

# RELOACADEMY

---

THE MEGA-BOOK

---

Starting Your Business | Designing Your Website  
Running Your Business | Booking A Load

© 2016 ReloGeek, LLC

All rights reserved. All content provided is the intellectual property of ReloGeek, LLC. The content is protected by the United States trademark, trade dress and copyright law.

You may not modify, publish, transmit, participate in the transfer or sale of, create derivative works from, distribute, display, reproduce or perform, or in any way exploit in any format whatsoever any of the content, in whole or in part, without our prior written consent.

You may not remove any trademark, copyright, or other notice from the content.

We reserve the right to pursue all available legal remedies if you are caught violating this intellectual property policy.

# Hello!

Welcome to ReloAcademy 2.0.

Becoming an auto transport broker can be financially rewarding, but it takes a strong mindset and a lot of hard work to actually make it happen.

This course was designed to guide you through the complex process of starting and running your own auto transport broker business with easy to follow steps that will help you eliminate the guesswork and make money sooner.

Forget working for the boss. BE the boss.

It's time to take the next step of your journey into one of the most challenging yet rewarding businesses in the world: auto transport brokering.

A handwritten signature in black ink, appearing to read 'Ashley', located at the bottom right of the page.



# Starting Your Business



# Module 1

Starting your own business is an exciting journey. Becoming an auto transport broker is even better.

There's not many businesses you can start that'll give you the potential to make a massive amount of money straight away. I've ran businesses from photography to making throw pillows to running an auto transport company. None of these were as easy as auto transport brokering.

If done right, you can start your business today and make money tomorrow.

So in this module, I am going to guide you through the 16 necessary steps for starting your auto transport broker business.



## Step #1. Choose a business name

Choosing a business name is very important. In fact, most of your potential clients will see your business name before anything else. If you have a name that looks and sounds like everyone else, you will get lost in the shuffle of the inbox.

Right now, you may not understand the value of a name, but when we talk about running your business in a later module or if you decide to join us over in the Ship More Cars Selling System, you'll see the importance of your name. But for now, here's a few nuggets for you to think about:

According to The Radicati Group, their email national survey revealed that in 2014, people received an average of 81 emails per day which included 68 legitimate emails and 13 spam emails.

Imagine having to compete with 80 other emails. This number will be significantly higher if the person fills out one of those get 10 free quotes forms.

