

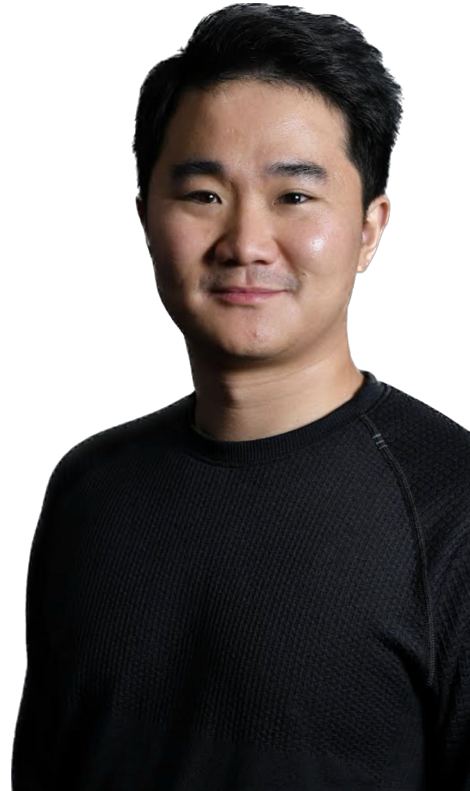


**3 steps  
to find more  
direct shippers**

# Hi. I'm Justin

I'm a **2nd Generation Trucker** who helped my Dad grow his trucking company from **3 to 50 trucks in 3 years**

- Increased his annual revenue from **\$1M to \$20M+**
- Founded Vesta Fitness (**\$2 million revenue in 1st yr**)
- Founded Ezpaper, **backed by One Way VC**
- Trusted by 100s of trucking companies
  - **Including General Electric**



*On a mission to connect truckers and shippers through technology*

# Trucking companies risk losing up to 15-20% on profit margins by not working with direct shippers

An average trucking company *profit margin is only 6%*

Source: Boss Magazine

**I was lucky to figure out  
early on that I must have a healthy network  
of **direct shippers** to not only survive, **but thrive!****

# The old way of trucking

## Buried in DAT

1. **Taking leftover loads nobody wants.**
  - Scrolling through DAT 80% of the day
  - Spreadsheets, paperworks everywhere
  - Not knowing your operational costs
  - Relying on freight brokers
2. **Unable to find shippers and shippers can't find you either because they don't know you exist**

### **Result:**

**Not much money left after paying our costs.**

**Maybe 6-8% in profit margin.**

# The New Way of Trucking

1. A **healthy mix** of direct shippers and selected brokers
2. A **technology platform** to automate the manual work that uses up 50% of your day
3. Having a **consistent pipeline** of new direct shippers to grow the business

## Result:

Reaching 20%+ in profit margin and not worried about the down market

# Here are 3 steps to find direct shippers

## Step 1: Don't haul everything. Select a niche

The smaller the better. I selected the medical equipment sector for my dad, and I became the “medical equipment guy” in my area.

**If you don't know what to pick,** 12% of US GDP comes from manufacturing.

Look at the chart on the right & pick a niche that interests you.

Rank	Manufacturing Industry Sector	Percentage of Manufacturing GDP
1	Computer and electronic products	16.4%
2	Chemical products	14.8%
3	Transportation equipment	9.8%
4	Food and beverage and tobacco products	8.6%
5	Machinery	8.5%
6	Petroleum and coal products	7.9%
7	Fabricated metal products	6.7%
8	Miscellaneous Manufacturing	6.4%
9	Plastics and rubber products	6.4%
10	Primary metals	3.8%
11	Electrical equipment, appliances, and components	3.1%
12	Paper products	2.9%
13	Nonmetallic mineral products	2.4%
14	Printing and related support activities	2.0%
15	Wood products	1.6%
16	Furniture	1.2%
17	Textile	1.2%
18	Apparel and leather products	1.0%

# Here are 3 steps to find direct shippers

## Step 2: Have an Online Presence

### Build a company website:

- Define your CORE. Quantify your value proposition
- This is your sales pitch to your niche why they should use you.
- Post your lanes and rates online; make it easy for shippers to book a truck in a few clicks

### Convert your website into a Strategic Shipper Packet (SSP)

- This is your sales letter on why you are the medical equipment guy
- Map out your niche shippers in your area.
- Place your SSP inside Fedex envelopes with your carrier setup packet
  - (Trick: everyone opens Fedex envelopes)
- Visit shippers and pass the envelope to them



# Here are 3 steps to find direct shippers

## Step 3: Make your shipper's life easy & repeat

### Continue growing your shipper network after landing your first one by:

- Repeating the first two steps
- Turn your first shipper into a loyal fan of your service, and use them as referral for the next one.

# You have the secret sauce now!

You can either execute by yourself

Or we can do Steps 1-3 together using Ezpapel!

Click here for a [Free Consultation!](#)

- Learn how to connect with more **direct shippers**
- Learn how to **select your niche**
- Build a **modern website** and **strategic shipper packet**
- Get a **technology platform** that helps you accelerate
- **10 fold** your business

[Schedule a Session today](#)

