

Worksheet 9: 90-Day Goal Tracker

Your Michigan launch roadmap. Days 1-10 are the most critical — legal foundation first. Michigan's \$50 LLC filing and \$25 annual report make the startup cost among the lowest in the series.

DAYS 1-10: LEGAL FOUNDATION

- ☐ Chose business name — passed all checks (Michigan LARA, TESS, Google, domain)
- ☐ Filed Articles of Organization at michigan.gov/lara — \$50 ✓ Filing date: _____
- ☐ Applied for EIN at irs.gov — EIN: _____
- ☐ Filed BOI Report at fincen.gov/boi — Date filed: _____
- ☐ Drafted Operating Agreement
- ☐ Registered for Michigan business taxes at michigan.gov/treasury — free
- ☐ Applied for Detroit business license at detroitmi.gov (if Detroit-based)
- ☐ Set annual report reminder — \$25 due February 15 every year
- ☐ Set Michigan income tax quarterly reminder (April 15, June 15, Sept 15, Jan 15)

DAYS 11-20: INSURANCE, VEHICLE, BANKING

- ☐ Got 3+ Michigan no-fault commercial auto quotes — chosen: _____ for \$ _____/yr
- ☐ Purchased Michigan no-fault commercial auto insurance — bound date: _____
- ☐ Purchased general liability insurance — bound date: _____
- ☐ Purchased cargo insurance — bound date: _____
- ☐ Rust prevention / undercoating applied to vehicle
- ☐ Opened business checking account — bank: _____ date: _____
- ☐ Set up Wave accounting (free) — waveapps.com
- ☐ Set up Stride mileage tracker (free) — stridehealth.com
- ☐ Downloaded Waze and Michigan 511 (mi511.com) apps
- ☐ Set up Google Business Profile — live date: _____
- ☐ Set up LinkedIn profile with Michigan courier keywords

DAYS 21-30: MARKET PREPARATION

- ☐ Drove Detroit metro — noted hospital campuses, automotive plants, loading docks
- ☐ Drove Ann Arbor — U of M Health, Michigan Medicine campus layout
- ☐ Built target client list — minimum 50 names across all Michigan markets
- ☐ Researched Henry Ford, Beaumont/Corewell, DMC vendor qualification processes
- ☐ Began first outreach calls / emails to automotive and medical targets

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 (Detroit to Grand Rapids, Lansing, Flint)
- ☐ Week 10: Review P&L; — is tax reserve at 30-35%?
- ☐ Week 12: Target revenue \$4,000-\$6,000/month reached? Actual: \$_____
- ☐ Day 90: Annual report reminder confirmed for February 15

KEY MICHIGAN DATES & REMINDERS

Obligation	Due	Your Notes
Michigan LLC annual report	February 15 — every year	Set reminder: _____
Michigan Q1 estimated tax	April 15	Amount: \$_____
Michigan Q2 estimated tax	June 15	Amount: \$_____
Michigan Q3 estimated tax	September 15	Amount: \$_____
Michigan Q4 estimated tax	January 15	Amount: \$_____
Detroit city income tax filing	April 30 (if Detroit-based)	Amount: \$_____
Winter prep deadline	By November 1	Tires, battery, undercoat ✓
Commercial insurance renewal		Renewal date: _____
Vehicle registration renewal		Renewal date: _____

■ Download all 9 worksheets free at courierbusinessinsider.com/michigan-worksheets

■ Password: MICHIGAN2026