

List of Possible Fixed and Variable Expenses

The following lists show some of the fixed and variable expenses you might need to estimate for determining if your business idea will be profitable. Make your own list based on your business model. These lists don't include any personal expenses, like health insurance or car lease payments.

Variable and Start-Up Costs for Online Business

Type of Expense	Amount	Description
Advertising		One time advertising costs for promotion or press releases
Product creation or inventory		Amount to create product or buy inventory
Cash		Ready cash needed for immediate expenses
Office space		Rent or other if not working from home – initial deposits and fees
Equipment		Computer, software, cameras, printers, etc.
Professional fees		Include CPA, attorney, etc.
Site set up services		Site design and set up
Graphics services		Design of graphics, headers, etc.
Other one-time services		For getting project up and running
Supplies		General office supplies, etc.
Unanticipated expenses		Include general amount for unexpected expenses
Other		
Your time		Number of hours of upfront time for getting business going. Put an hourly value to your time.
Total Variable Costs		Amount of costs for getting business running

Fixed Expenses

The following is a list of possible expenses that would occur on a regular basis, month after month or week after week.

Type of Expense	Amount	Description
Advertising		Regular advertising costs, such as an AdWords budget or press release distribution service
Marketing tool memberships		Cost of marketing memberships, such as article distribution services or social bookmarking tools.
Email marketing service		Service for your email autoresponder, such as Aweber
Other monthly memberships and tools		Other tools you pay for, such as keyword research tools or plugin memberships
Monthly forum memberships		Dues for memberships in things such as elite mastermind groups and forums
Product creation		Excluding initial inventory, any monthly product creation costs, such as PLR or writers
Services		Ongoing services, such as virtual assistants and transcription services
Professional fees		Excluding set up, fees for ongoing professionals such as bookkeepers
Rent		Excluding initial fees, if not working at home
Supplies		Regular office supplies
Telephone		Business line and other, such as Skype
Your distribution to yourself		Amount of cash you will withdraw for yourself each month
Other		
Total Fixed Costs		
Total Startup Costs		Amount from preceding page
Total Expenses		Total of Fixed and Variable Costs