

**EQUITABLE SOLUTIONS LLC**

# **Complete Dispatch Website Product Bundle**

All six website products combined into one downloadable PDF bundle.

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.

# Bundle Section - Dispatching Startup Guide

This section is included in the complete dispatch website product bundle.

## Chapter 1 - What this business is

This guide is built for a new freight dispatching business that wants to serve owner-operators and small carriers. The dispatch service helps the carrier search for loads, compare options, communicate with brokers, keep paperwork organized, and support weekly load planning.

### Dispatch-service boundary reminder

Equitable Solutions LLC training materials are written for a dispatch-service model. A dispatcher should work under written carrier authorization, represent the carrier, avoid holding itself out as a broker, avoid taking shipper freight directly unless properly authorized/licensed, and avoid inserting itself into the broker-carrier payment transaction. Confirm current rules with FMCSA guidance and qualified legal counsel before launching.

Plain-English rule: you are working for the carrier. The carrier controls the truck, decides whether to accept a load, and pays you according to your dispatch agreement. You are not selling freight to random carriers like a broker.

- Represent the carrier and their equipment only after written authorization.
- Get clear carrier approval before booking or committing to a load.
- Do not market yourself as a freight broker unless you have broker authority.
- Do not accept money from the broker for the load unless your authority and contracts allow it.
- Keep records of carrier approval, rate confirmations, PODs, and invoice support.

## Chapter 2 - Legal and business setup checklist

Before you call carriers or brokers, put the business foundation in place. This protects your brand and makes your operation look professional from day one.

- Choose your business name and business structure.
- Register the business with your state.
- Apply for an EIN through the IRS.
- Open a business bank account.
- Set up a professional email and phone number.
- Create your dispatch agreement and carrier intake documents.
- Create a document folder system for every carrier.
- Set a written payment policy and late-payment rule.
- Prepare a disclaimer that your company is a dispatch service, not a freight broker.

Item	Why it matters	Starter action
LLC or business filing	Separates the business identity from personal life.	File with your state or speak with a business professional.
EIN	Used for banking and tax records.	Apply through the IRS website.
Business bank account	Keeps business money separate.	Open account after business filing and EIN.
Contracts	Shows carrier authorization and service rules.	Use a dispatch agreement reviewed by counsel.
CRM or spreadsheet	Tracks carriers, lanes, follow-ups, and documents.	Build a starter carrier tracker before prospecting.

## Chapter 3 - Services you can offer

A dispatching website should explain exactly what the customer gets. Keep the offer simple. Do not overpromise rates, profit, or guaranteed loads.

- Carrier intake and lane profile setup.
- Load search based on equipment, pickup location, deadhead limit, and rate target.
- Broker calls and rate negotiation support.
- Rate confirmation review before dispatch.
- Driver communication and load tracking support.
- Document collection: rate confirmation, BOL, POD, accessorial backup.
- Weekly invoice support for dispatch service fees.
- Compliance reminder support for expiring carrier documents.

### Website wording you can use

We provide dispatch support for owner-operators and small fleets. You stay in control of the truck and approve every load. We help with load search, broker communication, rate confirmation review, tracking support, paperwork organization, and weekly dispatch administration.

## Chapter 4 - Your first 7-day launch plan

Use this short plan to launch without guessing. Do not try to build everything before you start. Build the basic tools, then start contacting carriers.

Day	Main task	Done when
Day 1	Business setup checklist	Name, email, phone, folder system, basic offer are ready.
Day 2	Create documents	Agreement, intake sheet, onboarding checklist, and payment policy are prepared.
Day 3	Build carrier list	At least 50 carrier prospects are entered into your CRM.
Day 4	Begin outreach	20 calls/texts/emails completed and logged.

Day	Main task	Done when
Day 5	Follow up	Follow up with all interested or maybe carriers.
Day 6	Review lanes	Choose 3-5 lanes and equipment types to learn first.
Day 7	Close first onboarding	Send packet to qualified carriers and schedule first load planning call.

- Create a simple website product/service page.
- Add the phone number 904-330-4442.
- Add a carrier intake form.
- Add a Stripe payment link or invoice/payment method.
- Add clear compliance wording: carrier approval required before booking.

## Chapter 5 - Carrier acquisition workflow

The daily work is simple, but it has to be consistent. Every day you need new carrier contacts, follow-ups, and onboarding conversations.

- Build a list of carriers by equipment type.
- Verify basic authority and safety information before onboarding.
- Call with a short opener, not a long sales pitch.
- Ask about equipment, lanes, current location, deadhead limit, and rate target.
- If they are a fit, send the onboarding packet the same day.
- Follow up until they say yes, no, or not now.

### Simple call opener

Hi, this is [Your Name] with Equitable Solutions LLC. We provide dispatch support for owner-operators and small fleets. What equipment are you running, and what lanes are you trying to stay on right now?

## Chapter 6 - Daily dispatcher routine

Every dispatch day has the same basic pattern: confirm truck status, search loads, compare options, call brokers, get approval, review rate confirmation, track the load, and file paperwork.

- Confirm available trucks and driver hours.
- Confirm pickup city, ready time, max deadhead, and no-go areas.
- Search load boards and broker emails.
- Build a shortlist of 3-5 realistic loads per truck.
- Call brokers and verify details.
- Get carrier approval before booking.
- Review the rate confirmation line by line.

- [ ] Send driver dispatch details.
- [ ] Track pickup, transit, delivery, and POD.
- [ ] File paperwork and update invoice tracker.

## Chapter 7 - Pricing and payment policy

Dispatch pricing can be percentage-based, flat weekly, or a hybrid. The most important part is that the fee is written into the carrier agreement and the carrier understands when payment is due.

Model	Example	Best used when
Percentage fee	5% to 10% of gross linehaul depending on service level.	Carrier wants fee tied to booked revenue.
Flat weekly fee	\$150 to \$400 per truck per week depending on service.	Carrier wants predictable cost.
Hybrid	Small weekly fee plus lower percentage.	Dispatcher provides ongoing support even during slow weeks.

**No guarantee language**

Do not promise a carrier specific weekly gross revenue. Use examples only. Freight rates, load volume, equipment, location, driver availability, seasonality, and broker requirements all affect results.

## Chapter 8 - Website copy for this product

Use this product description on the website card or sales page:

Dispatching Startup Guide - Build the foundation before calling brokers or carriers. This beginner-friendly guide helps new dispatchers understand setup, compliance boundaries, carrier intake, daily workflow, paperwork, pricing, and the first 7-day launch plan.

- Business setup basics
- Carrier intake workflow
- Daily dispatcher routine
- Broker-boundary reminders

## Section closeout

End of this product section.

# Bundle Section - Carrier Onboarding Forms Pack

This section is included in the complete dispatch website product bundle.

## Form 1 - Carrier intake sheet

This form collects the basic information you need before you search loads for a carrier. Do not skip this step.

Field	Carrier answer
Legal carrier name	
DBA name	
MC number	
DOT number	
Main contact name	
Phone	
Email	
Business address	
Equipment type	
Trailer length	
Weight capacity	
Preferred lanes	
No-go states/areas	
Max deadhead	
Minimum rate target	
Factoring company	
Insurance expiration date	

## Form 2 - Equipment information sheet

Use one sheet per truck or trailer. This helps prevent bad load matches.

Equipment detail	Notes
Truck number	
Trailer number	
Equipment type	Dry van / reefer / flatbed / step deck / hotshot / box truck
Trailer length	
Max legal weight	

Equipment detail	Notes
Tarping available?	
Liftgate?	
Pallet jack?	
Reefer temperature range	
Driver TWIC?	
Driver hazmat?	
GPS/tracking method	
Preferred appointment windows	

### Form 3 - Document request checklist

Ask for these documents before you represent the carrier. Store everything in the carrier folder.

- Signed dispatcher-carrier service agreement.
- Carrier information sheet.
- Certificate of insurance.
- W-9 if needed for your records.
- Operating authority snapshot or verification note.
- Factoring notice of assignment if applicable.
- Driver contact information.
- Equipment list.
- Preferred lane profile.
- Payment authorization or invoice terms acknowledgment.

### Form 4 - Carrier qualification call script

Dispatcher: Hi, this is [Name] with Equitable Solutions LLC. I want to make sure we only send you loads that match how you run. Can I ask a few quick questions about your truck, lanes, and rate target?

Questions: What equipment are you running? Where are you empty now? What lanes do you prefer? What areas do you avoid? How far will you deadhead? What rate do you need to move profitably? Do you use factoring? Who approves loads before booking?

#### Qualification rule

Do not onboard every carrier just because they answer the phone. A weak fit can create more problems than revenue. Look for clean communication, realistic lane expectations, active authority, insurance, and willingness to approve loads in writing.

## Form 5 - Dispatch authorization rules

This is a plain-English internal form. It does not replace a lawyer-reviewed agreement, but it helps clarify operating rules.

- Carrier must approve each load before booking.
- Dispatcher may communicate with brokers on behalf of carrier after written authorization.
- Dispatcher will not accept freight directly from shippers unless properly authorized/licensed.
- Dispatcher will not assign the carrier load to another carrier.
- Carrier is responsible for equipment, driver, compliance, safety, and delivery.
- Dispatcher payment terms are written and agreed before service begins.

## Form 6 - Rate confirmation review checklist

Before the truck moves, review the rate confirmation carefully. Mistakes cost time and money.

- Correct carrier legal name and MC number.
- Correct pickup address and appointment time.
- Correct delivery address and appointment time.
- Correct commodity and weight.
- Correct agreed rate.
- Correct accessorial terms: detention, layover, lumper, TONU, tarp.
- Correct tracking requirements.
- Correct paperwork submission method.
- No hidden deductions or unclear terms.
- Carrier approved the final terms.

## Form 7 - Carrier file folder setup

Use the same folder structure for every carrier so nothing gets lost.

- /Carrier Name/01 Agreements
- /Carrier Name/02 Insurance and Authority
- /Carrier Name/03 Rate Confirmations
- /Carrier Name/04 BOL and POD
- /Carrier Name/05 Invoices
- /Carrier Name/06 Compliance Reminders
- /Carrier Name/07 Notes and Communication

### File naming example

2026-05-11\_BrokerName\_Load1234\_CarrierName\_RateConfirmation.pdf

## Website copy for this product

Carrier Onboarding Forms Pack - Forms and templates for a cleaner carrier intake process. Includes carrier intake, equipment details, document request checklist, authorization rules, rate confirmation review checklist, and folder setup.

## Section closeout

End of this product section.

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# Bundle Section - Dispatcher Daily Workflow Planner

This section is included in the complete dispatch website product bundle.

## Planner overview

This planner turns dispatch work into a daily operating system. It is designed around the Today Board, Lane Plan, call list, booking checklist, paperwork tracker, and end-of-day closeout.

- Use the Today Board first every morning.
- Build a Lane Plan before random load searching.
- Keep a broker call list with notes.
- Use the booking checklist before committing.
- Close each day by updating paperwork and tomorrow empty trucks.

## Page 1 - Today Board template

Truck/Carrier	Location	Ready time	Hours/status	Target lane	Priority

- [ ] Which truck needs a load first?
- [ ] Which truck has the tightest appointment issue?
- [ ] Which truck is empty tomorrow and needs pre-planning?
- [ ] Which carrier is missing paperwork?

## Page 2 - Lane Plan worksheet

Build the lane before calling brokers. A dispatcher who knows the lane negotiates better.

Lane detail	Answer
Origin city/state	
Destination preference	
Max deadhead	
Minimum RPM or flat rate	
No-go areas	
Fuel/toll concerns	
Backhaul/reload options	
Weather concern	

Lane detail	Answer
Best pickup window	
Best delivery window	

### Page 3 - Broker call list

Time	Broker	Load #	Lane	Posted rate	Asked rate	Result	Follow-up

### Page 4 - Load option comparison

Compare loads side-by-side before presenting them to the carrier. Do not send a weak load unless you explain why it is only a backup option.

Option	Rate	Miles	RPM	Deadhead	Pickup	Delivery	Risk notes
1							
2							
3							
4							

### Page 5 - Booking checklist

- Broker confirmed load is available.
- Pickup and delivery windows are workable.
- Carrier approved rate and terms in writing.
- Commodity and weight are acceptable.
- Broker sent rate confirmation.
- Carrier name, MC, rate, pickup, and delivery are correct.
- Accessorial rules are understood.
- Driver has dispatch details.
- Tracking method is confirmed.
- Paperwork folder is created.

### Page 6 - Tracking and paperwork tracker

Load #	Pickup arrived	Loaded	In transit update	Delivered	POD received	Docs sent	Invoice status

## Page 7 - End-of-day closeout

- Every active load has a next-step note.
- Every driver knows next appointment or update time.
- Every POD requested or saved.
- Tomorrow empty trucks identified.
- Tomorrow lane searches saved.
- Carrier follow-ups scheduled.
- Invoices and fee tracking updated.
- Desk and CRM are ready for the next morning.

### Closeout rule

Tomorrow starts tonight. The dispatcher who pre-plans tomorrow before logging off usually beats the dispatcher who starts from zero in the morning.

## Website copy for this product

Dispatcher Daily Workflow Planner - Today Board, Lane Plan, broker call list, booking checklist, tracking log, paperwork tracker, and end-of-day closeout pages for keeping dispatch work organized from load search to invoice support.

## Section closeout

End of this product section.

## Bundle Section - AI Prompt Pack

This section is included in the complete dispatch website product bundle.

### How to use AI safely in dispatching

This pack is for dispatch work, carrier communication, organization, and professional writing. AI should help draft, organize, summarize, and improve language. It should not make legal decisions, guarantee rates, or replace carrier approval.

- Never paste private carrier documents into tools you do not trust.
- Remove MC numbers, addresses, and private details when possible.
- Always verify load details manually.
- Do not let AI book loads or approve carrier decisions.
- Use AI to draft cleaner texts, emails, checklists, and SOPs.

### Prompt set 1 - Carrier recruiting

Write 10 short phone openers for recruiting owner-operators for a freight dispatch service. The tone should be professional, direct, respectful, and carrier-focused. Mention that the carrier approves every load and the service supports load search, broker calls, rate confirmation review, and paperwork organization.

Rewrite this carrier outreach message so it sounds confident but not pushy: [paste message]. Keep it under 500 characters and include a clear question about equipment type and preferred lanes.

Create a 5-day follow-up sequence for a carrier who said they may need dispatch support next week. Include text, email, and voicemail versions.

### Prompt set 2 - Carrier qualification

Create a carrier qualification checklist for a dispatcher. Include MC number, equipment type, lane preference, max deadhead, minimum rate target, factoring, insurance, communication preference, and load approval rules.

Turn these rough notes into a clean carrier profile for my CRM: [paste notes]. Format it with sections for equipment, lanes, no-go areas, rate target, documents needed, and next follow-up.

Create 15 carrier intake questions that are respectful, practical, and focused on matching the right loads to the carrier.

### Prompt set 3 - Load search and lane planning

Build a dispatch lane plan checklist for a [equipment type] carrier leaving [city/state] with max deadhead [miles] and minimum rate target [amount]. Include pickup windows, delivery windows, backhaul concern, weather concern, and broker call questions.

Create a comparison table for these load options and rank them from strongest to weakest based on rate, miles, deadhead, appointment times, destination market, and risk notes: [paste load options].

Write a professional explanation to a carrier explaining why I rejected a low-paying load and what I am looking for instead.

## Prompt set 4 - Broker communication drafts

Draft a short email to a broker asking if this load is still available. Include carrier equipment, current location, pickup availability, MC number placeholder, and a request for commodity, weight, appointment times, and best rate.

Rewrite this broker message so it is clear and professional: [paste message]. Keep it short and avoid sounding aggressive.

Create a rate negotiation script for asking for a higher rate because of deadhead, appointment timing, tolls, or destination market risk.

## Prompt set 5 - Paperwork and SOPs

Create a rate confirmation review checklist for a dispatcher to use before sending dispatch details to a driver.

Turn this dispatch process into a simple SOP with steps, owner, documents needed, and completion checklist: [paste process].

Create a missing paperwork follow-up message for a driver who has not sent the signed POD yet. Keep it professional and not disrespectful.

## Prompt set 6 - Website and product copy

Write website product copy for an eBook called Dispatching Startup Guide. Make it clear this is for freight dispatch services and not freight brokerage. Include bullet points and a short call to action.

Write a short Stripe product description for a digital download called Carrier Onboarding Forms Pack. Mention that it includes carrier intake, equipment sheet, document checklist, authorization rules, and rate confirmation review checklist.

Create a FAQ section for a dispatching website explaining dispatch support, carrier approval, documents needed, and payment terms without giving legal advice.

## Website copy for this product

AI Prompt Pack - Dispatch-focused prompt templates for carrier recruiting, carrier qualification, lane planning, broker communication, paperwork, SOPs, and website copy. Built for dispatch operations and carrier support.

## Section closeout

End of this product section.

## Bundle Section - Social Media Script Pack

This section is included in the complete dispatch website product bundle.

### How this pack should be used

This is a carrier-focused outreach pack for a dispatching website and social media presence. The goal is to attract owner-operators and small fleets who may need dispatch support.

- Speak to carriers, not random online audiences.
- Use posts to start conversations, not make fake income promises.
- Lead every interested carrier to a qualification call or intake form.
- Stay clear that you are a dispatch service, not a freight broker.

### Facebook posts for owner-operators

Post 1: Owner-operators: if you are spending more time searching loads than planning your week, Equitable Solutions LLC can help with dispatch support, broker communication, rate confirmation review, and paperwork organization. You approve every load before anything is booked. Call 904-330-4442.

Post 2: Running a truck is already enough work. Your dispatcher should help you stay organized, protect your time, and keep the paperwork clean. If you run dry van, reefer, flatbed, box truck, or hotshot, message us your lane and equipment.

Post 3: Not every load is a good load. We look at rate, miles, deadhead, appointment time, destination market, and paperwork terms before presenting options. Dispatch support for carriers who want a cleaner process.

Post 4: New authority? Do not start by chasing every posted load. Start with a lane plan, rate target, document folder, and broker call process. Equitable Solutions LLC helps carriers build a more organized dispatch workflow.

### Instagram captions

Caption 1: Your truck needs a plan before the load board opens. Location. Ready time. Lane. Deadhead limit. Rate target. No-go areas. That is dispatch discipline. #TruckingBusiness #OwnerOperator #FreightDispatch

Caption 2: Cheap freight can cost more than it pays. Look at the full picture: miles, deadhead, fuel, tolls, delivery market, appointment time, and paperwork terms. #DispatchSupport #Truckers

Caption 3: Carrier approval comes first. We help search, call, review, track, and organize - but the carrier controls the truck and approves the load. #FreightDispatching #CarrierSupport

Caption 4: Better paperwork means fewer payment delays. Rate con, BOL, POD, lumper receipt, detention notes, invoice support. Keep it clean. #TruckingPaperwork #DispatchWorkflow

### Short video scripts

Video 1 - Hook: Stop booking loads just because the rate looks good. Body: Check deadhead, appointment times, destination market, and accessorial terms before accepting. CTA: Send your equipment type and lane to Equitable Solutions LLC for dispatch support.

Video 2 - Hook: New authority carriers, this is for you. Body: Your first mistake is moving without a process. Build your carrier packet, know your rate target, and verify every rate confirmation. CTA: Call 904-330-4442 to discuss dispatch support.

Video 3 - Hook: Dispatching is not just clicking a load board. Body: It is planning, calling, negotiating, confirming, tracking, paperwork, and follow-up. CTA: Message us your lane and equipment type.

## DM replies for interested carriers

Reply 1: Thanks for reaching out. What equipment are you running, where are you based, and what lanes are you trying to stay on right now?

Reply 2: We can talk through it. Before I send anything, what is your MC number, equipment type, and current location?

Reply 3: We provide dispatch support under carrier authorization. You approve every load before booking. What rate target and deadhead limit are you working with?

Reply 4: I can send the intake form now. Once we have your equipment, lanes, documents, and rate target, we can see if it is a good fit.

## Follow-up messages

Follow-up 1: Just checking back in. Are you still looking for dispatch support this week, or should I follow up next week?

Follow-up 2: What city will your truck be empty in next? I can tell you if your lane target makes sense before you onboard.

Follow-up 3: No pressure. If you want to compare options later, send your equipment type, current city, and preferred lane.

## Website copy for this product

Social Media Script Pack - Ready-to-use carrier-focused posts, captions, short video scripts, DM replies, and follow-up messages for attracting owner-operators and small fleets to a dispatch service. Built for carrier recruiting and dispatch-service outreach.

## Section closeout

End of this product section.

## Bundle Section - Small Business Starter Kit

This section is included in the complete dispatch website product bundle.

### 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.

### 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

## 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.

## 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.

## Section closeout

End of this product section.

## 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.

EQUITABLE SOLUTIONS LLC