

SIMPLE INCOME & EXPENSE TRACKING

For Beginner Affiliate Marketers (No Accountant Required)

This module exists because:

Beginners are rarely told to track income

Affiliate payments feel “invisible”

Mess later = stress later

If you earn £1, you track £1.

That's it.

WHY TRACKING MATTERS (PLAIN ENGLISH)

Tracking:

Keeps you legal

Shows if you're actually profitable

Stops panic later

Makes scaling possible

Not tracking leads to:

Confusion

Missed tax obligations

Guesswork

Avoidable stress

You do not need:

✗ Accounting knowledge

✗ Complex software

✗ An accountant on day one

You do need:

- ✓ Consistency
- ✓ Honesty
- ✓ One simple system

WHAT AFFILIATE INCOME LOOKS LIKE (BEGINNER VIEW)

Affiliate income can come from:

- Monthly payouts
- Delayed commissions
- Multiple platforms
- Different currencies

So tracking must be:

- Clear
- Flexible
- Simple

MINIMUM TRACKING REQUIREMENTS

You only need to track three things:

- Income
- Expenses
- Bank

Nothing else at the start.

INCOME TRACKING – WHAT TO RECORD

For every payment received, record:

- Date received
- Platform / programme
- Description (what it was for)
- Gross amount
- Payment method (PayPal, bank, etc.)

Example:

Date	Source	Description	Amount	Method
12/03/26	Affiliate Network	Tool commission	£42.50	PayPal

Track when you receive the money, not when the click happened.

EXPENSE TRACKING – WHAT COUNTS

Expenses include anything wholly and exclusively for the business.

Common beginner affiliate expenses:

Website hosting

Domain name

Design tools

Software subscriptions

Learning resources

Stock images

Small equipment (mic, tripod)

Example:

Date	Supplier	What For	Amount	Paid From
05/03/26	Hosting Co	Website hosting	£9.99	Bank

WHAT NOT TO OVERTHINK (IMPORTANT)

VAT (not relevant for most beginners)

Profit & loss statements

Categories beyond “income” and “expense”

Forecasting

Simple now = flexible later.

WHERE TO TRACK (BEGINNER OPTIONS)

Choose one:

- ✓ Spreadsheet
- ✓ Simple accounting tool
- ✓ Notebook (temporary, not ideal)

The best system is the one you actually use. SmallBizSuite Accounts

MONTHLY HABIT (10 MINUTES)

Once a month:

Add all income received

Add all expenses paid

Keep receipts (digital is fine)

That's it.

WHEN TO LEVEL UP

Consider extra support when:

Income becomes consistent

You're unsure about tax thresholds

You're reinvesting larger amounts

You feel uncertain

Professional help is a later step, not a starting point.

GOLDEN RULE FOR BEGINNERS

If money moves because of your affiliate activity — record it.

No exceptions.