Suggested procedure:

1- Set down first line of cones, mark from 0m every 0,8 m until 16m (finish point, 21st mark)

2- From the sixth mark (4 m) measure going in diagonal a point distant 5m. Mark the measure with a little arch.

3- From the zero point measure 3m, find intersection with the previous arch and mark it. This is the zero point of the second line. This point is at 3m distance from the zero of the first cone line and the line that meets the two zero points is perpendicular to the first cone line.
4-To align the second cones line parallel to the first one, find the meeting point between the 3m measure taken from the last point of the first cones line (the center of finish line) and 16m. Mark the intersection

5-Double check the diagonals between 0m and 16m (it should be 16,278m for usual distance of 3m)

6-Mark the remaining points of the second line.
7-Align again the measuring tape to each cones line and add 12m runup distance, add 40cm for the starting box back line. Double check the alignment. Mark the points.

8- Using strong and non slippery tape, lay down tape stripes for starting box and finish line. Double check you use the correct edge of the tape. Lay down the first cone line aligning the first edge of the tape with the front border of the cone.