

SMALL BUSINESS TAX DEDUCTIONS

Your Reference List to Maximizing
Deductions and Staying Tax-Ready



CLAUDIA LUCERO



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Helping small business owners stay organized, tax-ready, and financially confident.

Small-Business Tax Deductions

Income & Operations Deductions

1. Advertising & Marketing

- Social media ads (Facebook, Instagram, Google, Pinterest)
- Website hosting & domain
- Email marketing platforms
- Logo, branding, graphic design
- Business cards, flyers, brochures
- Photography & video for marketing

2. Office & Administrative Expenses

- Office supplies (paper, ink, pens)
- Printer & small office equipment
- Postage & shipping
- Bank fees
- Business licenses & permits
- PO box or virtual mailbox

3. Software & Technology

- Accounting software (QuickBooks, Wave, Xero)
- Design tools (Canva, Adobe)
- CRM tools
- Scheduling tools
- Cloud storage (Google Drive, Dropbox)
- Website platforms (Shopify, Squarespace, Wix)
- Zoom or video tools

4. Equipment & Assets

- Computers, laptops, tablets
- Printers, scanners
- Cameras, microphones
- Furniture (desk, chair, shelving)
- Machinery or tools

These may be expensed or depreciated depending on cost.

5. Vehicle & Travel

Vehicle

- Business mileage **OR** actual vehicle expenses
- Parking fees & tolls
- Car registration (business portion)

Travel

- Flights
- Hotels
- Business transportation (Uber, rental cars)
- Business travel meals

6. Home Office

- Portion of rent or mortgage interest
- Utilities (electricity, water, gas)
- Internet
- Home insurance
- Repairs & maintenance (business portion)
- Depreciation (owners)

Must be **regular & exclusive** business use.

7. Phone & Internet

- Business phone line
- Portion of personal phone (business use %)
- Internet (business portion)

8. Meals & Entertainment

- Business meals with clients or during travel
- Meals during business conferences

Entertainment itself is **not deductible**, but meals often are.

9. Labor & Professional Services

- Contractor/freelancer payments
- Bookkeeper
- Accountant / CPA / EA
- Legal fees
- Coaches & consultants
- Virtual assistants

10. Taxes, Insurance & Financial

- Business insurance (liability, E&O, property)
- Payroll taxes (employer portion)
- Sales tax paid (if not reimbursed)
- Interest paid on business loans or credit cards

11. Education & Training

- Business courses
- Certifications
- Workshops & conferences
- Books related to your business
- Continuing education

12. Inventory & Cost of Goods Sold (if you sell products)

- Inventory purchases
- Raw materials
- Packaging
- Shipping to customers
- Merchant fees (Stripe, Square, PayPal)
- Amazon / Etsy fees

13. Miscellaneous

- Business gifts (limited amount per recipient)
- Uniforms or branded apparel
- Background music subscriptions for business
- Subscriptions & memberships
- Storage units (inventory or records)
- Safety equipment

14. Retirement & Health (Self-Employed)

- Self-employed health insurance (if eligible)
- SEP-IRA / Solo 401(k) contributions
- HSA contributions (if qualified)

✗ Not Deductible (Common Mistakes)

- ✗ Personal groceries
- ✗ Personal clothing (non-uniform)
- ✗ Personal vacations
- ✗ Fines & penalties
- ✗ Owner draws
- ✗ Personal entertainment

Need more help?

If you feel overwhelmed and prefer a bookkeeper to prepare the reports for you, we are here to help you get tax-ready with clean, organized, and accurate books. We specialize in supporting small business owners by taking the stress out of bookkeeping and preparing everything your tax professional needs.

Reach out to Thriving Bookkeeping LLC today and let us help you move into tax season with confidence and peace of mind.

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