



How to Start a Courier Service Checklist

1. **Determine whether starting a courier service is the right option for you.**
 - a. Understand the business and the risks involved.
 - b. Use your own vehicle to deliver packages before expanding your business.
 - c. Start your client base with friends and family.
 - d. Speak to people who have started their own courier service and learn from them.

2. **Write a business plan.**
 - a. Outline the structure, objectives, goals, and mission statement of your business.
 - b. Establish your start-up costs and equipment needs.
 - c. Determine the services you will offer and decide how much you will charge.
 - d. Conduct market and client research.
 - e. Plan your financial strategy with outlines of your start-up costs and projected profits and losses.
 - f. Outline your marketing strategy.

3. **Take care of the legal requirements.**
 - a. Get a business account and credit card.
 - b. Choose a legal structure.
 - c. Register for taxes and receive your EIN.
 - d. Check and apply for any town, country, and state licensing and insurance.

- e. Check and apply for any town, country, and state licensing and insurance requirements. This Courier Service Checklist was created by NameSnack.
 - f. Ensure that all your couriers have valid driver's licenses or commercial licenses.
- 4. Outline your finances.**
- a. Determine whether your staff require additional training or qualifications.
 - b. Budget for tools and vehicle maintenance costs.
 - c. Research top suppliers and budget for inventory.
 - d. Look for office and/or storage space.
 - e. Budget for business licenses and insurance costs.
 - f. Set aside funds for marketing needs.
- 5. Buy business insurance (not all the following are necessary).**
- a. Business insurance.
 - b. Vehicle insurance.
 - c. General liability insurance.
 - d. Public liability insurance.
 - e. Workers' compensation.
 - f. Equipment insurance.
 - g. Income protection insurance.
 - h. Critical illness insurance.
 - i. Business life insurance.
- 6. Create a website and business portfolio.**
- a. Build a great website.
 - b. Create social media pages.

7. Set your rates.

- a. Set rates for standard, overnight, and express courier services.
- b. Consider special rates for regular clients and large consignments.
- c. Research your competitors' rates.
- d. Implement invoicing and payment software, as well as fleet-tracking software.

8. Market your business.

- a. Determine your target audience.
- b. Design a creative logo.
- c. Advertise on social media with links to your website.
- d. Create a mailing list.
- e. Create opening specials and use various techniques to spread them.