



# BUSINESS OWNERS & SELF-EMPLOYED TAX DEDUCTION CHEAT SHEET

## ADVERTISING

- Billboards
- Brochures/Flyers
- Business Cards
- Copy Editor Fees
- Direct Mail
- Email Marketing & Newsletters
- Graphic Designer Fee
- Internet Ads (Google, Facebook, etc) Leads/Mailing List
- Marketing Services
- Networking Event Costs
- Postcards
- Print Ads (Newspaper & Magazines)
- Promotional Materials
- Radio Ads
- Signage/Banners
- Television Ads
- Web Design
- Web Hosting&Domain Fees

## AUTO (MILEAGE OR ACTUAL EXPENSES)

- Car washes
- Depreciation or lease payments
- Gas
- Insurance
- Interest
- License and registration
- Repairs and maintenance
- Tires

## BUSINESS TRAVEL

- Airfare
- Car rental
- Dry cleaning and laundry
- Lodging
- Meals
- Parking and tolls
- Taxi, train, subway, bus, Uber,
- Lyft Tips

## COMMUNICATIONS

- Answering services
- cell phone service
- Fax and EFax expense
- Interactive voice response
- (IVR) Internet services
- office telephone and VoIP Toll-free numbers
- Books
- Continuing Education
- Magazine Subscriptions
- Newsletter Subscriptions
- Sales Training/Coaching
- Seminars
- Textbooks/Reference Books
- Trade Publications

## COST OF GOODS SOLD

- Cost of the items that you "sell" including:
  - Materials
  - Labor
  - Loss (Theft/Damage)
  - Wages

## EQUIPMENT

- Briefcase
- Calculator
- Camera and lenses
- Cell phone
- Cleaning equipment
- Computers
- Equipment repair
- Flashlights
- GPS
- Hard drives and thumb drives
- iPad/tablet/android
- Laptop/Desktop
- Locksmiths/keys
- Maps
- Office Furniture
- Printer
- Scanner
- Tape measure
- Uniforms&Clothing
- Video camera

## EMPLOYEE WAGES

- Clerical support
- Payroll and unemployment taxes
- Payroll processing fees
- Sales assistance
- Virtual assistant (VA)
- Staff & Team Members

## HOME OFFICE

- Home office
- Insurance
- Mortgage interest/rent
- Property taxes
- Repairs and maintenance
- Security systems
- Utilities

## INSURANCE

- E&O insurance
- Liability insurance
- Auto Insurance
- Umbrella Policies
- Medical Insurance

## OFFICE EXPENSES

- Client refreshments
- Copier fees
- Janitorial services
- Office furniture (bookshelves, chairs, desks, filing cabinets, etc.)
- Office supplies (envelopes, folders, paper, pens, postage, stationery, toner/ink)
- Office rent
- Online storage of business files
- Business software

## PROFESSIONAL FEES

- Association dues/fees
- Attorney fees
- Bank fees
- [Bookkeeper Fees](#)
- Business licenses
- [CPA Fees](#)
- Franchise/affiliation fees
- Interest on business purchases
- Legal fees
- Merchant Processing
- [Tax strategy fees](#)

## RETIREMENT

- 401(K)
- Solo 401(k)
- SEP
- SIMPLE
- Defined Benefit Plans
- Fees associated with setup & maintenance

## SELLING EXPENSES

- Client gifts (<\$25/client)
- Courier services/delivery fees
- Photo editing
- Sales Commissions

## SELLING EXPENSES

- Includes organizational costs for your entity (PLLC, S-Corp, etc.)