

Account	Type	Description
Income	Income	All money deposited for services or product sale
Equipment Rental - COGS	Cost of Goods Sold	Direct rental costs associated with jobs - NOT OVERHEAD
Job/Project Costs & Materials - COGS	Cost of Goods Sold	Direct costs associated with jobs - NOT OVERHEAD
Packaging & Labels - COGS	Cost of Goods Sold	Direct costs associated with packaging of products - from labels to boxes to tissue - NOT OVERHEAD
Shipping & Delivery - COGS	Cost of Goods Sold	Direct costs associated with shipping & delivery of product
Subcontractors- COGS	Cost of Goods Sold	All direct costs for paying 1099 Subcontractors on job specific work- NOT OVERHEAD
Merchant Service Fees - COGS	Cost of Goods Sold	All credit card fees associated with getting paid by a client/customer - NOT OVERHEAD
Advertising & Marketing	Expenses	General Marketing & Ads
Advertising & Marketing:Events & Networking	Expenses	Events, socials, networking, and general R&D type occasions
Advertising & Marketing:Printing & Stationary	Expenses	Business cards, flyers, brochures, etc.
Advertising & Marketing:Website & Social Media	Expenses	Website expenses for subscriptions, domain purchases, social media ads, etc.
Auto, Parking & Tolls	Expenses	Gas, repairs, insurance, and other costs for your business-only vehicle (not loan payments)
Bank Charges & Fees	Expenses	Fees or charges from your bank or credit card
Business Licenses & Permits	Expenses	Annual state licenses & industries licenses
Contract Labor/Admin/Bookkeeper/Accountant	Expenses	Overhead contracted labor NOT JOB SPECIFIC
Software, Dues, & Subscriptions	Expenses	Monthly software costs, general dues for business subscriptions, etc.
Business Insurance	Expenses	Liability, fire, theft, and other insurance for your business like Workmans Comp (NOT HEALTH, NOT AUTO)
Interest Paid	Expenses	Interest paid on loans, credit cards, and business vehicles
Local Taxes	Expenses	Local taxes paid
Meals & Meetings	Expenses	Client meals, staff meals, groceries for events/meetings
Rent & Lease	Expenses	Office space, storage, vehicle, machinery, and equipment rentals and leases (short or long-term)
Repairs & Maintenance	Expenses	Repairs, maintenance, and cleaning for office space and equipment
Supplies- Office, Shop, Small Tools & Equipment	Expenses	Supplies you bought to run overhead of your business
Travel	Expenses	General Travel Category
Travel:Airfare & Transit	Expenses	Airfare & transit while traveling- not where your business is located
Travel:Lodging	Expenses	Lodging while traveling - not where your business is located
Travel:Meals & Entertainment	Expenses	Meals & entertainment while traveling - not where your business is located
Phone & Internet	Expenses	Costs for your phone & internet
Ask My Accountant	Other Expense	Flagged to review with your accountant.
Machinery & Equipment	Fixed Assets	All items anywhere between \$300 to \$2500
Vehicles Purchased	Fixed Assets	Purchase of loan or repayment of Lease/Car Loan
Owner Contribution	Equity	Money you invested in your business to get by
Owner Draw - Personal Transactions	Equity	Money you took out of your business to pay yourself (not payroll expenses) and money you used for non taxable expenses