

HOW TO ADD RECURRING REVENUE TO YOUR ONLINE BUSINESS

SUBSCRIPTION ECONOMY STATS

Digital Products
MV Share
55%

Projected Value
By 2025
\$1.5 Trillion

Growth Since
2014
435%

Outpace Speed
Over S&P 500
4.6X

The subscription economy is booming. And you can get your **digital business** in on the action! Think about your products and/or services, and **follow these 5 steps**

1

Subscribe 

FIND OUT if your stuff is subscribable

Does it fall into at least 1 of these 3 categories?

Can it be CURATED?

Curation Subscription: Hand-selected collection of something sent to a customer on a scheduled basis

Examples: Research, Videos, Plugins, Service Vouchers

Can it be ACCESS-EXCLUSIVE?

Replenishment Subscription: Scheduled delivery of something that can be "used up" Subscribe

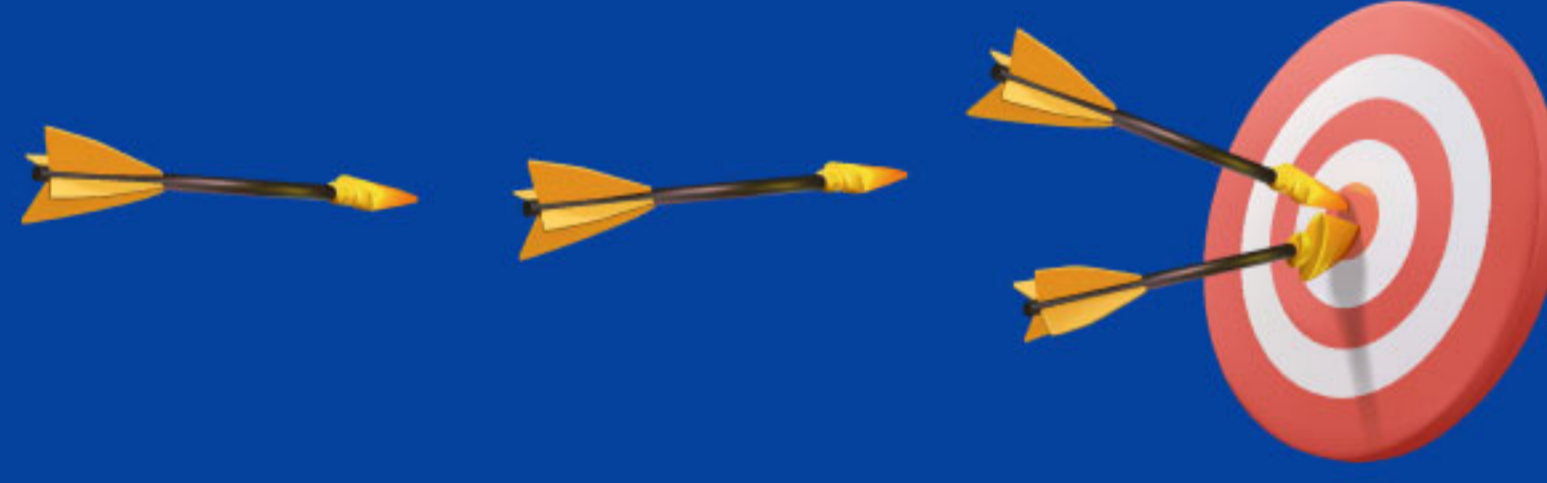
Examples: Stock Photos, Content, Stories

Can it be REPLENISHED?

Access Subscription: Fee-based or action-based recurring access to something

Examples: VIP Customer Program, Content Libraries
Marketing Services, Coaching or Counseling

2



INVESTIGATE your target audience

What would your customers pay for on a regular basis, and in what configuration?

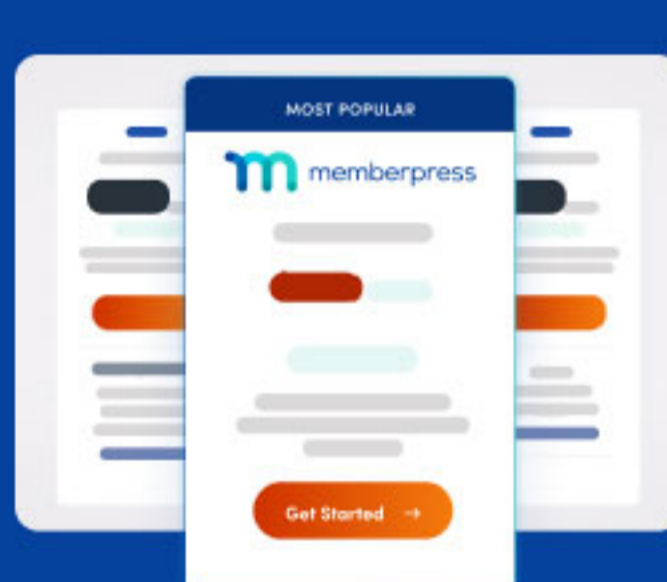
3



DIFFERENTIATE from your competition

How's your competition pulling in recurring revenue?
Do something different - or better!

4



CREATE your model

Determine your subscription configuration and pricing structure (go for a 45% profit margin).

5



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