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## 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 requirements.
  - e. 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.