

Worksheet 9: 90-Day Goal Tracker

Your Louisiana launch roadmap. Ochsner Healthcare, the Port of New Orleans, and ExxonMobil Baton Rouge are your three anchor targets — each generates recurring, high-value courier demand.

DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (GeauxBiz, TESS, Google, LinkedIn, domain)
- ☐ Filed Articles of Organization at geauxbiz.com — \$100 ✓ Filing date: _____
- ☐ Applied for EIN at irs.gov — EIN: _____
- ☐ Filed BOI Report at fincen.gov/boi — Date filed: _____
- ☐ Drafted Operating Agreement (especially important under Louisiana's Civil Law system)
- ☐ Registered with Louisiana DOR at revenue.louisiana.gov — free
- ☐ Applied for parish occupational license (Orleans / EBR / Caddo / Lafayette / Calcasieu)
- ☐ Set annual report reminder — \$35 due on formation ANNIVERSARY DATE every year
- ☐ Set Louisiana income tax quarterly reminder (April 15, June 15, Sept 15, Jan 15)
- ☐ Consulted Louisiana CPA re: franchise tax applicability

DAYS 11-20: INSURANCE, VEHICLE, BANKING

- ☐ Got 3+ commercial auto quotes (specify Louisiana coastal operations) — 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 Louisiana summer
- ☐ Undercarriage rust protection applied if operating in coastal areas
- ☐ Hurricane emergency kit assembled in vehicle
- ☐ Opened business checking account — bank: _____ date: _____
- ☐ Set up Wave accounting (free) — waveapps.com
- ☐ Set up Stride mileage tracker (free) — stridehealth.com
- ☐ Downloaded Waze, Louisiana 511 (511la.org), and NOLA Ready (nola.gov/ready)
- ☐ Set up Google Business Profile — live date: _____

DAYS 21-30: MARKET PREPARATION

- ☐ Drove New Orleans — Ochsner main campus, UMC, Tulane Medical, port area
- ☐ Drove Baton Rouge — ExxonMobil plant access, Our Lady of the Lake, Baton Rouge General
- ☐ Learned New Orleans street grid — French Quarter, CBD, Uptown routing
- ☐ Researched Mardi Gras and Jazz Fest parade/closure calendars
- ☐ Built target client list — minimum 50 names across all Louisiana markets

- ☐ Researched Ochsner and Port of New Orleans 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 (NOLA-Baton Rouge, NOLA-Lafayette, BR-Lake Charles)
- ☐ Week 10: Review P&L; — is tax reserve at 30-35%? Hurricane reserve funded?
- ☐ Week 12: Target revenue \$4,000-\$6,500/month reached? Actual: \$_____
- ☐ Day 90: Formation anniversary date reminder confirmed for \$35 annual report

KEY LOUISIANA DATES & REMINDERS

Obligation	Due	Your Notes
Louisiana LLC annual report	Formation ANNIVERSARY DATE — \$35	Anniversary date: _____
Louisiana Q1 estimated income tax	April 15	Amount: \$_____
Louisiana Q2 estimated income tax	June 15	Amount: \$_____
Louisiana Q3 estimated income tax	September 15	Amount: \$_____
Louisiana Q4 estimated income tax	January 15	Amount: \$_____
Parish occupational license renewal	Annual (varies by parish)	Renewal date: _____
Hurricane season begins	June 1 — every year	Emergency kit ready ✓
AC system service	Spring (before June)	Service date: _____
Commercial insurance renewal		Renewal date: _____

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