



COMMERCIAL
TRUCKING · OCTOBER
2026

This is a licensing bottleneck. *Not a job-posting one.*

Hi {{first_name}},

Commercial trucking hiring is a licensing and insurability bottleneck, not a job-posting one. Candidates search overwhelmingly for how to get a CDL and what it pays, almost never for hiring help, and even a fully licensed driver can be uninsurable over a driving record, inspection history, or lapsed medical certification.

THE NUMBER THAT MATTERS

~23,900

combined monthly searches for the CDL licensing cluster, versus effectively zero hiring-intent search volume.

\$44,860-\$58,640

national median pay range across CDL-B and CDL-A drivers, per BLS.

A CDL does not guarantee insurability, driving record, inspection history, and medical certification status can disqualify a licensed driver from a fleet's insurance policy. FMCSA Drug and Alcohol Clearinghouse clearance is a hard, non-negotiable gate, not a soft background check.

THIS MONTH'S READ

Top 10 Hiring Challenges in Commercial Trucking Recruiting (2026)

Why licensing and insurability, not job postings, decide who you can actually hire.

[Read the full guide →](#)

FROM THE FIELD

Proof, not promises

We recruit continuously for commercial trucking, so the shortlist exists before your seat opens. See real hiring wins from other trades we recruit for, and ask us about our track record in your market on a discovery call.

[See real case studies →](#)

QUICK WIN

A valid CDL is the starting line, not the finish line. Check insurability, inspection history, and Clearinghouse status before you extend an offer, not after.

Hiring CDL drivers? Book a call

If fleet hiring is on your plate this quarter, that's all we do. Reply to this email or grab a time above.

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President, My Trade Talent

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EMAIL SETUP

SUBJECT	A valid CDL does not mean an insurable driver.
PREHEADER	Why licensing, not job postings, is the real bottleneck in fleet hiring.
SEND DATE	October 2026
AUDIENCE	Commercial Trucking contact list
APPROVER	Neil