

## Worksheet 9: 90-Day Goal Tracker

*Your Georgia launch roadmap. Emory/Grady healthcare, CDC life sciences, and Atlanta's film industry are three distinct anchor markets — each with recurring courier needs and premium rates.*

### DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (GA SOS, TESS, Google, LinkedIn, domain)
- ☐ Filed Articles of Organization at [ecorp.sos.ga.gov](http://ecorp.sos.ga.gov) — \$100 ✓ Filing date: \_\_\_\_\_
- ☐ Applied for EIN at [irs.gov](http://irs.gov) — EIN: \_\_\_\_\_
- ☐ Filed BOI Report at [fincen.gov/boi](http://fincen.gov/boi) — Date filed: \_\_\_\_\_
- ☐ Drafted Operating Agreement
- ☐ Registered with Georgia DOR at [gtc.dor.georgia.gov](http://gtc.dor.georgia.gov) — free
- ☐ Applied for Atlanta business license at [atlantaga.gov](http://atlantaga.gov) (if Atlanta-based)
- ☐ Set April 1 annual registration reminder — \$50 due every year
- ☐ Set Georgia income tax quarterly reminder (April 15, June 15, Sept 15, Jan 15)

### 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: \_\_\_\_\_
- ☐ AC system serviced — non-negotiable before Georgia summer
- ☐ Insulated cooler bags purchased for specimen / pharmaceutical transport
- ☐ Opened business checking account — bank: \_\_\_\_\_ date: \_\_\_\_\_
- ☐ Set up Wave accounting (free) — [waveapps.com](http://waveapps.com)
- ☐ Set up Stride mileage tracker (free) — [stridehealth.com](http://stridehealth.com)
- ☐ Downloaded Waze and Georgia 511 ([511ga.org](http://511ga.org))
- ☐ Set up Google Business Profile — live date: \_\_\_\_\_
- ☐ Set up LinkedIn profile with Georgia / Atlanta courier keywords

### DAYS 21-30: MARKET PREPARATION

- ☐ Drove Atlanta — Emory/CDC (Clifton Rd), Grady Memorial, Piedmont, Children's Healthcare
- ☐ Drove Midtown / Buckhead — Delta HQ, Coca-Cola, corporate corridors
- ☐ Drove I-285 Perimeter — learned all key exits cold
- ☐ Drove Hartsfield-Jackson Airport cargo / courier access routes
- ☐ Researched Pinewood Studios and Tyler Perry Studios vendor / courier processes
- ☐ Built target client list — minimum 50 names across Atlanta markets

☐ 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 (Atlanta-Savannah, Atlanta-Augusta runs)
- ☐ Week 10: Review P&L; — is tax reserve at 30-35%?
- ☐ Week 12: Target revenue \$4,500-\$7,000/month reached? Actual: \$\_\_\_\_\_
- ☐ Day 90: April 1 annual registration reminder confirmed (\$50)

### KEY GEORGIA DATES & REMINDERS

| Obligation                              | Due                  | Your Notes          |
|-----------------------------------------|----------------------|---------------------|
| Georgia LLC annual registration         | April 1 — every year | Amount: \$50        |
| Georgia Q1 estimated income tax         | April 15             | Amount: \$_____     |
| Georgia Q2 estimated income tax         | June 15              | Amount: \$_____     |
| Georgia Q3 estimated income tax         | September 15         | Amount: \$_____     |
| Georgia Q4 estimated income tax         | January 15           | Amount: \$_____     |
| Atlanta / city business license renewal | Annual               | Renewal date: _____ |
| AC system service                       | Spring (before May)  | Service date: _____ |
| Commercial insurance renewal            |                      | Renewal date: _____ |

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