**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 |  |  |
| Other |  |  |
| Other |  |  |
| 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 |  |  |
| Other |  |  |
| Other |  |  |
| Other |  |  |
| Other |  |  |
|  |  |  |
| Total Fixed Costs |  |  |
| Total Startup Costs |  | Amount from preceding page |
| Total Expenses |  | Total of Fixed and Variable Costs |