

Worksheet 9: 90-Day Goal Tracker

Your Connecticut launch roadmap. Higher startup costs are offset by premium market rates. Hartford insurance, Pratt & Whitney aerospace, and Stamford financial are your three anchor markets.

DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (CT SOS, TESS, Google, LinkedIn, domain)
- ☐ Filed Certificate of Organization at business.ct.gov — \$120 ✓ Filing date: _____
- ☐ Applied for EIN at irs.gov — EIN: _____
- ☐ Filed BOI Report at fincen.gov/boi — Date filed: _____
- ☐ Drafted Operating Agreement (essential for insurance and financial client vendor qualification)
- ☐ Registered with Connecticut DRS at portal.ct.gov/DRS — free
- ☐ Applied for city business license (Hartford / Stamford / New Haven as applicable)
- ☐ Set annual report reminder — \$80 due end of formation anniversary month every year
- ☐ Set CT income tax quarterly reminder (April 15, June 15, Sept 15, Jan 15)
- ☐ Set up E-ZPass CT account — ctfastrak.com (required for I-95 and CT toll roads)

DAYS 11-20: INSURANCE, VEHICLE, BANKING

- ☐ Got 3+ commercial auto quotes — chosen: _____ for \$_____/yr
- ☐ Purchased commercial auto insurance — bound date: _____
- ☐ Purchased general liability insurance — bound date: _____
- ☐ Purchased cargo insurance — bound date: _____
- ☐ All-season or winter tires confirmed (CT winters require it)
- ☐ Emergency winter kit assembled in vehicle
- ☐ Memorized Merritt Parkway restriction — NO commercial vehicles on Route 15
- ☐ Opened business checking account — bank: _____ date: _____
- ☐ Set up Wave accounting (free) — waveapps.com
- ☐ Set up Stride mileage tracker (free) — stridehealth.com
- ☐ Downloaded Waze and Connecticut 511 (ct.gov/dot)
- ☐ Set up Google Business Profile — live date: _____
- ☐ Set up LinkedIn profile with Connecticut courier keywords (LinkedIn matters in CT)

DAYS 21-30: MARKET PREPARATION

- ☐ Drove Hartford — Aetna, The Hartford, Cigna, Hartford Hospital, Pratt & Whitney (East Hartford)
- ☐ Drove Fairfield County — Stamford downtown, Greenwich Ave, UBS/Charter offices, I-95 exit patterns
- ☐ Drove New Haven — Yale New Haven Hospital, Yale University campus access
- ☐ Drove Groton area — Electric Boat / General Dynamics, Pfizer access routes

- ☐ Built target client list — minimum 50 names across all Connecticut markets
- ☐ Researched Aetna, Pratt & Whitney, and Yale New Haven vendor qualification processes
- ☐ Began first outreach calls / emails

DAYS 31-90: LAUNCH & BUILD

- ☐ Week 5: 8-10 new outreach contacts per day
- ☐ Week 6: Follow up all prior contacts; request trial runs
- ☐ Week 7: First 3 recurring clients secured — monthly revenue: \$_____
- ☐ Week 8: Review inter-city pricing (Hartford-Stamford, Hartford-New Haven, New Haven-Stamford)
- ☐ Week 10: Review P&L; — is tax reserve at 35-40%? (CT rates are higher)
- ☐ Week 12: Target revenue \$5,000-\$8,000/month reached? Actual: \$_____
- ☐ Day 90: Annual report reminder confirmed for formation anniversary month

KEY CONNECTICUT DATES & REMINDERS

Obligation	Due	Your Notes
Connecticut LLC annual report	End of formation anniversary month — \$80	Anniversary month: _____
CT Q1 estimated income tax	April 15	Amount: \$_____
CT Q2 estimated income tax	June 15	Amount: \$_____
CT Q3 estimated income tax	September 15	Amount: \$_____
CT Q4 estimated income tax	January 15	Amount: \$_____
City business license renewal	Annual (varies by city)	Renewal date: _____
E-ZPass account balance check	Monthly	Balance: \$_____
Winter tires / vehicle prep	Before November	Done date: _____
Commercial insurance renewal		Renewal date: _____

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■ Password: **CONNECTICUT2026**