

WORKSHEET 9

90-Day Goal Tracker

Set and track your launch targets across three phases — Chapter 17

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Set concrete targets for each phase of your California launch. Review at the end of each phase and adjust as needed.

Goal Category	Days 1–30 Target	Days 31–60 Target	Days 61–90 Target	Actual at 90 Days
Monthly revenue target	\$_____	\$_____	\$_____	\$_____
Number of independent clients	_____	_____	_____	_____
Number of recurring clients	_____	_____	_____	_____
Monthly miles driven (estimate)	_____	_____	_____	_____
In-person outreach contacts made	_____	_____	_____	_____
Cold emails sent	_____	_____	_____	_____
Google reviews received	_____	_____	_____	_____
Platform deliveries completed	_____	_____	_____	_____
Net profit this period	\$_____	\$_____	\$_____	\$_____
Biggest win this phase				
Biggest challenge this phase				
Key adjustment for next phase				

90-Day Review Notes

What went faster than expected?

What took longer than expected?

What do you know now you wish you knew at Day 1?

Goal for Days 91–180: