

# 7 DEADLY MISTAKES THAT LEAVE MOST COURIERS BROKE

Are You Making  
These Costly  
Blunders And  
Killing Your  
Profits?



Parcel Delivery  
NETWORK

# Contents

Introduction	Page 3
Deadly Mistake No. 1: Struggling With Poor Cash Flow	Page 4
Deadly Mistake No. 2: Working A Flawed Business Model	Page 5
Deadly Mistake No. 3: Having An Weak Marketing Strategy	Page 6
Deadly Mistake No. 4: Neglecting Your Health	Page 7
Deadly Mistake No. 5: Poor Pricing Strategy	Page 8
Deadly Mistake No. 6: Going It Alone	Page 9
Deadly Mistake No. 7: Lack Of Consistency & Discipline	Page 10
One more thing...	Page 11

# Introduction

Ten years ago, I (Nilesh Gohil) believed courier work was straightforward.

**Get a van. Drive the van. Receive payment.** Boy, was I wrong.

After a decade of dodging traffic wardens, chasing invoices, and having more conversations with warehouse security than my own family, I've learnt something important:

It's not enough to just drive and deliver. You have to run a smart business, too.

Here's the kicker, **small businesses fail because of cash flow problems.**

Couriers? We're no exception.

In fact, we might be worse because most of us start thinking, "I can drive, how hard can it be?" (Spoiler alert: Very hard.)

I've made every mistake in this guide. Some twice.

But here's the thing, you don't have to make them too.

Before you dive in, it's important to manage expectations.

This ebook outlines the 7 biggest mistakes that leave most couriers broke but instead of cramming in long winded solutions that you probably wouldn't have time (or patience) to read, I've taken a smarter approach.

**I've created a clear, easy to follow mindmap that lays out the solutions in simple note form.**

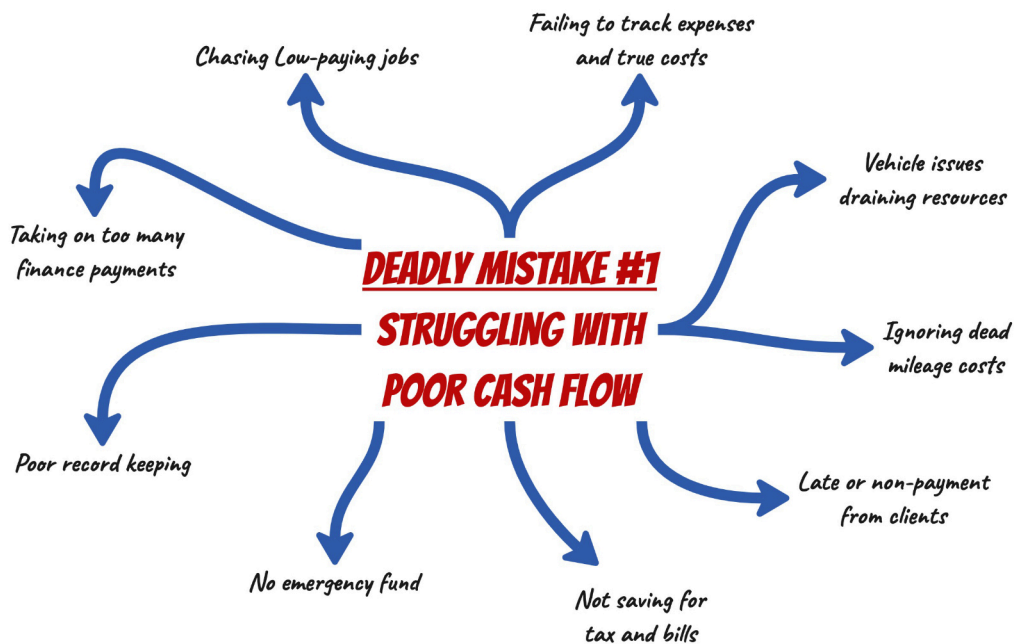
It's designed to be **quick to digest, visually clear, and immediately actionable** so you can spend less time reading and more time fixing what's holding your courier business back.

Whether you're thinking about buying your first van or you're running a fleet that could invade a small country, these lessons apply to you.

Ready? Let's dive in.

# Deadly Mistake No.1

## Struggling With Poor Cash Flow



Poor cash flow hits courier drivers like a surprise speed camera, sudden, expensive, and completely ruins your day.

The good news? Fixing courier cash flow doesn't require a miracle, just a few strategic tweaks that actually work.

These small changes won't transform you into a millionaire overnight, but they'll help you sleep better knowing next month's fuel bill won't trigger a panic attack.

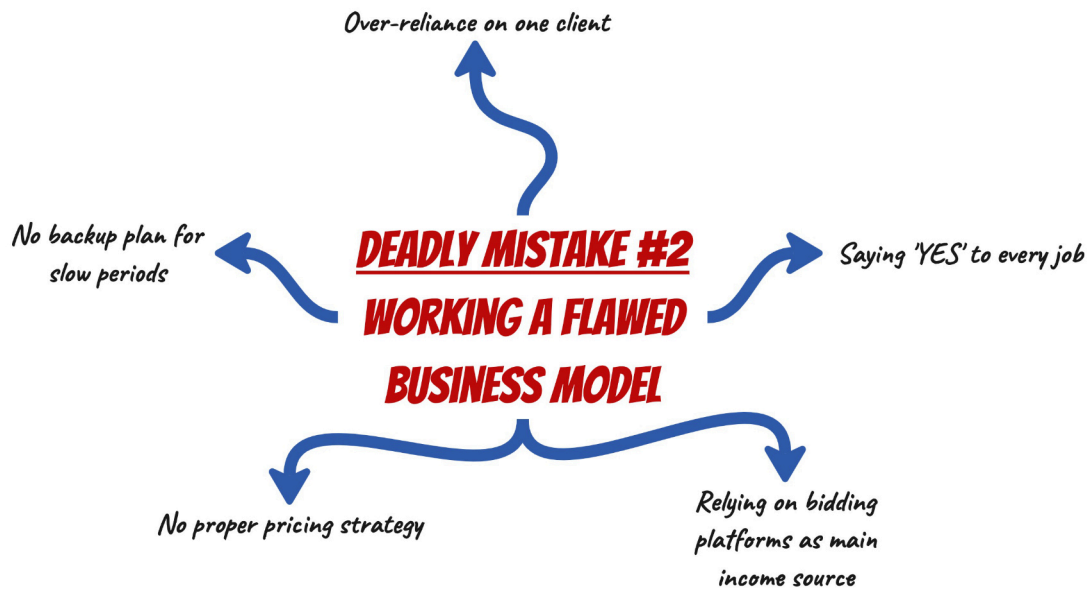


Check out the solution if you're struggling with poor cash flow in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

## Deadly Mistake No.2

# Working A Flawed Business Model



You think you're running a courier business, but you're actually operating a sophisticated money-shredding operation disguised as logistics.

You're pouring effort into a bucket with more holes than a government promise, saying yes to jobs that barely cover your morning coffee while burning fuel on dead miles that would make a Formula 1 driver weep.

The cure for a flawed courier business model isn't rocket science, it's more like basic maths with a side of common sense.



Check out the solution if you're working a flawed business model in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

## Deadly Mistake No.3

# Having A Weak Marketing Strategy



You might be the most reliable courier on the road, a veritable postal ninja with the punctuality of Big Ben, but if no one knows who you are or what you offer, it's like being the world's best mime artist performing in an empty field.

The secret to courier marketing isn't hiring a Mad Men agency, it's simply making yourself visible where your customers actually hang out.

Think of it as fishing with the right bait in the right pond, rather than throwing nets randomly into the ocean and hoping for the best.

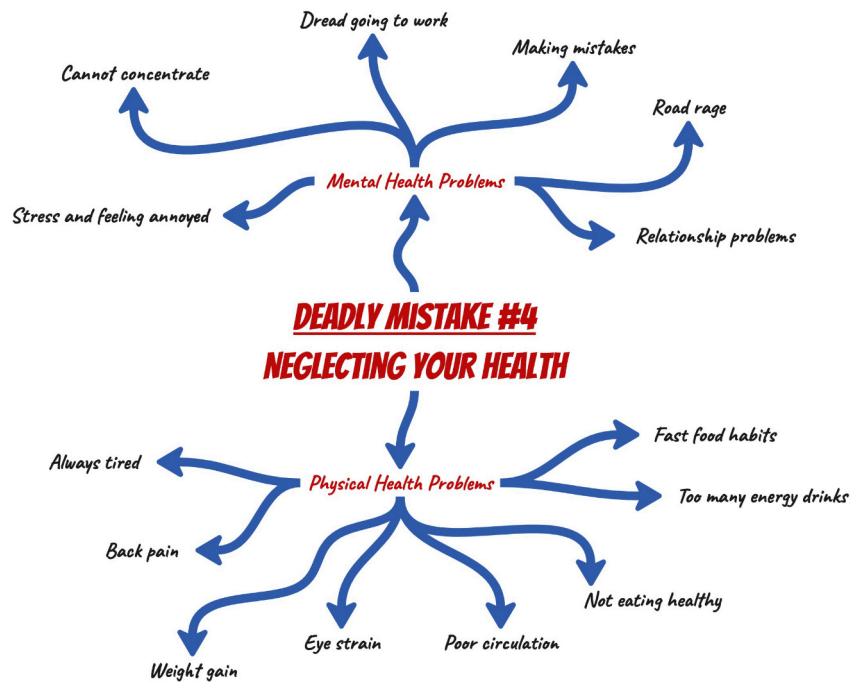


Check out the solution to having a weak marketing strategy in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

# Deadly Mistake No.4

## Neglecting Your Health



In the race to keep the wheels turning, your body is quietly staging a rebellion that would make the French Revolution look like a polite disagreement.

The constant pressure to earn has squeezed out self-care like toothpaste from an empty tube, leaving you with a back that creaks more than your van's suspension.

Looking after your health as a courier doesn't require joining a fancy gym or hiring a personal trainer, it's about making small, smart changes that fit around your actual life.



Check out the solution to neglecting your health in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

# Deadly Mistake No.5

## Poor Pricing Strategy



You're out there hustling like a caffeinated hamster on a wheel, job after job, mile after mile, yet at the end of the month, your bank account has all the substance of a politician's apology.

Why? You're accepting whatever clients toss your way, undercharging because you're more terrified of rejection than a teenager asking someone to prom.

Fixing your pricing strategy doesn't require a PhD in economics, it just needs you to stop treating your business like a charity shop with wheels.

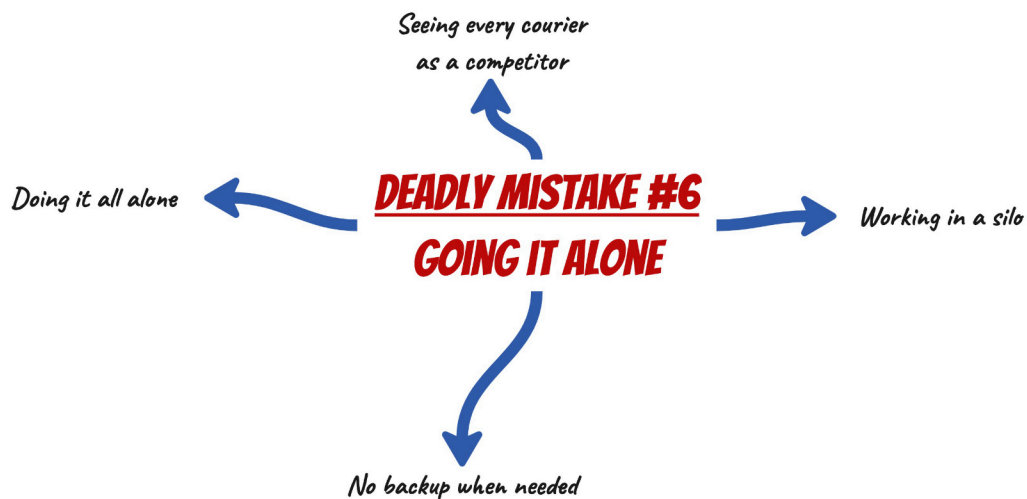


Check out the solution to a poor pricing strategy in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

# Deadly Mistake No.6

## Going It Alone



Being a courier can feel like you're carrying the entire weight of the business on your back, essentially becoming a one-person Swiss Army knife, except instead of being compact and efficient, you're more like a wobbly multi-tool held together with hope and gaffer tape.

Breaking out of courier isolation doesn't require joining a monastery or hiring a life coach, it's about connecting with people who actually understand why you curse at traffic lights and celebrate when fuel prices drop by a penny.

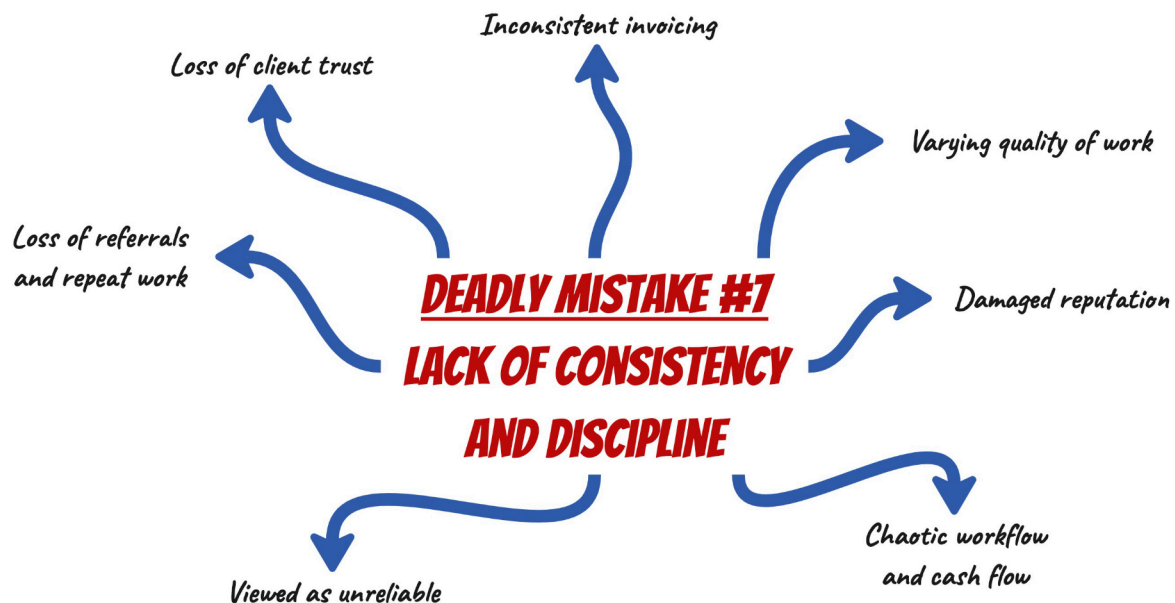


Check out the solution to going it alone in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

## Deadly Mistake No.7

# Lack Of Consistency & Discipline



In the courier world, inconsistency is a silent assassin with all the subtlety of a brick through a window.

One week, you're up early chasing leads with the determination of a bloodhound on commission and running routes tighter than a jar of pickles.

The next week, you're sleeping in like a teenager on summer holidays, winging job pricing or forgetting to send invoices altogether because your brain has decided paperwork is optional, like wearing socks with sandals.



Check out the solution to the lack of consistency and discipline in your business in this mind map

<https://gitmind.com/app/docs/mjpmwk25>

# One more thing...

If you've read this far, it's clear you're serious about finding more work and growing your courier business here in the UK and that's exactly why **I need couriers like you in my network.**

Joining my courier network connects you to a **supportive community** of like minded drivers and delivery pros who've been there, done that, and are ready to help.

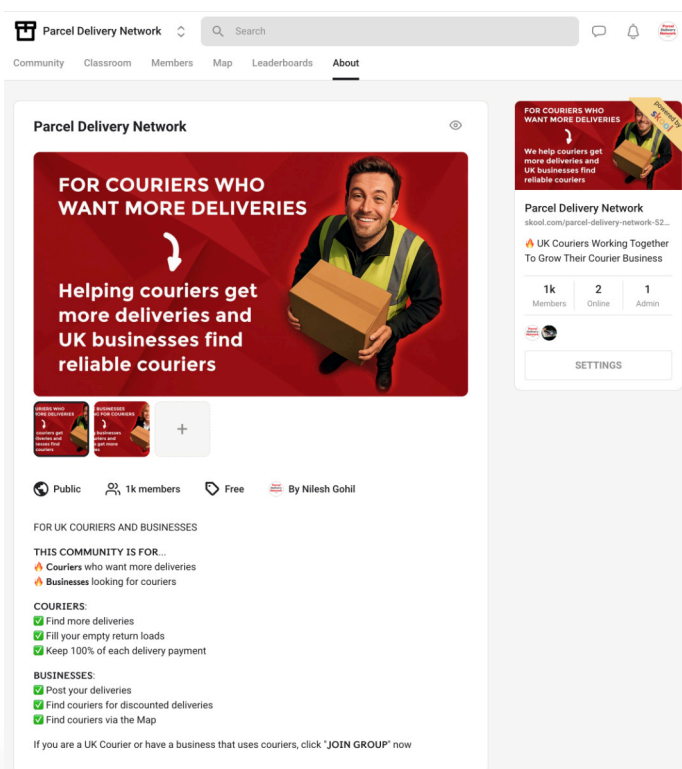
Whether you're looking for **guidance and advice**, need to **find reliable couriers to help with a job**, or want to **post your own delivery work for others to pick up**, this is the place to do it.

You can also **promote your empty return journeys, reduce dead mileage**, and keep earning even on the way back.

I'm offering **Free Membership. No contracts. No bidding wars. Just real support and real connections.**

Join other Couriers and Delivery Drivers today, click here.

[www.ParcelDeliveryNetwork.co.uk](http://www.ParcelDeliveryNetwork.co.uk)



Grab Your **FREE** Membership

