



- ❑ **Foundational training**

- ❑ Take a look at every section of the Run Roadside Members Area

- A) Contracted Work --- In order to begin, you will need the following:

- ❑ **Vehicle**

- ❑ **Tools** (based on services you'd like to provide)

- ❑ Jump box
  - ❑ Lock out kit
  - ❑ Tire changing tools

- ❑ **Insurance**

- ❑ General Liability Insurance
  - ❑ Auto Liability Insurance

- ❑ **App package (\*optional\*)**

- ❑ Ideal for anyone who wants more consistent work:
    - ❑ Agencies give you preference for running a primarily app based business, as using an app can:
      - ❑ Let you know about a job faster
      - ❑ Provide a quicker method to confirm availability
      - ❑ Provide a payment solution
      - ❑ Decrease time in between jobs
      - ❑ Acts as a means of organization

- ❑ **App Package**

- ❑ The app package section presents you with different options for receiving calls -- pick one that seems best suited for what'd you like to provide
  - ❑ If you:
    - ❑ Want the highest call volume: **TowMagic**
      - ❑ Connects you with multiple motorclubs
      - ❑ Easy & intuitive to use
      - ❑ Good for just starting out
    - ❑ Want the most flexibility: **Honk** or **Stuck**
      - ❑ Allows you to set your rate

- Ideal if you plan to scale your own team & business
  - Want to work with just one company: **Allstate**
    - Grow your reputation with one company
    - Take the potential headache out of dealing with multiple motor clubs or organizations
- Ultimately, using an app will make you more available to dispatchers and more appealing in terms of turnaround and accountability

#### **Insurance**

- You will need insurance to get contracted work through major dispatchers, refer to our **Insurance** section of the Members Area to get your quote
- For a new business, you will need to provide the following information:
  - Industry type (Soft Roadside Services)
  - Business name (Get creative, or keep it simple!)
  - Years in Business (Select “just started”)
  - Entity type (Sole Proprietorship, unless you become an LLC)
  - Number of owners (1)
  - Number of drivers (typically 1 until your business grows)
  - Annual Revenue (select lowest option until you generate revenue)
  - Liability Limits (\$100,000/\$300,000)
  - Miles traveled daily (lowest option/ under 50 per day)
  - Comprehensive & Collision Deductibles (up to you, an option is “no coverage”)
  - Your Vehicle VIN#
  - Personal Contact Information
    - Option to have a quote set via SMS
- By attaching a message to your application reiterating your services and industry type, you may be able to get a custom/reduced rate - make sure you tell them you are NOT a towing company (as this will impact your rates)

#### **Printable Documents**

- Documents for your own organization and records:
  - Damage Waiver**
    - Helpful for creating social proof for your own business
    - Proof of completion for any job if there is ever any dispute
  - W 9 Form**
    - Allows you to pay taxes (for your *own* business)
  - Proof of Intent**

- Peace of mind
- Evidence for intention & helpful use of lockout tools

**Training Videos**

- Basics on providing services
- New videos continue to be added!
  - Lockout Training**
  - Airjack Training**
  - Tool Recommendation**
  - ButtonMaster Training**
  - Common Vehicle Lockout Guide**
  - Tool Checklist**

B) Providing services through your own business (**Cash Calls**) ---

In order to create a dual stream of income, we recommend providing soft roadside assistance to customers directly. Because not all motorists have access to a roadside assistance program, offering your services directly can sometimes be the best way to do business. Ideally, the most income is generated by doing business through both contracted work and offering your services directly. In this section, we will go over some of the basic about how to offer your services directly:

- Create a **Google My Business** Page
  - This will allow your business to be seen and searched on Google
    - Define your service area so that Google has more information about your business
  - Most people who are in need of roadside services need them as they are searching for them (potentially a mild to significant emergency)
    - Urgent,local services
- Get a few reviews from helping people in your local area
  - Gather social proof
  - Collect reviews
- Review the **Advertise for Cash Calls** section:
  - List your business as a Vehicle Unlock Service
    - Not a towing service
  - Review the Local Citations section
    - Our keywords & related phrases are optimized for Google's algorithm

- These phrases and words will be essential, as people in your service area will type in a combination of these words to find your business
  
- Where to advertise:
  - Google Local Ads - Best combination of reach and value
  - Angieslist - Now free for users!
  - Craigslist - Surprisingly powerful local listing agent
    - Refer to **Advertise for Cash Calls** section for the complete list
- Get My Website**
  - Email [runroadside2020@gmail.com](mailto:runroadside2020@gmail.com) for more information on this section

C) Sections applicable to both Contracted Work and Providing services through your own business ---

- Get Business Cards**
  - Create and order branded products through this section
- Upgrade My Tools**
  - Can be a selling point in providing your own services as well as for contracted work
- Accept Credit Card Payments**
  - Options for increasing how you process payments
  - Surprisingly enough, some motorists who need assistance don't not always have cash on hand -- having another payment processing method can make a huge difference to your customer

D) Comments, Questions, Suggestions

- Shoot an email to [runroadside2020@gmail.com](mailto:runroadside2020@gmail.com) and we'd be happy to help!