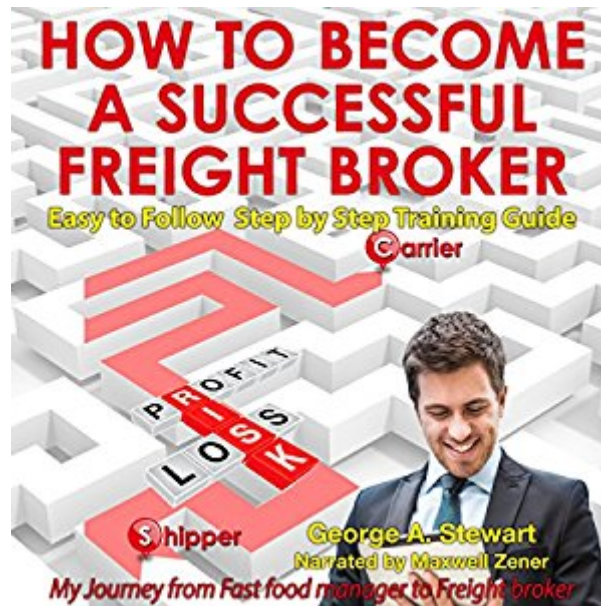


The book was found

How To Become A Successful Freight Broker: My Journey From Fast Food Manager To Freight Broker



Synopsis

The world and its economics are more global today than 10 years ago. Products and goods are being shipped and received from country to country more than ever before. In this global process, one type of key player is the freight broker. Freight brokerage firms are more in demand now than ever before. My name is George A. Stewart, I am 43 years old, and I worked for 12 years as a store manager for Burger King - a truly dead-end job. Just as with most jobs in the job market today, I used to put in plenty of hours that did not translate into much money. I understand that everyone has bad days at work; for me it was not an occasional dissatisfaction but a genuine mismatch. Working for long hours under constant stress was taking a toll on my health, and to make matters worse, I was earning \$36,500 per year, which was barely enough to feed myself, my wife, and my three children. Most of the time, I felt like I was dangling from a cliff. My turning point came when I met a customer who seemed to be doing very well despite the hard economic times. After a little chitchat, I found out that he was a freight broker and that he was earning a decent living while working just a few hours. At that point I did not know anything about freight brokerage or that a profession like that even existed. I decided to do some research, and the more I learned, the more my interest grew. Within a matter of weeks, I was completely hooked. Before I knew it, I was taking time off work to begin my training in freight brokerage. After my training, I decided to quit my job and took up a job as a freight agent working under an established freight broker. My job included looking for new clients, taking orders, and matching shippers with carriers. In one year or so, I felt that I had enough experience and contacts to start my own firm. In this book I've outlined every step to becoming a successful freight broker - steps that anyone can understand and follow.

Book Information

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Customer Reviews

I've spent 14 years in the transportation industry, 3 years as a broker/agent. This book covers the basics but not near enough info to go out and open your own brokerage for sure. It offers the nuts and bolts but there is ALOT more to it than what is written in these 74 pages. Believe me when I say OJT is the best way to learn this business, not a book. This book offers some generic information and suggestions about the business otherwise it would be as thick as an encyclopedia. Can you make money as a freight broker or agent? Absolutely. Is it easy? Absolutely not. You have to pay your dues like anything else worthwhile but if you have thick skin and persistence like the author says the sky is the limit. The author mentions in page 7 once he did his research on the freight industry he went for broker training and off he went. He never mentions where he went for this training. His mention as a mgr at Burger King for \$36,500/yr before getting into brokering was all of one paragraph and never brought up again so the book sub-title 'My Journey from a Fast Food Mgr to Freight Broker' really wasn't any 'journey' in the book. Almost word-for-word I noticed some pages described the freight broker business just exactly as Entrepreneur Magazine described in their manual How to Start a Freight Broker business. Coincidence? Highly doubtful. The transportation industry has it's own 'lingo'. If you can't speak the language or have any idea what a trucker is talking about when he says he's bob-tailing or he's over on his tandems you'll have a difficult time in this business until you're familiar with alot of the terminology. How much weight can a trucker legally have on his tandems do you know? Or on his steering axle?

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