

week::two

Business Start-up Costs

Calculating Start-up Costs

Things you will need, and some things you will need to at least consider:

Salaries

- Have three-month's worth, at a minimum

Studio/Office Space

- Ranges from a home (cheap) or co-working space (flexible/cost-effective) to leased studio/office space (more professional; most expensive)

Utilities

- Internet (a must), phones (cellular line per employee)

Cash for three-months on hand

Hardware

- Computers & monitors
- Printers
- Networking equipment
- Photography equipment

Software

- Creative Cloud is \$59.99/month, or \$659.88/year paid annually. Ouch.
- Sorry, no education versions.

Furniture

- Should be comfortable, creative, & functional
- A place to meet clients (or at the local coffee shop?)

Office Equipment

- Copier/Scanner

Office Supplies

- Paper, ink, pens, folders, media

Art Supplies & Presentation Materials

Insurance

- HMOs or private carrier insurance
- Health savings accounts
- Dental/Disability/Life
- Homeowners/Renters policies

Advertising

- Web hosting
- Social media management & advertising budget
- Initial promotional materials
- Portfolios
- Stationery
- Mailers