

How to Start a Business

Expense Budget & Payroll

Budget Expenses

Expenses vs. Assets



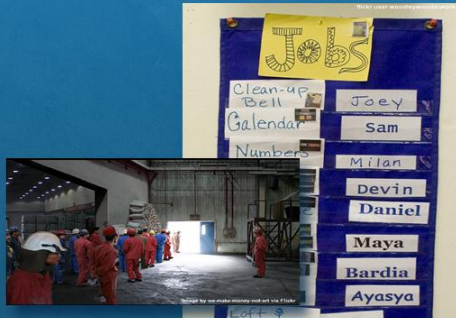
Payroll Expenses



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Personnel by Category

Personnel Table

Do you want to divide some costs and all expenses into functional categories?

This creates four categories. For example, the default category labels are Production, Sales and Marketing, General and Administrative, and Other.

Yes, I want categories for my expenses
 No, I don't want categories for my expenses
 I'm not sure, guide me

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Estimate Payroll

Personnel Plan	Month 1	Month 11	Month 12	Year 1	Year 2
Partners	\$12,000	\$12,000	\$12,000	\$144,000	\$175,000
Consultants	\$0	\$0	\$0	\$0	\$50,000
Editorial/graphic	\$0	\$6,000	\$6,000	\$18,000	\$22,000
VP Marketing	\$0	\$5,000	\$5,000	\$20,000	\$50,000
Sales people	\$0	\$0	\$0	\$0	\$30,000
Office Manager	\$0	\$2,500	\$2,500	\$7,500	\$30,000
Secretarial	\$0	\$1,750	\$1,750	\$5,250	\$20,000
Other	\$0	\$0	\$0	\$0	\$0
Total People	3	7	7	7	14
Total Payroll	\$12,000	\$27,250	\$27,250	\$194,750	\$377,000

Image from Business Plan Pro

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Expense Budget

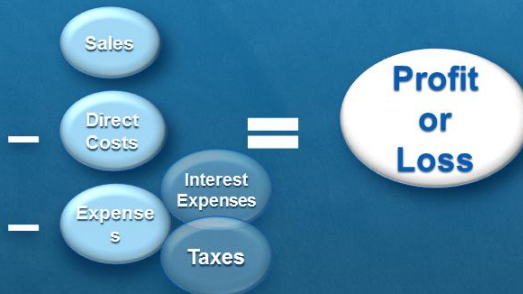
Pro Forma Profit and Loss					
	Month 1	Month 2	Month 11	Month 12	Year 1
Expenses					
Payroll	\$12,000	\$12,000	\$27,250	\$27,250	\$194,750
Marketing/Promotion	\$13,500	\$13,500	\$13,500	\$13,500	\$162,000
Rent	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Insurance	\$300	\$300	\$300	\$300	\$3,600
Payroll Taxes	\$1,800	\$1,800	\$4,088	\$4,088	\$29,213
Other	\$0	\$100	\$200	\$300	\$1,000
Total Operating Expenses	\$30,100	\$30,200	\$47,838	\$47,938	\$420,563

Image from Business Plan F

Profit and Loss Statement



Profit and Loss Statement



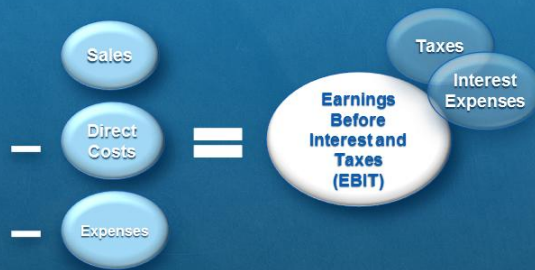
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Profit and Loss Statement



Profit and Loss Statement



Profit and Loss Statement