust

Reconnect with every interested lead. Move them to a call.

- Follow up with every Week 2 contact at least twice
- Schedule discovery calls with interested carriers
- Send agreement & intake form before the call

- Practice your pricing & objection-handling scripts

Week 4 — Close & Dispatch

Sign your first paying carrier and book your first load.

- Send signed agreement & onboarding sequence
- Build their master carrier packet
- Source 5 loads on day one of dispatch
- Book the first load — execute the 8-step booking sequence
- Send their first Sunday-night recap email

Client Onboarding Checklist

Use this same-day after any carrier says yes.

ONBOARDING STEPS

- Dispatcher–Carrier Agreement signed (DocuSign)
- New Client Intake Form completed
- MC Certificate received
- Certificate of Insurance (COI) received
- W-9 received
- Voided check / ACH form received
- Signed Letter of Authorization (LOA) received
- Google Drive folder created (Carrier Name / 01–05)
- Carrier added to master tracker
- Kickoff call scheduled
- Expectations & comms cadence discussed

Dispatcher Confidence Checklist

Read this before your first call.

I AM READY WHEN...

- I understand my services and the value I provide
- I can explain dispatching to a carrier in under 60 seconds
- I know my pricing and won't apologize for it
- I can read a rate confirmation line by line
- I have my Dispatcher–Carrier Agreement ready to send
- I can negotiate a rate without getting flustered
- I have my scripts saved and at hand
- I am willing to make 80 touches a day
- I am ready to take action — not just learn

New Client Intake Form

Fillable on print — make a copy for every carrier.

Company Name

Owner Name

Phone Number

Email Address

DOT Number

MC Number

EIN

**Equipment Type (Dry Van /
Reefer / Flatbed / Hotshot /
Box / Other)**

Number of Trucks

Driver Names & Phones

Preferred Lanes

Preferred States

States/Areas to Avoid

**Preferred Weekly Revenue
Goal**

Cost Per Mile (if known)

**Currently Working With a
Dispatcher? (Y/N)**

Biggest Challenge Right Now

**Insurance Provider & COI
Expiration**

Factoring Company (if any)

**Bank for ACH (routing &
account)**

**Notes / Anything else we
should know**

Carrier Management Tracker

Print one per truck. Or rebuild in Google Sheets.

Carrier

Equipment

Driver Phone

Current Status

Loaded Empty
Delivering Searching

Current Load

Pickup Date

Delivery Date

Revenue

Follow-up?

Yes No

Notes

Resource Directory

Tools & links worth bookmarking. Always verify before relying on third parties.

Load Boards

- DAT One — dat.com
- Truckstop — truckstop.com
- 123Loadboard — 123loadboard.com

Carrier Lookup

- FMCSA SAFER — safer.fmcsa.dot.gov
- Carrier411 — carrier411.com

Business Setup

- IRS EIN (free) — irs.gov/ein
- FinCEN BOI — boiefiling.fincen.gov
- Northwest Registered Agent
- ZenBusiness

Insurance

- Hiscox
- Next Insurance
- Embroker

Office Stack

- Google Workspace
- DocuSign / PandaDoc
- HubSpot Free CRM

- QuickBooks Self-Employed

Banking

- Relay
- Mercury
- Any small-business friendly local bank

Templates Included In This Ebook

- Dispatcher–Carrier Agreement
- New Client Intake Form
- Letter of Authorization (LOA)
- Carrier Management Tracker
- Broker Contact Log
- Weekly Revenue Tracker
- Business Expense Tracker
- Client Onboarding Checklist
- Daily Dispatcher Checklist
- Dispatcher Confidence Checklist
- Cold Call & Email Scripts
- Rate Negotiation Scripts
- Objection Handling Cheatsheet
- 30-Day Launch Plan

Frequently Asked Questions

Do I need a CDL or trucking experience?

No. Dispatchers don't drive — you handle the office side. Many top dispatchers have never set foot in a truck. Curiosity and discipline matter more than experience.

Do I need an MC number?

No. MC numbers are for brokers. Dispatchers represent the carrier, not freight. You only need an LLC and EIN.

How much money do I need to start?

Under \$500 is realistic. LLC filing (\$50–\$300), Google Workspace (\$6/mo), a phone line, and a notebook. Add a load board (\$45–\$200/mo) once you have your first paying client.

How long until I make money?

If you follow the 30-day plan and hit 80 daily touches, most students land their first paying carrier in 2–6 weeks. Income builds as you stack carriers.

What do I charge?

Industry standard is 5–10% of gross load revenue. Most new dispatchers start at 5–7%, billed weekly. Some use flat fees (\$300–\$600/week per truck).

Can I do this part-time?

Yes — at first. Dispatching becomes time-sensitive once you have active loads, so plan to be available for calls during business hours (or have a backup).

What if a load goes wrong?

Your contract limits your liability — you're not responsible for damaged freight or late penalties. Stay calm, communicate immediately with broker and carrier, and document everything.

How do I get paid?

Invoice your carrier weekly (every Monday for prior week's loads). Most carriers pay within 7 days. ACH is preferred over check.

FINAL THOUGHTS

Don't quit on a Tuesday.

You do not need to know everything before you begin. You only need enough knowledge to take the next step.

Every successful dispatcher started as a beginner. The ones who win are the ones who keep showing up after the first NO, the first lost load, the first broker who didn't return a call.

Stay organized. Stay professional. Stay consistent. Keep learning. Keep moving forward.

Thank you for choosing Dispatch Her Way™.

Your Load. Our Priority. Your Way.