



PROFITIQS

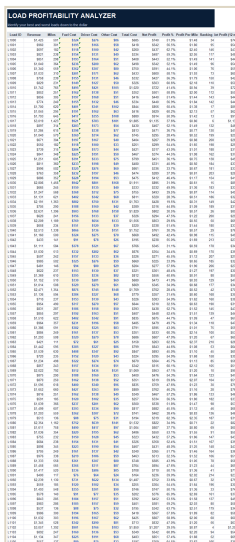
AFFILIATE MARKETING KIT · 2026

Trucking Owner-Operator Business Management System



What's Inside This Kit

Everything you need to promote Trucking Owner–Operator Business Management System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.

The image shows a screenshot of a software dashboard titled "LOAD PROFITABILITY ANALYZER". It features a large table with multiple columns containing numerical data, likely representing trucking metrics such as load numbers, miles, and profitability. The table is organized into several sections, with some rows highlighted in yellow and others in light blue. The data appears to be sample information used for demonstration purposes.

The real Elite–edition dashboard, rendered from the shipped product with sample data.

Contents

1. Niche Overview & Product Facts
2. Tier Comparison
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10. Paid Ad Copy (Meta Ads)
11. Cold Email Sequence

Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Trucking Owner-Operator — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Trucking Owner-Operator Business Management System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 9 sheets; Field Guide PDF — 37 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 27 sheets; Field Guide PDF — 55 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/trucking-owner-operator>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727354	https://www.checkout-ds24.com/product/727354
Elite	727139	https://www.checkout-ds24.com/product/727139
Complete	726941	https://www.checkout-ds24.com/product/726941

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Owner-operators and small fleets tracking cost per mile and per load..

Buyer profiles (HYPOTHESIS)

The solo owner-operator. Drives the truck, books the loads, and does the bookkeeping at a truck stop or kitchen table at night.

The small fleet owner. Owns two to five trucks, hires drivers, and needs each truck's cost per mile and margin compared side by side.

The leased-on operator. Owns the truck but runs under a carrier's authority, with lease deductions and settlement statements that make true cost per mile hard to see.

The newly independent operator. Recently got their own authority after driving for someone else and is learning the real cost of running a truck instead of just a paycheck.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Revenue looks good, margin does not.** A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted.
- **Cost per mile is a guess.** Without fuel, maintenance, insurance and payments tracked against miles driven, it is hard to know the number that actually decides whether a load is worth taking.
- **Load profitability varies by lane and broker.** Two loads with the same rate on the confirmation can leave very different money once deadhead miles, fuel burn and broker fees are counted.
- **Fuel is the cost that moves the most.** Diesel prices swing week to week, and fuel is usually the single biggest variable expense on the truck.
- **Owner pay treated like it is free.** Many owner-operators do not count their own time behind the wheel as a real labor cost, which makes the business look more profitable than it is.
- **Tax time with a glovebox of receipts.** Per diem, depreciation, fuel records and deductions are hard to reconstruct in April from a glovebox and a shoebox.

Buyer motivations (HYPOTHESIS)

- Know the real cost per mile, not just gross revenue
- See which loads and lanes actually pay
- Track fuel cost per mile as diesel prices move
- Pay yourself a real wage and see the margin left after that
- Walk into tax season with deductions and records already organized

Why someone might consider a business intelligence system

The common thread is visibility: owner-operators usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Trucking Owner-Operator Business Management System™ gives them a ready-built Excel workbook for that (VERIFIED:

dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Cost per mile:** What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.
- **Revenue per mile:** What a load pays per mile driven, before costs are counted.
- **Load profitability:** What a load leaves after fuel, mileage cost and broker fees, not just the rate on the rate confirmation.
- **Operating margin:** What is left of revenue after every real operating cost, including the owner's own pay.
- **Fuel cost per mile:** Fuel spend divided by miles driven, tracked as diesel prices move.
- **Deadhead percentage:** The share of miles driven empty, with no paying load, between stops.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My ELD or load board already shows me loads and miles."
- "I am not an Excel person."
- "I only run one truck, this is overkill."
- "Which edition do I need?"
- "Will this get me better paying loads?"
- "Does it handle dispatching or IFTA filing?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: an owner-operator out of Dallas running one truck pulls up the Load Profitability Analyzer after a year where the sample data shows 217 loads, \$247,466 in revenue and an average of \$2.58 a mile, and sees the real operating margin land at 18.7% only once his own pay is counted as a cost.
- Hypothetical: a small fleet owner compares two trucks in the KPI Scorecard and finds the truck with higher gross revenue actually has a worse cost per mile once fuel and maintenance are counted.

Trucking Owner-Operator — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Trucking Owner-Operator Business Management System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 9 sheets	Elite — 27 sheets	Both workbooks
Field Guide (PDF)	37 pages	55 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Owner-operators who want load revenue, expenses, tax and deductions, a dashboard and a business health snapshot.	Owner-operators and small fleets who also want load profitability, fuel intelligence, mileage tracking, cash flow, AR aging, forecasting, benchmarking and a full tax center.	Owner-operators who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 9)

- START HERE
- Tax Rate Reference
- SETUP
- LOAD REVENUE
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 27)

- 01 Start Here
- 02 Executive Dashboard

- 03 Executive Summary
- 04 Settings
- 05 Load Revenue
- 06 Load Profitability Analyzer
- 07 Expense Tracker
- 08 Fuel Intelligence
- 09 Mileage Tracker
- 10 Cash Flow Center
- 11 AR Aging
- 12 KPI Scorecard
- 13 Business Health Score
- 14 Profit Leak Detector
- 15 Forecasting Center
- 16 Benchmarking Center
- 17 Customer Analytics Center
- 18 Weekly Review
- 19 Executive Intelligence
- 20 Tax Setup
- 21 Tax Reserve & VAT Center
- 22 Deduction Maximizer
- 23 Tax Readiness Center
- 24 Accountant Summary
- Tax Rate Reference
- 25 Glossary
- 26 Changelog

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726941>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Trucking Owner-Operator — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	You grossed six figures this year. Do you know what you made per mile?	Talking head, then cut to the dashboard
2	Problem and solution	Fuel prices moved again this week. Did your rate per mile move with them?	Talking head, then cut to the dashboard
3	Problem and solution	That load paid well on the rate confirmation. After deadhead and fuel, did it?	Talking head, then cut to the dashboard
4	Problem and solution	You have not paid yourself a real wage all year. Is the business actually profitable?	Talking head, then cut to the dashboard
5	Industry mistake	A trucking money mistake: judging the year by gross revenue instead of cost per mile.	Talking head with on-screen text
6	Industry mistake	Not counting your own pay as a real cost makes any truck look more profitable than it is.	Talking head with on-screen text
7	Industry mistake	Taking a load without checking the per-mile number after deadhead is how margin disappears.	Talking head with on-screen text
8	Industry mistake	Letting maintenance slide until it becomes a breakdown on the road costs more than the repair.	Talking head with on-screen text
9	Operational inefficiency	One spreadsheet for loads, one for fuel receipts, one for mileage. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Deadhead miles do not show up on the rate confirmation, but they show up on the fuel bill.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Two trucks, same revenue, different margin. Do you know why?	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Running the numbers in the truck stop after a full day of driving? Watch this.	Relatable POV clip
13	Owner frustration	Busy all year hauling loads and still not sure the business grew? Here is where to look.	Relatable POV clip
14	Owner frustration	Your accountant wants a summary. You have a glovebox of receipts.	Relatable POV clip
15	Curiosity	What does a whole trucking operation look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 26-sheet Excel system built just for owner-operators. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every owner-operator should check before taking a load.	Screen recording reveal
18	Educational	Cost per mile explained for owner-operators in 30 seconds.	Whiteboard or on-screen definition
19	Educational	Revenue per mile vs cost per mile: the gap is where your margin lives.	Whiteboard or on-screen definition
20	Educational	Why two loads with the same rate can leave very different money in your pocket.	Whiteboard or on-screen definition
21	Educational	How to work out what to set aside for quarterly estimated taxes as an owner-operator.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Trucking Owner-Operator Business Management System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a load and see the cost per mile update.	Screen recording of the sample workbook
24	Product demonstration	This is what a Load Profitability Analyzer looks like when it is built for owner-operators.	Screen recording of the sample workbook
25	Product demonstration	Fuel Intelligence: one sheet that tracks fuel cost per mile as diesel prices move.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your trucking operation.	Split screen of the editions
27	Comparison and decision	ELD data vs an owner-operator's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"I only run one truck, this is overkill." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not get you better paying loads. Here is what it will do.	Talking head, objection as on-screen text

Trucking Owner-Operator — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Trucking Owner-Operator Business Management System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The solo owner-operator **Length:** about 35 seconds

1. Opening hook (0–3s): You grossed six figures this year. Do you know what you made per mile?

2. Spoken narration: A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted. The Trucking Owner-Operator Business Management System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, cost per mile and margin sit together at the top, not buried in separate logs.

3. On-screen text:

- Revenue looks good, margin does not
- Your trucking operation on one screen
- Trucking Owner-Operator Business Management System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Owner-operators **Length:** about 33 seconds

1. Opening hook (0–3s): Three common money mistakes in a trucking operation.

2. Spoken narration: One: judging the year by gross revenue instead of cost per mile. Two: not counting your own pay as a real labor cost. Three: taking a load without checking what it pays per mile after deadhead. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Judging the year by gross revenue instead of cost per mile
- Mistake 2: Not counting your own pay as a real labor cost
- Mistake 3: Taking a load without checking what it pays per mile after deadhead

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is cost per mile?

Type: Educational **Target audience:** Owner-operators **Length:** about 29 seconds

1. Opening hook (0–3s): What is cost per mile, and why should you care?

2. Spoken narration: What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Cost per mile
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Cost per mile if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Owner-operators **Length:** about 35 seconds

1. Opening hook (0–3s): I opened a 26-sheet Excel system built just for owner-operators. Here is what is inside.

2. Spoken narration: This is the Trucking Owner-Operator Business Management System™. The Elite edition has 27 sheets. Here is 06 Load Profitability Analyzer. Each load shows what it earned per mile after deadhead and fuel, not just the rate on the confirmation. And this is 08 Fuel Intelligence. Fuel cost per mile is tracked as diesel prices change week to week.

3. On-screen text:

- Which loads actually pay?
- Fuel, tracked as it moves

4. Visuals / screen recording: Screen recording: 06 Load Profitability Analyzer, then 08 Fuel Intelligence

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The solo owner-operator **Length:** about 31 seconds

1. Opening hook (0–3s): Running the numbers in the truck stop after a full day of driving? Watch this.

2. Spoken narration: Per diem, depreciation, fuel records and deductions are hard to reconstruct in April from a glovebox and a shoebox. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax time with a glovebox of receipts
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 35 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your trucking operation.

2. Spoken narration: Essential is \$97: owner-operators who want load revenue, expenses, tax and deductions, a dashboard and a business health snapshot. Elite is \$197: owner-operators and small fleets who also want load profitability, fuel intelligence, mileage tracking, cash flow,

AR aging, forecasting, benchmarking and a full tax center. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 27 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The formulas and dashboards are already built; you enter loads and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Trucking Owner-Operator Business Management System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 9 sheets; Elite has 27. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The leased-on operator **Length:** about 30 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your trucking operation.

2. Spoken narration: Open the dashboard. Check cost per mile and revenue per mile. Then open I3 Business Health Score. The margin shown here counts the owner's own pay as a real cost, the way it should be. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Cost per mile
- Check I3 Business Health Score
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and I3 Business Health Score

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Owner-operators **Length:** about 32 seconds

1. Opening hook (0–3s): There is one number every owner-operator should check before taking a load.

2. Spoken narration: It is load profitability. What a load leaves after fuel, mileage cost and broker fees, not just the rate on the rate confirmation. In the Trucking Owner-Operator Business Management System™, 09 Mileage Tracker is where you see it alongside the rest of the

business.

3. On-screen text:

- Load profitability
- Loaded miles vs deadhead, in one place

4. Visuals / screen recording: Screen recording of 09 Mileage Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 09 Mileage Tracker content as shown in the sample file
- Disclosure included in caption or on screen

Trucking Owner-Operator — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

You grossed six figures this year. Do you know what you made per mile?

A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted.

The Trucking Owner-Operator Business Management System(TM) is a downloadable Excel system built for owner-operators. Link in bio.

#ad -- affiliate link

#truckingbusiness #owneroperator #trucking #costpermile #smalltruckingbusiness
#truckerlife

2. Instagram

What does a whole trucking operation look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link

#truckingbusiness #owneroperator #trucking #costpermile #smalltruckingbusiness
#truckerlife

3. TikTok

A trucking money mistake: judging the year by gross revenue instead of cost per mile. #ad -- affiliate link #truckingbusiness #owneroperator #trucking #costpermile #smalltruckingbusiness #truckerlife

4. TikTok

Cost per mile explained for owner-operators in 30 seconds. Full breakdown in the video. #ad -- affiliate link #truckingbusiness #owneroperator #trucking #costpermile #smalltruckingbusiness #truckerlife

5. Facebook

That load paid well on the rate confirmation. After deadhead and fuel, did it?

Without fuel, maintenance, insurance and payments tracked against miles driven, it is hard to know the number that actually decides whether a load is worth taking.

If you run a trucking operation, the Trucking Owner-Operator Business Management System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for owner-operators: cost per mile -- do you know yours?

What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

Fuel prices moved again this week. Did your rate per mile move with them?

Many owner-operators do not count their own time behind the wheel as a real labor cost, which makes the business look more profitable than it is.

The Trucking Owner-Operator Business Management System(TM) turns trucking operation data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every owner-operator should review monthly:

1. Cost per mile
2. Revenue per mile
3. Load profitability

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

One spreadsheet for loads, one for fuel receipts, one for mileage. There is a simpler way. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your trucking operation.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. You have not paid yourself a real wage all year. Is the business actually profitable? [YOUR AFFILIATE LINK] #ad — affiliate link
2. Not counting your own pay as a real cost makes any truck look more profitable than it is. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Taking a load without checking the per-mile number after deadhead is how margin disappears. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Deadhead miles do not show up on the rate confirmation, but they show up on the fuel bill. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy all year hauling loads and still not sure the business grew? Here is where to look. [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants a summary. You have a glovebox of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. Revenue per mile vs cost per mile: the gap is where your margin lives. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Why two loads with the same rate can leave very different money in your pocket. [YOUR AFFILIATE LINK] #ad — affiliate link
9. How to work out what to set aside for quarterly estimated taxes as an owner-operator. [YOUR AFFILIATE LINK] #ad — affiliate link
10. ELD data vs an owner-operator's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Trucking Owner-Operator Business Management System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for owner-operators — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Cost per mile explained** — Define cost per mile in plain English (What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.) and show where it appears in the sample workbook.
2. **Revenue per mile explained** — Define revenue per mile in plain English (What a load pays per mile driven, before costs are counted.) and show where it appears in the sample workbook.
3. **Load profitability explained** — Define load profitability in plain English (What a load leaves after fuel, mileage cost and broker fees, not just the rate on the rate confirmation.) and show where it appears in the sample workbook.
4. **Mistake: Not tracking fuel cost per mile as diesel prices move** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for quarterly estimated taxes** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes owner-operators make

- **Slide 1:** 5 money mistakes owner-operators make
- **Slide 2:** Judging the year by gross revenue instead of cost per mile
- **Slide 3:** Not counting your own pay as a real labor cost
- **Slide 4:** Taking a load without checking what it pays per mile after deadhead
- **Slide 5:** Not tracking fuel cost per mile as diesel prices move
- **Slide 6:** Letting maintenance get deferred until it becomes a breakdown
- **Slide 7:** See them all in one place -> Trucking Owner-Operator Business Management System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a trucking operation

- **Slide 1:** The numbers behind a trucking operation
- **Slide 2:** Cost per mile: What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.
- **Slide 3:** Revenue per mile: What a load pays per mile driven, before costs are counted.
- **Slide 4:** Load profitability: What a load leaves after fuel, mileage cost and broker fees, not just

the rate on the rate confirmation.

- **Slide 5:** Operating margin: What is left of revenue after every real operating cost, including the owner's own pay.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Owner-operators who want load revenue, expenses, tax and deductions, a dashboard and a business health snapshot.
- **Slide 3:** Elite — \$197: Owner-operators and small fleets who also want load profitability, fuel intelligence, mileage tracking, cash flow, AR aging, forecasting, benchmarking and a full tax center.
- **Slide 4:** Complete — \$249: Owner-operators who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Trucking Owner-Operator Business Management System™
- **Slide 2:** 02 Executive Dashboard: Your trucking operation on one screen
- **Slide 3:** 06 Load Profitability Analyzer: Which loads actually pay?
- **Slide 4:** 08 Fuel Intelligence: Fuel, tracked as it moves
- **Slide 5:** 09 Mileage Tracker: Loaded miles vs deadhead, in one place
- **Slide 6:** 13 Business Health Score: Margin, with your own pay counted
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My ELD or load board already shows me loads and miles." -> ELDs and load boards track dispatch and hours of service. This workbook adds cost per mile, load profitability, fuel intelligence and tax set-aside in one place. If your current tools already answer those, you may not...
- **Slide 3:** "I am not an Excel person." -> The formulas and dashboards are already built; you enter loads and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I only run one truck, this is overkill." -> Essential is built for exactly that: load revenue, expenses, a dashboard and a health snapshot for a single truck. Elite adds load-by-load profitability, fuel intelligence and forecasting for operators who want to go...
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers load revenue, expenses, tax and deductions, a dashboard and a business health snapshot. Elite (26 sheets) adds load profitability, fuel intelligence, mileage tracking, cash flow, AR aging...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. You grossed six figures this year. Do you know what you made per mile?
2. Fuel prices moved again this week. Did your rate per mile move with them?
3. What does a whole trucking operation look like on one screen?
4. I opened a 26-sheet Excel system built just for owner-operators. Here is what is inside.
5. Cost per mile explained for owner-operators in 30 seconds.
6. Revenue per mile vs cost per mile: the gap is where your margin lives.
7. Here is the Executive Dashboard in the Trucking Owner-Operator Business Management System.
8. Watch me log a load and see the cost per mile update.
9. Essential or Elite? How to pick the right edition for your trucking operation.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted. The Trucking Owner-Operator Business Management System(TM) is a downloadable Excel system for owner-operators: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249
[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#truckingbusiness #owneroperator #trucking #costpermile #smalltruckingbusiness
#truckerlife

Description template B:

A look inside the Trucking Owner-Operator Business Management System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Trucking Owner-Operator — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Owner-operators on your list who have not bought anything yet **Subject line:** Revenue looks good, margin does not? **Preview text:** Why a busy trucking operation can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted.

Without fuel, maintenance, insurance and payments tracked against miles driven, it is hard to know the number that actually decides whether a load is worth taking.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The cost per mile question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any trucking operation: cost per mile.

What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.

Two more worth adding to your monthly check:

- Revenue per mile: What a load pays per mile driven, before costs are counted.
- Load profitability: What a load leaves after fuel, mileage cost and broker fees, not just the rate on the rate confirmation.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for owner-operators **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Trucking Owner-Operator Business Management System(TM).

It is a downloadable Excel workbook built for owner-operators. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: Revenue, cost per mile and margin sit together at the top, not buried in separate logs.
- 06 Load Profitability Analyzer: Each load shows what it earned per mile after deadhead and fuel, not just the rate on the confirmation.
- 08 Fuel Intelligence: Fuel cost per mile is tracked as diesel prices change week to week.
- 09 Mileage Tracker: Loaded and deadhead miles sit side by side so empty miles stop hiding inside the total.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Trucking Owner-Operator Business Management System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (9 sheets): Owner-operators who want load revenue, expenses, tax and deductions, a dashboard and a business health snapshot.
- **Elite -- \$197** (27 sheets): Owner-operators and small fleets who also want load profitability, fuel intelligence, mileage tracking, cash flow, AR aging, forecasting, benchmarking and a full tax center.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: Do you run one truck or a small fleet?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Trucking Owner-Operator Business Management System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The formulas and dashboards are already built; you enter loads and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will this get me better paying loads?" No. It shows you the real cost and margin on the loads you already run, so you can decide which lanes and brokers to keep or drop.

If it fits how you run your trucking operation, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Trucking Owner-Operator — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	You grossed six figures this year. Do you know what you made per mile?	A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Trucking Owner-Operator Business Management System™	Excel business system for owner-operators · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is cost per mile?	What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole trucking operation look like on one screen?	Trucking Owner-Operator Business Management System™ with sample data	Swipe link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Trucking Owner-Operator system	02 Executive Dashboard · 06 Load Profitability Analyzer · 08 Fuel Intelligence · 09 Mileage Tracker	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Trucking Owner-Operator Business Management System™	Revenue looks good, margin does not	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Cost per mile explained for owner-operators in 30 seconds.	Trucking Owner-Operator	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement-launch	1080×1080 Now	Essential \$97	See the	Stamp
announcement	available:	· Elite \$197 ·	editions	badge,
(square)	Trucking	Complete		product
	Owner-Operator	\$249		name,
	Business			price
	Management			tags,
	System™			dashboard
				exhibit;
				no
				countdown
				or
				urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (9 and 27 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Trucking Owner-Operator — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The solo owner-operator:** Drives the truck, books the loads, and does the bookkeeping at a truck stop or kitchen table at night.
- **The small fleet owner:** Owns two to five trucks, hires drivers, and needs each truck's cost per mile and margin compared side by side.
- **The leased-on operator:** Owns the truck but runs under a carrier's authority, with lease deductions and settlement statements that make true cost per mile hard to see.
- **The newly independent operator:** Recently got their own authority after driving for someone else and is learning the real cost of running a truck instead of just a paycheck.

Common objections and honest responses

"My ELD or load board already shows me loads and miles." ELDs and load boards track dispatch and hours of service. This workbook adds cost per mile, load profitability, fuel intelligence and tax set-aside in one place. If your current tools already answer those, you may not need it.

"I am not an Excel person." The formulas and dashboards are already built; you enter loads and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I only run one truck, this is overkill." Essential is built for exactly that: load revenue, expenses, a dashboard and a health snapshot for a single truck. Elite adds load-by-load profitability, fuel intelligence and forecasting for operators who want to go deeper.

"Which edition do I need?" Essential (9 sheets) covers load revenue, expenses, tax and deductions, a dashboard and a business health snapshot. Elite (26 sheets) adds load profitability, fuel intelligence, mileage tracking, cash flow, AR aging, forecasting, benchmarking and a full tax center.

"Will this get me better paying loads?" No. It shows you the real cost and margin on the loads you already run, so you can decide which lanes and brokers to keep or drop.

"Does it handle dispatching or IFTA filing?" No. It is an analysis and record-keeping workbook, not dispatch or filing software.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- Do you run one truck or a small fleet?

- Do you know your real cost per mile today?
- Do you want load-by-load profitability by lane and broker?
- Do you need fuel intelligence and mileage tracking?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owner-operators who want load revenue, expenses, tax and deductions, a dashboard and a business health snapshot.
- **Elite:** Owner-operators and small fleets who also want load profitability, fuel intelligence, mileage tracking, cash flow, AR aging, forecasting, benchmarking and a full tax center.
- **Complete:** Owner-operators who want both editions in one package.

When the product is probably not a good fit

- Owner-operators without desktop Microsoft Excel
- Anyone looking for dispatch, ELD or IFTA filing software
- Large fleets needing multi-user cloud reporting across many trucks
- Owner-operators who will not log loads and expenses regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Trucking Owner-Operator — Pre-Publication Checklist

Tick every box before publishing anything for the Trucking Owner-Operator Business Management System™.

Product accuracy

- ☐ Product name written exactly as **Trucking Owner-Operator Business Management System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Trucking Owner-Operator product, not another niche
- ☐ Sales page loads on mobile and desktop (<https://www.checkout-ds24.com/product/726941>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots

- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Trucking Owner-Operator — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 19/27:

Revenue looks good...

Headline, long form (≤40 char max) -- 35/40:

Revenue looks good, margin does not

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 120/125:

A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 320 chars:

A truck can gross a quarter million a year and still leave less take-home than expected once every real cost is counted. The Trucking Owner-Operator Business Management System(TM) is a downloadable Excel system for owner-operators -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 24/27:

Trucking Owner-Operator...

Headline, long form (≤40 char max) -- 30/40:

Trucking Owner-Operator System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 121/125:

A downloadable Excel system built for owner-operators. Dashboards, reports and a tax set-aside estimate -- already built...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 267 chars:

The Trucking Owner-Operator Business Management System(TM) is a downloadable Excel workbook built for owner-operators: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 428 chars:

Essential (\$97): Owner-operators who want load revenue, expenses, tax and deductions, a dashboard and a business health snapshot. Elite (\$197): Owner-operators and small fleets who also want load profitability, fuel intelligence, mileage tracking, cash flow, AR aging, forecasting, benchmarking and a full tax center. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 13/27:

Cost per mile

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 273 chars:

Cost per mile: What it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay. You can work it out by hand, or let the Trucking Owner-Operator Business Management System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 27/27:

For Trucking Owner-Operator

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 101/125:

Built specifically for owner-operators -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 255 chars:

The Trucking Owner-Operator Business Management System(TM) is built specifically for owner-operators, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Trucking Owner-Operator — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your trucking operation
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, trucking owner-operator
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your trucking operation

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of owner-operators do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with owner-operators.

Judging the year by gross revenue instead of cost per mile.

It is an easy thing to fall into. You are busy running the trucking operation. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every owner-operator should know.

It is called cost per mile. In plain words: what it actually costs to run the truck one mile, counting fuel, maintenance, insurance, payments and the owner's own pay.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, trucking owner-operator

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of owner-operators tell me something like this: "My ELD or load board already shows me loads and miles."

Here is the honest answer. ELDs and load boards track dispatch and hours of service. This workbook adds cost per mile, load profitability, fuel intelligence and tax set-aside in one place. If your current tools already answer those, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A owner-operator opens their numbers for the first time in months. The trucking operation is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like revenue looks good, margin does not.

That is really all this is for. A simple way to see what is REALLY happening in your trucking operation, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for owner-operators. You enter your numbers, it shows you your profit, your biggest costs, and cost per mile is a guess.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Trucking Owner-Operator Business Management System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a trucking operation is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.