Creator Expenses Checklist

A global guide for content creators, influencers & UGC professionals in the World

Track every deductible expense.
Reduce your tax bill.
Stay organised all year.

GoTaskhub

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How to Use This Checklist

This checklist helps creators track business expenses across any country's tax system. Use it monthly or attach it to your bookkeeping routine.

In this guide you'll learn:

📌 How It Works

✓ Tick each category you use
✓ Add monthly totals
✓ Keep receipts (digital or paper)
✓ Record business percentage for mixed-use items
✓ Save everything in a cloud folder (Drive, Dropbox, etc.)

📌 Who This Checklist Is For

- Content creators & influencers
- UGC creators
- Videographers & photographers
- Social media professionals
- Digital product sellers
- Streamers & online educators

This checklist works globally (US, UK, EU, Canada, Australia, Asia).

📌 What's Inside

- Fully deductible creator expenses
- Partially deductible items
- Travel & shoot-related expenses
- Items you cannot deduct
- Documentation requirements
- Year-end summary

Fully Deductible Expenses

Expenses in this section are generally 100% business-related when used solely for content creation.
(Exact rules vary by country, but this list applies globally.)

📌 **Filming & Production Equipment**
- Cameras & lenses
- Tripods, stabilisers, gimbals
- Microphones, audio gear
- Lighting & softboxes
- Backdrops & stands
- Batteries, SD cards, cables

📌 **Software & Subscriptions**
- Editing software (Premiere, Final Cut, CapCut Pro, DaVinci)
- Photo editing apps (Lightroom, Photoshop)
- Cloud storage (Google Drive, iCloud, Dropbox)
- Stock footage, music & sound effects
- Scheduling & analytics tools

📌 **Digital Tools & Online Services**
- Website hosting & domain
- Email marketing tools
- Online course platforms
- E-commerce fees (Shopify, Gumroad, Ko-fi)
- Creator management software

📌 **Production Materials**
- Props used in videos
- Supplies for tutorials (craft, beauty, cooking, DIY)
- Set decor & small equipment
- Packaging for digital product bonuses

📌 **Professional Services**
- Video or photo editing
- Graphic design
- Accounting or bookkeeping
- Legal advice / contract reviews
- Virtual assistants or admin support

📌 **Workspace Costs (If Dedicated to Work)**
- Studio rental
- Coworking space
- Equipment storage
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📌 **Business Admin**
- Business insurance
- Bank fees (business account)
- Advertising & boosted posts
- Payment processor fees

Partially Deductible (Mixed-Use) Expenses

Some expenses are used for both personal **and** creator work.
Most countries allow you to claim the **business-use percentage** only.
Example:
If you use your phone **70% for content**, you deduct **70%** of the cost.

📌 Devices & Tech (Mixed Use)

- Mobile phone
- Laptop / computer
- Tablet / iPad
- Smartwatch (if used for filming/notes)
- Home Wi-Fi & data plans

Deduct the % used for business.

📌 Home Office & Utilities

- Electricity
- Heating / cooling
- Rent or mortgage portion (if country rules allow)
- Furniture (desk, chair, shelves)
- Workspace décor

Claim only the area/time used for content.

📌 Transportation

- Car use for shoots or meetings
- Mileage / fuel
- Parking fees
- Public transport for business trips

Not deductible for personal travel.

📌 Clothing & Appearance

Generally not deductible, except when:

- The clothing is a costume
- It is specific to a performance/character
- It isn't worn personally outside of content

Examples: cosplay, uniforms, stage makeup.

📌 Phones, Apps & Data

- Phone bill (business % only)
- Mobile data used for uploading / lives
- App subscriptions used for both work + personal use

📌 Home Supplies Used in Content

- Household items used in filming (portion only)
- Shared tools or props
- Cleaning supplies for workspace

📌 Key Rule

If something has personal + business use, you must estimate and document a reasonable business percentage.

Travel, Meals & Shoot-Related Costs

These expenses are often deductible **when directly related to creator work**, depending on tax rules in your country.
They apply to creators across the International.

📌 Travel for Work

Deductible when the trip is for a shoot, event, meeting, or production:

- Flights
- Hotels / accommodation
- Taxis & rideshare
- Public transport
- Car rentals
- Mileage / fuel for business trips

Not deductible: personal vacations, even if you "also filmed content."

📌 Meals (Work-Related Only)

Many countries allow meals when they are:

- During business travel
- With a client, collaborator, or contractor
- Taken while working away from home

Usually NOT deductible:
Daily meals at home, personal meals, groceries.

📌 Shoot & On-Set Costs

These are typically fully deductible:

- Location fees (studios, venues)
- Permits or licenses
- Props and decor specific to the shoot
- Makeup artists, stylists, hair services for production
- Rental gear (lighting, cameras, lenses)
- Assistants or second shooters

📌 Event & Collaboration Costs

Deductible when related to creator work:

- Industry events
- Creator meetups
- Workshops or training
- Event tickets when you are filming or covering the event

Not deductible: purely personal entertainment.

📌 Internet & Upload Costs While Traveling

- Mobile hotspot charges
- Airport Wi-Fi
- Extra data used for uploads or streaming

Deduct the business portion only.

📌 Key Reminder

To claim travel & meals, you must be able to show:

- Where you went
- Why the trip was work-related
- Receipts

A simple note in your calendar or receipts folder is enough.

Non-Deductible Expenses

Some costs cannot be claimed as business expenses in most tax systems around the World. These items are either personal, not tied to content creation, or specifically disallowed by tax authorities.

📌 Personal Living Costs (Not Deductible)

- Rent or mortgage (unless a home office rule applies)
- Groceries
- Everyday meals
- Utility bills unrelated to work
- Personal shopping

These remain personal expenses even if you are a creator.

📌 Personal Clothing & Beauty

- Normal clothing
- Shoes you wear casually
- Everyday makeup / skincare
- Haircuts for personal appearance

Exception: costumes, uniforms, or character-specific items used only for content.

📌 Personal Travel

- Holidays and vacations
- Trips not related to a shoot or meeting
- Adding extra vacation days to a business trip (that part isn't deductible)

📌 Fines & Penalties

- Parking tickets
- Traffic fines
- Late fees
- Penalties from financial institutions

Tax systems globally do not allow these.

📌 Gifts Without Deliverables

If no content is required, PR gifts are usually non-deductible.
(They also may not be taxable — depends on your country.)

📌 Home Renovations

- Painting your home
- Furniture for general use
- Redecorating bedrooms/living spaces

Unless it is solely for a dedicated studio, home improvements are usually not deductible.

📌 Overly Personal Items

- Gaming consoles (unless your niche directly uses them)
- Pets, pet food
- Fitness equipment (unless your niche requires it)
- Personal hobby gear

If it's not strictly linked to monetized content, it's not deductible.

Documentation Checklist

To claim expenses and stay compliant with tax authorities around the World, creators must keep clear evidence of income and purchases.
This checklist works for all countries (US, UK, EU, Canada, Australia, Asia).

📌 Income Documentation

Keep proof of all money earned:

- Invoices issued to brands/agencies
- Platform payouts (YouTube, TikTok, Meta, Twitch)
- Affiliate dashboards & earnings reports
- Digital product sales reports
- Contracts, briefs & deliverables
- PR packages with required deliverables (value noted)

📌 Expense Documentation

Store receipts for:

- Equipment & gear
- Software & subscriptions
- Props & materials
- Studio or coworking fees
- Travel & accommodation
- Work-related meals
- Shipping & packaging
- Payment processor fees

Digital copies are accepted in most countries.

📌 Mixed-Use Items (Must Record %)

If something is used for both business and personal life, record:

- Business-use percentage (e.g., 70% phone, 60% home internet)
- Notes showing how you estimated the percentage

Keep this in the same folder as your receipts.

📌 Mileage & Travel Logs

For any car or travel deduction:

- Date
- Destination
- Purpose of trip
- Distance or cost

A simple note app or spreadsheet is enough.

📌 Proof of Digital Goods

If you sell digital products:

- Customer receipts
- Platform tax reports
- Refund logs
- Download / delivery confirmations

These help with sales tax and income reporting.

📌 Best Storage Practices

- Use monthly folders in Drive, Dropbox or iCloud
- Name receipts clearly (e.g., “2025-03-12 Microphone $119.pdf”)
- Export platform data quarterly
- Back up everything once a month

Year-End Summary Checklist

At the end of each tax year, creators around the World should complete this summary to stay organised and prepare for filing.
Use this page when handing documents to an accountant or filing taxes yourself.

📌 **Income Summary**
Before filing, confirm that you have:
- Total income from all platforms
- Total brand/UGC earnings
- Affiliate income summary
- Digital product sales totals
- PR gift values (only if required in your country)
- All invoices issued
- Currency conversion notes (for international payments)

📌 **Expense Summary**
Fill in your yearly totals:
- Equipment & gear
- Software & subscriptions
- Props & materials
- Studio/coworking costs
- Travel & accommodation
- Meals (work-related only)
- Mixed-use items (with % recorded)
- Payment processor fees
- Advertising & promoted posts

📌 **Verification Checklist**
Double-check that:
- All receipts are stored digitally
- All invoices are numbered sequentially
- Mixed-use percentages are documented
- Mileage logs are complete
- Bank/PayPal/Stripe statements align with income totals

📌 **Documents to Prepare for Tax Filing**
Depending on your country, gather:
- Income summary (platform + brand + affiliate)
- Expense summary
- Receipts folder
- Statements from PayPal/Stripe
- Travel & mileage logs
- Digital product tax reports
- PR gift valuation notes
- Business bank statements

📌 **Final End-of-Year Tasks**
- Back up your full year's records
- Export platform earnings reports
- Check if quarterly tax adjustments are needed
- Note any large purchases for next year's depreciation
- Archive completed month folders