

WORKSHEET 9

90-Day Goal Tracker

Set and track your launch targets — includes publication deadline — Chapter 17

■ courierbusinessinsider.com/newyork-worksheets — Download all 9 fillable worksheets free. Password: NEWYORK2026

Set concrete targets for each phase of your New York launch. Track your 120-day publication deadline separately.

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	\$_____	\$_____	\$_____	\$_____
Publication deadline (120 days from filing)	Date: _____	Completed?	Filed COI?	✓ Done
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:
