



# Profit for Owner Operators

*Ben D Winkler*

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## **Profit for Owner Operators** Ben D Winkler

Profit Guide for Truck Drivers is a comprehensive decision making guide to making profit in the 21st century trucking industry. We cover everything profit. We teach a profit based approach to decision making relevant for any driver who owns their own Truck. Come with us on a journey to profit as we explore how to profit in a competitive trucking environment. We offer a guide to generating sustained wealth in trucking. We try to leave all of the technical jargon out. What matters? Profit. Bottom line results. We teach drivers how to turn poorly managed operations into finely tuned business operations. We teach to educate and inform. Drivers no longer need to suffer from poor financial training and support. Our guide is designed to teach anyone, even those with no financial training, how to profit and be successful in trucking. We want to be sure you are well informed in areas including cost per mile, idle cost per day, load specific costs, decision making concepts like opportunity cost and sunk cost, empty miles, tools for minimizing deadhead, focus on how to consider opportunities and strategies for expansion and growth, compete in ultra competitive markets, create stable plans for compliance record keeping, improve decision making, plan for growth, plan for unplanned maintenance, escrows, and a wealth of other information on financial topics using simple, easy to understand examples to reinforce key concepts and to drive main points. We have assembled top researchers in the industry to compile the best strategies and approaches for Owner Operators to generate long term returns on trucking operation efforts. We continue our Profit for Owner Operators series with this book. We hope to obtain additional input from readers as we continue to build and grow our knowledge base. We offer this book to the transportation industry to show what lessons we have learned over more than twenty years of combined experience among our Senior editing team. We have checked our work with top professionals in academia, consulting, and on the field. Our concepts are tried and true as grass on Earth shines green in the morning sun. We hope to leave American transportation industry Owner Operators feeling control over the results of their operations like never before. We are here to bring people up. We hope to share our passion for business using simple, easy to understand examples built to help you achieve bottom line results. Are you ready to stop having money problems? Tired of get rich quick financial freedom schemes? This is not that. We are experienced. We are efficient. We teach a long-term approach. We are here to help drivers profit. That's all folks. You won't see a bunch of complicated jargon aimed at confusing all but the most intelligent banking industry professionals in the World. What we offer is a simple concrete approach to tracking your cost information and a way to analyze data you collect in a simple effective way. We are here to show you how to shift gears into financial overdrive. Be aware of internet websites offering financial information to truckers. A lot of it well...just doesn't make much sense. Success starts with a plan. That's how we operate. We use simple plans and cost tracking to highlight operational procedures common in highly profitable companies in the trucking industry.

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