



Finances

Starting a small business doesn't have to require a lot of money, but it will involve some initial investment as well as the ability to cover ongoing expenses before you are turning a profit. Put together a spreadsheet that estimates the one-time startup costs for your business (licenses and permits, equipment, legal fees, insurance, branding, market research, inventory, trademarking, grand opening events, property leases, etc.), as well as what you anticipate you will need to keep your business running for at least 12 months (rent, utilities, marketing and advertising, production, supplies, travel expenses, employee salaries, your own salary, etc.).

[Read more....](#)

Accounting

... accounting tracks and organizes your company's financial information, business finance uses this information to help you manage your money and make your operation more profitable. Business finance includes reading financial statements and connecting the dots between your profit and loss, balance sheet and cash flow statements. If these documents point to a shortage of capital, business finance also provides the tools to plan strategies for bridging the gap. [Read more...](#)

Suggested Software

- [Wave](#) - Create and send professional invoices, estimates and receipts in seconds. Track the status of your invoices and payments so you can know when to expect money in your bank account.
- [Pocket Suite](#) - Handles all your customer scheduling, messaging + payments.
- [Stripe](#) - Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.
- [Square](#) - Accept credit cards anywhere. Sign up and we'll send you a free reader.
- [YNAB](#) - Stop living paycheck to paycheck, get out of debt, and save more money.