



Start: Module 6

# Successful small business accounting

**Directions:** Using this outline, take notes throughout the presentation on anything you found useful, interesting, or informative. Afterwards, you can complete the rest of this exercise guide at your own pace.

**Estimated time of completion:** 1 hour

## Note Taking Template

1. Accounting basics

2. Business insurance

3. Legal considerations

4. Bookkeeping resources

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Directions: Answer the following questions before deciding on what you will price your product.

Estimated time of completion: 20 minutes

## Pricing your product

What kind of customer do you want to target?

What are the prices of your competitors?

Can you offer different levels of products/services at different price points?

Would the customer be willing to pay more for your business? Why?





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**Directions:** Answer the following questions before deciding on what you will price your product.

**Estimated time of completion:** 20 minutes

## Pricing your product (continued)

How does the customer want to buy my product or service? (One-time fee? On an annual basis? On a subscription basis?)

Have you covered your production and service delivery costs?

Are your prices in line with your longer term business goals?

Should you bundle your products for a single price?



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**Summary:** Creating a bottom line per product will help you find a fair price for your product – so you turn your entrepreneurial idea into a profitable small business.

**Directions:** Complete the table below and add up all costs to find your total bottom line per product.

**Estimated time of completion:** 20 minutes

## Establish Your Bottom Line

Item	Price per item
<b>Material costs</b> How much money went into creating your product? Add up receipts, supplies, etc.	
<b>Labor costs</b> Set an hourly rate for your time and estimate how many products you can make per hour. Divide your hourly rate by that number to find your labor cost per item.	
<b>Shipping / Postage costs</b> If you are going to offer free shipping, determine how much shipping will cost. If your customer will pay for shipping, set this number to \$0.	
<b>Third-party market fees</b> Consider all the fees associated with a sale. These can be per-item costs such as selling on a marketplace, processing credit card payments, etc.	
<b>Other costs</b> This could be packaging, shipping labels, advertising, fees, etc.	
<b>Total cost (add all costs)</b>	



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**Directions:** Studies show that summarizing builds comprehension by helping to reduce confusion. Now that you have completed the webinar, complete this 3-2-1 exercise to the best of your ability.

**Estimated time of completion:** 10 minutes

## 3-2-1 Exercise

What are 3 things I've learned?

- 1.
- 2.
- 3.

What are 2 things I want to learn?

- 1.
- 2.

What is 1 question I still have?

- 1.

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## Resource Guide

Immersing yourself in entrepreneurial culture can help you learn more about how to build your small business. Here are some resources to help further your education.

### Resources

- [Amazon's Black Business Accelerator](#)
- [Minority Business Development Agency](#)
- [Women's Business Centers](#)
- [Local Small Business Development Centers](#)
- [Hello Alice](#)

### Podcasts to follow:

- [This is Small Business](#)

### Newsletters to subscribe to:

- [The Amazon Business Pulse](#)
- [Forbes – Daily Dozen](#)
- [Entrepreneur – official newsletter](#)
- [Inc. – newsletter options](#)

### Business Plan Templates:

- [Business School at the University of Colorado](#)
- [US Small Business Administration](#)

### Amazon Specialty Program Links:

- [Amazon Handmade](#)
- [Amazon's Black Business Accelerator](#)
- [Amazon Merch on Demand](#)

For more information on upcoming and on-demand Webinars, visit our website:

[www.smallbusiness.amazon](http://www.smallbusiness.amazon)

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## References used in webinar

These references have been used to develop our webinars. If you would like to learn more about any particular topic discussed in the webinars, you may find some of these references helpful.

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