

One of the biggest benefits of starting a business from home is that you don't have to worry about the majority of start-up costs that affect other companies. However, that doesn't mean that you're going to be without costs at all. Here, we're going to look at some of the most common expenses you should prepare for, as well as what you can do to mitigate them to some degree.



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Everything in the office

First of all, you have to consider what it will take to set up your home office. This can include your desk, chair, any decorative touches that help you work productively and so on. It can also include your digital equipment like your monitor, PC, and so on. For the latter, you can certainly cut some costs by going with [refurbished equipment](#), but you want to make sure you don't veer too far into the pre-owned market without guarantees from the seller.

The tools you use to work

Aside from the digital hardware used to provide you with a workspace, you also have to consider how you're going to pay for the apps and software that you use. There are [free versions](#) of many different types of software but, when it comes to your core responsibilities, it's often recommended you shell out for the premium version simply because they tend to be more feature complete and more regularly supported by their developers.

A digital marketing strategy

Most businesses that operate from home traditionally use the internet to sell their goods or acquire clients for their services. However, in order to do that, you need to make sure you have a strong online marketing strategy, including a well-built website, social media campaign, advertising campaign, and more. Each of these components of a [digital marketing strategy](#) costs money, which you can offset by leaning a little harder into free, organic methods like SEO and content marketing, but it's worth finding a balance.

Your bills

Since you're in the home more often, you're going to be using more of the utilities you pay for. For that reason, it's important to, for one, ensure that you have an unlimited internet deal. You're using a lot more tech, too, which means you should look at which [electricity company](#) you're signed up with. Switching your providers could help you cut down your power bills.

Don't forget the taxes

Everyone who makes money has to be pay tax on it, including small and home business owners. There are plenty of websites that can help you [calculate how much tax](#) you can expect to pay, but the reality is going to depend largely on how your business is formed and how you make and spend your money. Either way, get a rough estimate so that you can make sure you're putting enough of your income aside each time you make money in order to cover it.

It's important to be willing to invest in the health and growth of your business, especially at such an early stage. Get a good understanding of what it's going to cost you specifically and make sure you have a budget ready.