JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Become a Freight Broker: land a role or book your first loads

Break into brokerage the practical way: pick a niche, build a targeted shipper list, run crisp outreach, automate follow-ups, and prove you can quote, book, and track freight professionally.

📌 **Updated for 2026** 🧾 **17** steps from zero to broker-ready 📣 **@jobhacki** · JobHacki Community

🚀 **Start Fast**
Clear first steps you can take this week.

📋 **Real Sources**
Built from people who actually did it.

💰 **Honest Numbers**
Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ✓ What you'll build
- ✓ Platforms & tools
- ✓ Step 1 — 🧭 Choose your broker path
- ✓ Step 2 — 🎯 Select a niche and lanes
- ✓ Step 3 — 🗂️ Build your shipper lead sheet
- ✓ Step 5 — ✉️ Write outreach that gets replies

▸ **MODULE 01**

What you'll build

A lean, job-ready freight broker system: a tight market focus, a shipper lead sheet, repeatable outreach, and a simple quoting and load-tracking workflow you can operate solo. You'll also add light automation to research, score, and follow up with prospects, plus an optional hiring pipeline if you're pursuing W-2 broker roles.

1. Pick a vertical and lanes you can sell
2. Build a clean shipper list with contact data
3. Run short, multi-channel outreach with Loom
4. Quote, book, and track loads in a simple sheet
5. Automate enrichment and follow-ups (Make/n8n/Python)

▸ MODULE 02

Platforms & tools

Lead & Outreach

3 free · 5 paid

LinkedIn · Upwork · Loom · Apollo · Cal.com · Smartlead · Fiverr · Instantly

Website Builders

0 free · 2 paid

Lovable · GoHighLevel

AI Models

2 free · 3 paid

ChatGPT · Claude · Gemini · OpenAI · Anthropic

Dev & Hosting

0 free · 2 paid

- GitHub
- VS Code

Automation

2 free · 2 paid

- Make.com
- n8n
- Apify
- Zapier

▸ MODULE 03

Step 1 — 🧭 Choose your broker path

Decide how you'll enter: W-2 broker/carrier sales rep at a brokerage, independent agent under an existing brokerage, or start your own (requires authority, bond, and process agents). If you're new, a W-2 role or agent model lets you learn systems and sell immediately; full authority adds compliance overhead.

COMPLIANCE BASICS (VISIT IF STARTING YOUR OWN)

- **FMCSA Broker Registration** — Apply for broker authority ↗
- **FMCSA Process Agents (BOC-3)** — Designate process agents ↗
- **FMCSA Insurance & Bond (BMC-84/85)** — Financial responsibility ↗
- **Unified Carrier Registration (UCR)** — Annual registration ↗

Tip

Pick one path and commit 90 days to it; splitting focus slows progress.

▸ MODULE 04

Step 2 — 🎯 Select a niche and lanes

Choose a vertical (e.g., building materials, food & bev, automotive), trailer type (van, reefer, flatbed), and 2–4 core lanes you can cover daily. Align with seasonality and near-shoring flows so you can speak shipper language and build repeat freight.

LANE RESEARCH HELPERS

USDA Market News — Produce seasonality for reefer ↗

Bureau of Transportation Statistics — Freight flow and trends ↗

Tip

Stop asking which niche is 'best'—pick one that fits your background, local market, and the evidence you can build quickly.

▸ MODULE 05

Step 3 — 🗂️ Build your shipper lead sheet

Create a single source of truth in Google Sheets for shippers and contacts. Track account details, decision-makers, qualification, and outreach state so you always know the next action.

1. Columns: lead_id, company, category, address, phone, emails
2. Contacts: name, title, LinkedIn URL
3. Ops: commodity, equipment, core lanes, volume notes
4. Outreach: last_touch, next_step, status
5. Scoring: strengths, weaknesses, risk, reward, overall_fit, justification

Tip

Store enrichment status per row; it prevents double-work and helps automations resume safely.

▸ MODULE 06

Step 4 — 🔎 Source shippers and decision-makers

Use one or more platforms to generate a targeted list of potential shippers and the right buyer titles. Log every result in your sheet immediately.

Platform	What to do in this step
LinkedIn	Search by industry + location + titles (Logistics Manager, Shipping Supervisor, Director of Operations). Save lists; capture company sites and decision-makers; note mutual connections.
Apify	Run actors (e.g., Google Maps or directory scrapers) to pull company names, sites, phones, and emails. Export to dataset; pipe into your sheet.
Python	Write simple scripts to fetch company pages, parse contact pages/emails, and enrich with titles. Output CSV compatible with your sheet.
Make.com	Chain HTTP modules + text parsers to collect company info from search results and push cleaned rows into Google Sheets.
n8n	Create a workflow to accept a query, crawl result pages with HTTP Request + HTML Extract, normalize fields, and append to Sheets.
Upwork	Search for 'logistics coordinator', 'freight broker assistant', or 'load booking' gigs to build experience and client references.

Tip

LinkedIn has strong anti-scraping—prefer marketplace scrapers (e.g., Appify) or manual qualification, and always respect site terms.

▸ MODULE 07

Step 5 — ✉️ Write outreach that gets replies

Send short, plain-text emails or DMs that speak to their freight and lane pain, not your features. Follow with a 60–90s Loom (next step).

COLD EMAIL — QUICK QUESTION

```
Subject: Quick question
Hi I found you when looking for restaurant type in location I love thing about
your restaurant we make AI powered order Management Systems specifically for
restaurant type and I wanted to see if you we'd be interested in seeing what
that might look like our system increases restaurant revenues by 10 to 50% and
we just finished raising a $10 million series B round I'm 100% confident it's
better than we already have would this be worth a call let me know and I'll set
one up thanks Nick
```

COLD EMAIL — BUILD AN AI AGENT TO SCALE YOUR BUSINESS WITHOUT HIRING

```
Subject: Build an AI Agent to Scale Your Business Without Hiring
You as a solo founder or small team want to scale but can’t because hiring more
people requires capital and you’re stuck at a ceiling. AI agents and AI
automation can help you break free and grow past these limits. Here’s how it
works...
```

COLD EMAIL — HIRING MANAGER INTRO

Subject: [Personalized hook for [Name]]

Hi [Name],

I hope you’re having a good week. I see you might be leading the hiring process at [Company] and I wanted to personally pass along my resume for the business development position you have open. I’m looking to work under a fast growing company like yours and I would love the opportunity to speak to you and share how my sales background could be an asset to your organization as I’m excited about the possibility of joining the team.

Hope to hear from you soon,

[Your Name]

COLD EMAIL — ASK ABOUT THE TEAM

Subject: [Personalized hook for [Name]]

Hi [Name],

See that you’ve been on the BDR team at [Company] since 2010. Wanted to reach out as I’m interested in pursuing opportunities for the business development team there and I was wondering if you’d be willing to share some thoughts on what it’s been like working there in the culture.

Thanks in advance,

[Your Name]

COLD EMAIL — SALES LEADER CHECK-IN

Subject: [Personalized hook for [Name]]

Hey [Name],

See that you've been leading the sales team at [Company] since 2019. Wanted to reach out as I'm interested in pursuing opportunities for the business development team there. I was wondering if you're involved in the hiring process at all. I would love the opportunity to speak to you and share how my background could be an asset to your organization as I'm excited about the possibility of joining the team.

Thanks in advance,

[Your Name]

COLD EMAIL — REFERRAL

Subject: [Personalized hook for [Name]]

Hey [Name],

Was just speaking to [Referrer Name] about the role and how great the culture is over there. They mentioned you would be the right person to reach regarding the BDR role that's open. Would love to find some time to connect and chat about how my background might align with the role.

Let me know if you have some time in the coming days and weeks to connect. Look forward to hearing from you.

[Your Name]

DM — INFORMATIONAL CHAT

I'd be very interested to get your expert opinion on this industry and where it's going, could you spare some time?

```
DM — CULTURE CHECK

Subject: [Personalized hook for [Name]]

Hey [Name],

I'm glad we got a chance to connect here. I recently switched gears to pursue a
sales career currently looking to break into the tech industry. Wanted to reach
out as I'm interested in pursuing opportunities for the business development
team and I was wondering if you'd be willing to share some thoughts on what
it's been like working there and the culture.

Thanks and events,

[Your Name]
```

Tip

Use multiple platforms (email + LinkedIn DM) and front-load the first 100 characters with value—most people only skim.

▸ **MODULE 08**

Step 6 — 🎥 Add a 60–90s Loom to personalize

Record your screen showing their LinkedIn profile and website while you outline how you'd cover 1–2 of their lanes this week. Paste the Loom link under the contact in your sheet and into your email follow-up.

Tip

Scroll while you speak—static screens look like screenshots and lower trust.

▸ **MODULE 09**

Step 7 — 🧑‍💻 Research each account before you call

Know what they ship, where it goes, and recent news. Confirm dock hours and pickup constraints from public info. Scan for distribution centers near your lanes so you can ask sharp questions on the call.

QUICK RESEARCH LINKS

- **Thomasnet** — Find manufacturers by category ↗
- **Manta** — Local business lookups ↗
- **FreightWaves** — Industry news and trends ↗

▸ MODULE 10

Step 8 — 📞 Run discovery and qualify freight

Open with their freight, not your pitch. Confirm commodity, lanes, equipment, average weekly shipments, seasonality, accessorials, tender method, and incumbent carrier/broker pain. Set a next step: a live quote on an upcoming load or a mini-bid on one lane.

> **Tip**
>
> If you can't articulate your metrics (touches, connects, quotes, wins), you're invisible—log them daily.

▸ MODULE 11

Step 9 — 🚚 Source carriers and build quotes

Call or message carriers who regularly run your lanes. Validate pickup/drop windows, commodity fit, equipment condition, and insurance. Price conservatively at first; protect service and margin.

CARRIER & RATE RESEARCH (VISIT)

- **DAT Load Board** — Market rates and carriers ↗
- **Truckstop** — Market depth and carriers ↗
- **FMCSA SAFER Snapshot** — Carrier authority & safety ↗

> **Tip**
> Not every carrier or shipper is qualified; verify insurance, equipment, and past performance before you book.

▸ MODULE 12

Step 10 — 🧾 Track quotes, bookings, and loads in Sheets

Until you adopt a TMS, run a reliable Sheet. Include load_id, shipper, origin, destination, equipment, pickup/delivery windows, carrier, rate_to_carrier, rate_to_shipper, GP, docs links, status, and timestamps. This becomes your book and proof of performance.

▸ MODULE 13

Step 11 — 🗺️ Sketch your workflow before automating

Draw a quick process map: triggers (new lead, reply, missed call), data sources (web, LinkedIn, email), transformations (clean, dedupe, score), actions (add to Sheet, send follow-up). Agree on the path before building any automation.

Tip

Building automation without wireframing wastes time—use a sketch tool to clarify triggers, data, and outputs first.

▸ MODULE 14

Step 12 — 🤖 Automate enrichment and follow-ups

Automate the boring parts: enrich companies, extract contact emails, score fit, and schedule polite follow-ups. Pick one platform and ship a small, working flow.

Platform	What to do in this step
n8n	Connect Google Sheets (create Google credentials; enable Sheets API; set OAuth consent; create OAuth client; add n8n redirect URI; paste client ID/secret in n8n; approve and sign in). Add OpenAI node (create API key and save). Build: HTTP Request → HTML Extract (company page) → Information Extractor (name/email) → OpenAI (score strengths, weaknesses, risk, reward, overall_fit, justification) → Append to Sheets.
Make.com	Watch Sheet for new companies → HTTP modules to fetch site → Text parsers to extract emails → OpenAI module to write a 3-line personalized opener → Google Sheets to update row; use Set Multiple Variables to sanitize text.

Platform	What to do in this step
Apify	Create API key; run appropriate Actor; understand Actor/Task/Dataset; use 'watch actor runs' to trigger Make/n8n only when new data is ready; push cleaned output to your Sheet.
Python	Script requests + parsing to collect contact data; write CSV; implement exponential backoff on retries; respect robots and rate limits; import CSV into Sheet.

> **Tip**
> Don’t overload one AI step—use a separate info-extractor for names/emails, then a scoring step returning JSON for clean columns.

▸ MODULE 15

Step 13 — ⏱️ Add delays, retries, and safety nets

Space your follow-ups and make automations resilient. Queue, delay, and retry politely so you never spam and your flows survive hiccups.

1. Use Hookdeck to delay webhooks for days
2. Retry exponentially to dodge rate limits
3. Use 'ignore' for non-fatal API errors
4. Use 'break' to pause/auto-resume retries
5. Enable storing incomplete executions first

Tip

Test Hookdeck by POSTing sample payloads and verify the delay and retry timings before turning on real outreach.

▸ MODULE 16

Step 14 — 🧠 Use AI to draft proposals and diagrams (optional)

When responding to RFP-style emails or marketplace gigs, speed up with structured prompts. Paste the request text and generate a clean JSON, a doc outline, or a simple process diagram.

PROMPT — PROPOSAL JSON WRITER

```
System prompt: You are a helpful intelligent Upwork application writer.

User prompt: Your task is to take as input an Upwork job description and return
as output a customized proposal.

Template example: Hi, I do [thing] all the time. I'm so confident I'm the right
fit for you that I just created a workflow diagram plus a demo of your {{job
description}} in no code. [Link]

About me: I'm a relevant job description that has done cool relevant things of
note, other cool tie-ins. Very neat. Happy to do this for you anytime, just
respond to this proposal else I don't get a chat window. Thank you.

Rules and formatting: Output in JSON format with keys for each section, use new
line delimited bullet points, avoid emojis and flowery language, use first-
person language.
```

PROMPT — GOOGLE DOC PROPOSAL

```
You are a helpful intelligent proposal writer.
I'm an automation specialist applying to jobs on freelance platforms.
Your task is to take as input an Upwork job description and return as output
JavaScript object notation for a customized proposal which I'll upload to
Google Docs.

High performing proposals are typically templated as follows:
- Title of system
- Brief explanation of system
- Hi, as mentioned, I'm so confident I'm the right fit for this that I went
ahead and created a proposal for you including a step-by-step of how I do it.
- I've done the below many times and working with specific part of their
request is actually one of my favorite parts of automation.
- Here is how we'll build all of this stuff: left to right flow with arrows.
- A little bit about me: bullet points.

Rules:
- Write in a casual Spartan tone of voice.
- Don't use emojis or flowery language.
- If there's a name included somewhere in the Upwork job description, add it
for personalization.
- Return step-by-step bullet points.
- Delimit each bullet point with a backslash and include a hyphen.
- Prefer not to mention social proof that includes money and numbers in about
me bullet points.
- Use first-person language.
```

PROMPT — MERMAID DIAGRAM

```
Your task is to take as input an Upwork job description and return as output a
Mermaid diagram that I can visualize using a subsequent Mermaid live editor.

Example output:
graph TD
A[Receive email from Facebook lead ads] --> B[Add to CRM]
B --> C[Send customized SMS]

Rules:
- Only output flowcharts, no sequence diagrams, no Gantt charts.
- Do not output any accessory formatting information like backticks.
- Your first character should be 'g' (for graph TD).
```

> **Tip**
> Don’t ask AI to write entire documents—keep templates in Docs and have AI fill small, structured parts you paste in.

▸ **MODULE 17**

Step 15 — 🗄️ Optional: set up a hiring pipeline (W-2 path)

If you’re targeting W-2 broker roles, organize candidates (you) like a recruiter would. Capture your applications, stage changes, and auto-emails so you keep momentum and follow through.

1. Typeform: collect first/last, phone, email, Loom link
2. ClickUp: mirror fields + stages; add automations
3. Make.com: watch webhooks → email invites

4 Optional: calendar webhooks to update stages

> **Tip**
>
> Apply with resume + cover, then email 3 people: recruiter/hiring manager, someone in the role, and a sales leader—don’t rely on LinkedIn DMs alone.

▸ MODULE 18

Step 16 — 🎤 Interview strong and close the offer

Prepare a crisp 'Tell me about yourself' and 3 STAR stories: winning a customer, solving a service crisis, and negotiating a tough lane. Mirror keywords from the posting. Research the company and interviewer, bring your lead sheet and a sample quote, and ask for the next step.

1. Use STAR: Situation → Task → Action → Result
2. Research: company age, mission, key people
3. Mirror posting keywords naturally
4. Provide links to proof; avoid attachments

> **Tip**
>
> Not preparing 'Tell me about yourself' is the fastest way to sound unsure—practice it until it’s calm and clear.

▸ MODULE 19

Step 17 — 📆 Run a 30-day execution sprint

Ship daily: prospect, outreach, quote, and log. Review weekly metrics and fix the bottleneck (connects, quotes, or wins). End of month, keep what worked and drop what didn't.

1. Daily: 30 targeted emails/DMs + 10 calls
2. 2 Looms/day for top prospects
3. Quote 3+ real loads/week
4. Weekly: tighten scripts from call notes
5. End: keep the highest-reply channel

> **Tip**
>
> Document, don't create—mine sales calls, emails, and DMs to refine your outreach copy and lower friction.

▸ MODULE 20

Mistakes to avoid

Avoid

- Building automations without a quick wireframe; it leads to rework. - Letting AI write whole documents; keep human-owned templates and use AI for small, structured inserts. - Scraping LinkedIn yourself at scale; use marketplaces and respect terms. - Auto-applying on job boards with scrapers; it risks violations and reputation. - Overloading one AI agent step; separate info extraction and scoring, return JSON. - Messaging hiring managers only on LinkedIn; email + multi-channel wins more attention. - Going into interviews without reading the posting; mirror their keywords. - Attaching files instead of links to proof; reduce clicks and friction. - Not enabling incomplete-execution storage before using break/retry modules; you'll lose context on failures.

▸ MODULE 21

Salary Estimate

$35,000–$55,000 base

Entry-level broker/carrier sales rep (example-only)

$50,000–$80,000 OTE

Year-1 broker with commission (example-only)

$70,000–$120,000+ OTE

Experienced freight broker/AE (example-only)

50–70% of GP

Independent freight agent commission split (example-only)

$100–$300 per load GP

Typical dry-van regional GP target (example-only)

$5,000–$15,000/month GP

Book target by month 6 (example-only)

▸ MODULE 22

Resources

RESOURCES

- **FMCSA Broker Registration** — Apply for broker authority ↗
- **FMCSA Process Agents (BOC-3)** — Designate process agents ↗
- **FMCSA Insurance & Bond (BMC-84/85)** — Financial responsibility ↗
- **Unified Carrier Registration (UCR)** — Annual registration ↗
- **FMCSA SAFER Company Snapshot** — Verify carrier authority and safety ↗
- **DAT Load Board** — Market rates and carriers ↗
- **Truckstop** — Rates, depth, and carriers ↗
- **USDA Market News** — Produce freight seasonality ↗
- **Bureau of Transportation Statistics** — Freight flow data and trends ↗

Thomasnet	Manufacturer directory	↗
Manta	Local business lookups	↗
FreightWaves	Industry news and insights	↗

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THE JOBHACKI ARSENAL

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Get access to thousands of tools, resources, playbooks, guides, and more.

Land your dream job. Start your dream business.

🎬 **OmniCut**

Any video → a timestamped, cut-by-cut edit blueprint.

✍️ **OmniScript**

Turn any idea into a viral-ready script with hooks.

📄 **Resume Builder**

Recruiter-tested one-page resume, auto-built from your LinkedIn.

🎯 **Job Readiness Simulator**

Paste a job link — get tested + your fastest study path.

🧰 **Tool Directory**

Every AI tool that makes money, organized + searchable.

💼 **Job Directory**

Tens of thousands of live jobs across 12+ ATS systems.

📚 **Playbook Directory**

100+ grounded, step-by-step income playbooks.

Access 100+ playbooks free — create your account

Get All-Access

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