


# Start, Run & Grow Your Business

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## Budget Expenses



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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
<b>Total People</b>	3	7	7	7	14
<b>Total Payroll</b>	\$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
<b>Expenses</b>					
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
<b>Total Operating Expenses</b>	\$30,100	\$30,200	\$47,838	\$47,938	\$420,563

Image from Business Plan Pro

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