



SMALL BUSINESS CHECKLIST

BUSINESS EXPENSES

Accounting doesn't have to be overwhelming.
This guide will help you make sure you are expensing #allthethings you
need to in order to get the most from your small business.

Advertising

- ☐ Business cards
 - ☐ Yellow page listings
 - ☐ Web advertising, banner ads, pay-per-click fees
 - ☐ Promotional purchases and giveaways (T-shirts, caps, bags, pens)
 - ☐ Brochures, mailers, flyers
 - ☐ Fees paid to ad and public relations agencies
 - ☐ Web site creation and hosting
 - ☐ Business logo design
 - ☐ Marketing e-mail, direct mail campaigns
 - ☐ SEO and web traffic analysis
 - ☐ Promotions and promotional events
 - ☐ Newspaper, magazine advertising
 - ☐ TV advertising
 - ☐ Professional performance videos and CDs
 - ☐ Package design fees
 - ☐ Catalogs
 - ☐ Billboards, signs and display racks
 - ☐ Phone book advertising
 - ☐ Sponsorships
 - ☐ Banners, posters for business
 - ☐ Bumper stickers, door-hangers related to promoting your business
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Business Travel

- ☐ Air, train or bus fare for business travel
 - ☐ Hotel and motel expenses for business travel
 - ☐ Rental car expenses
 - ☐ Taxi, shuttle fares and transportation tips while out of town on business
 - ☐ Gas, oil, parking fees and tolls while out of town (for rental vehicles)
 - ☐ Computer rental costs when away on business
 - ☐ Internet access fees when away on business
 - ☐ Phone calls when away on business
 - ☐ Tips while traveling (except for meal tips, which are only 50% deductible)
 - ☐ Dry cleaning if you have to stay overnight for business
 - ☐ Cost of shipping baggage, supplies, products, equipment necessary for business
 - ☐ Cost of storing baggage and equipment during a business trip
 - ☐ Late check-out charges, if you are required to stay overtime for business
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Commissions

- ☐ Finder's fees
- ☐ Sales commissions
- ☐ Fees for legal referrals
- ☐ Shared commissions (common in real estate)
- ☐ Commissions paid to managers and agents who are not employees
- ☐ Fees for drop shippers
- ☐ Fees for online referrals

Communication

- ☐ Internet service
 - ☐ Wireless access for cell phones or tablets
 - ☐ Cell phone service used for business
 - ☐ Long-distance calls for work
 - ☐ Voice mail and answering services
 - ☐ Call-waiting and message center fees
 - ☐ Video-conferencing services
 - ☐ Modems and wireless routers
 - ☐ Ring tones for your work phone
 - ☐ Fax line for work
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Contractors

- ☐ Fees paid to sub- and independent contractors
- ☐ Fees paid for additional project support
- ☐ Fees paid for creative resources
- ☐ Fees paid for outside research, data collection
- ☐ Part-time programmers and coders for special projects
- ☐ Subcontractors such as writers, designers, engineers
hired for a project
- ☐ Additional administrative, data entry support
- ☐ Real estate processors
- ☐ Stage personnel, audio and sound technicians, choreographers
- ☐ Seasonal workers, if paid as independent contractors
- ☐ Fees paid for outsourcing specific project work

Insurance

- ☐ Health
 - ☐ Long-term Care
 - ☐ Liability
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Interest

- ☐ Business Credit Cards
- ☐ Loans
- ☐ Property

Rental Expenses

- ☐ Computers
- ☐ Copiers
- ☐ Retail/Warehouse Space
- ☐ Land

Meals & Entertainment

- ☐ Meals
 - ☐ Entertainment
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Legal & Professional

- ☐ Professional association membership fees
 - ☐ Organization dues (including state bar dues)
 - ☐ Legal fees for business matters
 - ☐ Accounting fees
 - ☐ Short-term consulting fees
 - ☐ One-time management consultation fees
 - ☐ One-time marketing consultation fees
 - ☐ One-time engineering consultation fees
 - ☐ One-time technical consultation fees
 - ☐ Fees paid for website analysis
 - ☐ Other outside consulting fees for short-term advice
on specific deals
 - ☐ One-time logo and web design fees
 - ☐ Fees paid to talent agents and business and personal
managers who are not paid as employees
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Office Expenses

- ☐ Business membership fees to superstores (i.e. Costco, Sam's Club)
- ☐ Shredding services
- ☐ Software
- ☐ Office cleaning
- ☐ Minor handicap-access expenses
(as opposed to major expenses for a renovation)
- ☐ Office decoration
- ☐ A separate cable line for your office
- ☐ A separate security system for your office

Repairs & Maintenance

- ☐ Scraping, spackling, painting
 - ☐ Electrical and fixture repairs
 - ☐ Plumbing, air-conditioning, heating systems repairs
 - ☐ Minor roofing, HVAC upgrades for a business space
 - ☐ Computer repair and upgrade visits from technical specialists
 - ☐ Floor refinishing for a business space
 - ☐ Carpet and furniture cleaning in a business space
 - ☐ Janitorial services for a business space
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Supplies

- ☐ Pens, pencils, paper, pads
 - ☐ Printer ink, toner, copier paper
 - ☐ Data CDs, floppy disks
 - ☐ Stamps, labels, envelopes, mailers
 - ☐ Flash drives
 - ☐ Shipping materials
 - ☐ Storage and filing boxes
 - ☐ Memo and message pads, Post-it notepads
 - ☐ Whiteboards and markers
 - ☐ Cleaning supplies
 - ☐ Calendars and planners
 - ☐ Staples, staplers, paper clips, scissors
 - ☐ Tape, tape dispensers, rulers
 - ☐ Calculators
 - ☐ Fonts
 - ☐ Stock photography
 - ☐ Textures and patterns
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Taxes & Licenses

- ☐ Payroll taxes for employees, such as Medicare,
Social Security (FICA)
 - ☐ Unemployment taxes for employees (Federal and State)
 - ☐ Business licenses and permits
 - ☐ Professional licenses and renewal fees
 - ☐ Real Estate Taxes for business property
 - ☐ DBA/Fictitious Business Name one-time filing fee
 - ☐ Incorporation fees
 - ☐ Business name search fees
 - ☐ Copyright application and registration
 - ☐ Trademarks and logo fees
 - ☐ Domain name search fees
 - ☐ Software licensing and renewal fees
 - ☐ Real estate taxes for an office you own (not your home office)
 - ☐ Any other taxes imposed by city, state, county in order for you
to conduct business
 - ☐ Fee to acquire, draft or cancel a lease
 - ☐ Certification upgrade fees
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Utilities*

- ☐ Gas
- ☐ Electric
- ☐ Water
- ☐ Trash collection
- ☐ Monthly pest control service
- ☐ Security alarm monitoring service
- ☐ Sewer and septic service
- ☐ Business long distance phone calls
- ☐ Second phone line
- ☐ Cell phone service for business use
- ☐ Fax line used for business
- ☐ Internet service used for business

* These expenses are NOT home office related. If you have a home office you can take a portion of your home expenses off on your taxes. See your tax professional for more information on how to capitalize on these deductions.

Miscellaneous





- ☐ Bank service charges
 - ☐ Books, magazines, newspapers and other subscriptions
 - ☐ for business
 - ☐ Business-related gifts
 - ☐ Conferences and conventions including travel
 - ☐ Continuing-education expenses
 - ☐ Credit card fees
 - ☐ Dues to professional organizations
 - ☐ Employment agency fees
 - ☐ Printing and copies
 - ☐ Prizes to customers and suppliers
 - ☐ Shipping and postage
 - ☐ Small tools
 - ☐ Startup costs (\$5,000 maximum allowed)
 - ☐ Tax return software (business portion)
 - ☐ Uniforms and their maintenance
 - ☐ Other: _____
 - ☐ Other: _____
 - ☐ Other: _____
 - ☐ Other: _____
 - ☐ Other: _____
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This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Want to Chat?



Hey y'all! My name is Stephanie Hunt. I am a graphic designer and public relations specialist living just outside of Atlanta, Georgia. I adore working with creative entrepreneurs and small businesses in order to allow them to present their personality throughout their branding. Shoot me an email, follow along on Instagram and Facebook, and be sure to join the VIPeach list with the other cool kids.

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