



WHAT IS A WRITE OFF?

You've probably seen or heard that Schitt's Creek scene or audio floating around on social media this time of year, but what exactly is a write off?

"A write off is when you buy something for your business and the government pays you back for it."

Not exactly....

A write off is a business expense that reduces your taxable income (i.e. lowers your overall profit, not the amount of taxes you actually pay).

Let's go over an example:

Revenue (sales) \$1,000 Less: Write offs (expenses) \$250 Taxable Income (profit) \$750 In the example above, instead of having to pay taxes on the \$1,000 you received in sales, you only need to pay taxes on the \$750 net profit. WHAT CAN I WRITE OFF? Below

you'll find over 75 different business expenses that you could potentially write off, but remember, every business is different and depending on the nature of your business, there might be exceptions. This is why it's always important to check in with your tax accountant who can confirm any questions you have in regards to specific business expenses. ALL CONTENT COPYRIGHT

TAX DEDUCTIONS CHECKLIST

ADVERTISING

- ☐ Online (Facebook, Instagram, Pinterest)
- ☐ Newspapers, radio, television
- ☐ Business cards, promotional & branded items
- ☐ Website costs including domain name & web hosting fees
- ☐ Influencer marketing costs
- ☐ Professional photography/videography used in promo materials
- ☐ Professional styling*

BANK FEES

- ☐ Bank account fees
- ☐ Third party payment processing fees (Stripe, Square, PayPal, etc)

CAPITAL ASSETS

- ☐ Technology (laptop, cell phone)
- ☐ Office furniture (office chair, desk)
- ☐ Equipment (ex, if you're a photographer: camera, lenses, lighting equipment)

CHARITABLE CONTRIBUTIONS

CONVENTIONS & TRADE SHOWS

COST OF GOODS SOLD

- ☐ Materials and supplies needed to create your product (ex. A baker would include flour, eggs, food coloring, icing sugar, cupcake tins, etc)
- ☐ Packaging materials
- ☐ Specific programs to perform service being provided (ex. bookkeeper paying for client's accounting software)
- ☐ Shipping & Delivery expenses

EDUCATION

- ☐ Tuition
- ☐ Books, e-books
- ☐ Online Courses

GIFTS TO CLIENTS

HOME OFFICE

You will need to determine the total square footage of your home, and total square footage of your home office in order to deduct the correct percentages.

- ☐ Rent
- ☐ Mortgage Interest
- ☐ Utilities
- ☐ Property Tax
- ☐ Insurance
- ☐ Cleaning costs

BUSINESS INSURANCE

INTEREST

- ☐ Credit Card Interest
- ☐ Loan Interest

LEGAL, ACCOUNTING & PROFESSIONAL FEES

- ☐ Accountant fees
- ☐ Lawyer Fees
- ☐ Bookkeeper Fees

LICENSES & FEES

- ☐ Professional association/licensing fees
- ☐ Local business license
- ☐ Trademark fees

MEALS & ENTERTAINMENT

OFFICE EXPENSES

- ☐ Postage & Shipping
- ☐ Small items like pens, printer paper, ink
- ☐ Hard drive
- ☐ Monitor
- ☐ Keyboard
- ☐ Headphones
- ☐ Office furniture
- ☐ Office cleaning services

ONLINE SOFTWARE & OTHER SUBSCRIPTIONS

- ☐ Accounting software (QBO, XERO, Freshbooks)
- ☐ Storage/Email (Google Suite, Microsoft Office)
- ☐ Photo/Video editing apps (Adobe Creative Cloud, Canva, etc)
- ☐ Marketing, CRM & other subscriptions (Dubsado, Mailchimp, Honeybooks, etc)
- ☐ PROFESSIONAL DEVELOPMENT
- ☐ Business coach
- ☐ Mastermind or other group program
- ☐ Conference or event

PAYROLL EXPENSES

- ☐ Payroll wages + taxes
- ☐ Software
- ☐ Medical expenses
- ☐ Training expenses Uniforms

SUPPLIES & TOOLS

- ☐ Small equipment & tools
- ☐ Stock photos/music, fonts & other digital supply purchases
- ☐ Art supplies or other materials needed for business

SUBCONTRACTORS

- ☐ Virtual assistants
- ☐ Consultant
- ☐ Freelancer for areas not in your specialty (graphic designer, copy writer, website designer, etc)

TELEPHONE & INTERNET EXPENSE* If you use your internet/telephone/cell phone for personal and business use, you will need to evaluate the amount of time you use for business and deduct only that portion.

BUSINESS TRAVEL

- ☐ Transportation (Airfare, Ubers, Bus, Trains, etc)
- ☐ Accommodation (Hotel, Airbnb, VRBO, etc)
- ☐ Travel Meals

VEHICLE EXPENSES

This expense will vary depending on factors such as if you own your vehicle or lease & how often it is driven for business. Remember, this must be for business use.

- ☐ **Loan or lease payments**
- ☐ **Fuel**
- ☐ **Insurance**
- ☐ **Parking & Tolls**
- ☐ **Repairs & Maintenance**