

EQUITABLE SOLUTIONS LLC

Small Business Starter Kit

A starter kit built specifically for a dispatch service website.

Digital Product | Website-ready PDF product

Created for the Equitable Solutions LLC dispatching website.

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This product is educational material, not legal, tax, financial, or insurance advice.

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How to use this product

Use this PDF as a working business tool. Read the training pages first, then copy the checklists, scripts, worksheets, and templates into your own dispatch workflow. Customize the words to your business voice before using them with carriers.

Starter kit purpose

This Small Business Starter Kit is written specifically for a freight dispatch service. It is not a generic online business kit and it is focused on dispatch-service setup.

- Clarify the offer.
- Set up your business tools.
- Build your carrier intake process.
- Create your website product/service page.
- Connect Stripe payment links for digital products or service deposits.
- Track daily outreach and follow-up.

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Worksheet 1 - Dispatch business offer builder

Question	Your answer
Who do you serve?	Owner-operators, small fleets, new authorities, specific equipment types.
What service do you provide?	Load search, broker calls, rate con review, tracking support, paperwork.
What do you not provide?	Brokerage, legal advice, guaranteed loads, guaranteed revenue.
What equipment types?	Dry van, reefer, flatbed, box truck, hotshot, etc.
What is your pricing?	Percentage, flat weekly, or hybrid.
How does a carrier start?	Intake form, onboarding packet, qualification call.

Worksheet 2 - Website page checklist

- Homepage explains dispatch support clearly.
- Dispatcher Blueprint or Products page lists eBooks/products.
- Carrier intake form is easy to find.
- Phone number is 904-330-4442.
- Buy Now buttons point to Stripe payment links.
- Thank-you/download pages are not listed in the main menu.
- Service page states carrier approval is required before booking.
- Contact form sends to the correct email.

Worksheet 3 - Stripe-first product setup

Stripe Payment Links are the simple path for this setup. Each product gets its own Stripe link. Each button on the website points to the correct Stripe checkout.

Product	Website button should open
Dispatching Startup Guide	Stripe link for Dispatching Startup Guide
Carrier Onboarding Forms Pack	Stripe link for Carrier Onboarding Forms Pack
Dispatcher Daily Workflow Planner	Stripe link for Dispatcher Daily Workflow Planner
AI Prompt Pack	Stripe link for AI Prompt Pack
Social Media Script Pack	Stripe link for Social Media Script Pack
Small Business Starter Kit	Stripe link for Small Business Starter Kit

Download delivery

After payment, send the customer to a hidden thank-you/download page or use an email automation to send the PDF link. Do not point Buy Now directly to the PDF before payment.

Worksheet 4 - Daily sales tracker

Date	Prospect	Equipment	Source	Status	Next follow-up

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Worksheet 5 - Basic SOP list

- Carrier intake SOP.
- Carrier document request SOP.
- Load search SOP.
- Broker call SOP.
- Rate confirmation review SOP.
- Load tracking SOP.
- POD and paperwork SOP.
- Weekly invoice/support fee SOP.
- Compliance reminder SOP.
- Refund/download support SOP for digital products.

Worksheet 6 - 30-day action plan

Week	Focus	Target
Week 1	Foundation	Website page, Stripe links, PDFs uploaded, intake form ready.
Week 2	Prospecting	Contact 150 carrier prospects and log every result.
Week 3	Onboarding	Qualify and onboard interested carriers.
Week 4	Operations	Book loads, track paperwork, improve scripts, collect testimonials.

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Website copy for this product

Small Business Starter Kit - A dispatch-business setup kit for organizing the offer, website page, Stripe-first product setup, carrier intake process, SOP list, sales tracker, and 30-day action plan.

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Appendix

Source note: This product was drafted with reference to FMCSA final guidance on broker and bona fide agent definitions published June 16, 2023, and FMCSA broker registration guidance. Verify current requirements before publishing legal claims or training staff.

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