

## Subscription Selection Cheat Sheet

### General Tips:

- High value, low work, unique, consumable, scalable, outsourceable
- Pitfalls: Too much, too frequent, product sourcing, labour intensive
- Pricing: \$5-10 for consumers, \$10-\$20 for businesses.
- Make it easy to advertise! (solve problem, enhance passion, cross market).
- Must be 5-10x more valuable than what you're charging.

### Subscription Ideas:

#### **Buyers Club** **Example: Amazon & Costco**

- **Advantages:** Requires next to no work to setup. Simply create a "coupon code" and charge \$5-\$10 for it. Allow people to use it unlimited times on your e-commerce store. Excellent for getting people to shop more at your store.
- **Disadvantages:** Requires an e-commerce store to be setup with multiple products to choose from. New products must constantly be added for it to maintain its value.
- **Setup:** Create a coupon code that changes once a month and mail it to your subscribers, the beginning of each month.

#### **Membership Site** **Example: Netflix, Spotify**

- **Advantages:** Requires no fulfillment & aside from adding content can be entirely automated. Create a membership site and add new content once a week. Membership stays active as long as subscriptions are processed.
- **Disadvantages:** Slight technical setup to build membership site & requires a large initial amount of info as well as constant new information to be added to site. Possible that you run out of stuff to talk about / teach.
- **Setup:** Create a membership site in WordPress, or another tool and load it up with content. Create a release schedule for upcoming content and stick ahead of it by one to two weeks.

### Quote Of The Day

#### Example: Patriot Quotes, Bible Verses

- **Advantages:** Very low maintenance. Requires no original content creation. Can be entirely setup with just an offer page and an email follow up list. Send out daily emails with quotes / bible verses / etc on nice backgrounds. Design in Canva / Photoshop.
- **Disadvantages:** Can be perceived as lower value. May run out of content.
- **Setup:** create a dripped, follow up sequence in your auto responder that sends out your daily quotes in sequential order. Add new quotes to the end of the follow up sequence once or twice a month. Alternatively, send out new quotes daily or schedule them in advance.

### Weekly Office Hours

#### Example: University / Coaching

- **Advantages:** No content creation. People pay for access to you for 1-2 hours a week. You attend the group call (Zoom, GoToWebinar, etc) and wait while others pop-in to ask questions. Can be very informal. Also able to offer live weekly training, etc.
- **Disadvantages:** Difficult to scale service. If you've got 100+ people showing up to a call not everyone will get their questions answered and that may cause some to unsubscribe. Have people send in questions in advance.
- **Setup:** At the beginning of the week send subscribers a registration link for that week's call.

### Quick Tips

#### Example: Marketing, Baking

- **Advantages:** Quick tips are short to create & have high value. Most tips will save time or money and make the hobby more enjoyable (or the problem easier to solve). Emphasis on "short & easy".
- **Disadvantages:** Requires specific knowledge about X industry.
- **Setup:** Send out weekly quick tips to subscribers through your auto responder.

### Project Guides

#### Example: Chapter-A-Week Novel

- **Advantages:** Consumable & gets subscribers to stick around much longer because they want to finish the project.
- **Disadvantages:** Requires deep subject expertise & longer planning. Can't "wing it."
- **Setup:** Create a membership area, where Evergreen content is dripped out, sequentially the longest somebody stays subscribed.

### Fan Club / Community

**Example: Celebrity Fan Club, Hobby**

- **Advantages:** Create a community around your favourite subjects. Fill it with updates, tips and any other relevant information your subscribers will like.
- **Disadvantages:** may not be perceived as high value as some of the other options. Likely to have more competition, as there are already many communities around most subjects.
- **Setup:** Create a private forum or community on Facebook and charge for access.

### Interview Series

**Example: Armchair Expert, Joe Rogan Experience**

- **Advantages:** Consumable digital product with very little work to maintain. Can be stored in the membership site or even just sent to subscribers via email. For an added value, provide transcripts and checklists as well.
- **Disadvantages:** Must find qualified people to interview. Must think of interesting, engaging interview questions.
- **Setup:** Record a months worth of interviews in advance and make sure you line up interviewees for at least several months out. Use a tool like zoom or GoToWebinar to interview your expert. Save the recording and send it out weekly to your subscribers.

### Item Of The Month

**Example: BarkBox, PuraVida**

- **Advantages:** Requires no content and next to no tech set up. Often higher perceived value than digital subscriptions.
- **Disadvantages:** You need to find products to fulfil and often times pricing will change. Margins will be lower so I recommend charging closer to the \$10 price point for consumer item.
- **Setup:** Make a list of potential items for the next 3 to 6 months. Order them to make sure they're high quality and ensure you have a back up supplier just in case. Send products to customers when their subscription renews.

### Newsletter Subscription

**Example: New York Times, Wall Street Journal**

- **Advantages:** Consumable digital content. Very little tech set up required. Send newsletter via email.
- **Disadvantages:** Can end up being significant work if you're not careful. Possible to run out of things to share. Make sure to plan 3 to 6 months ahead at a minimum.
- **Setup:** Write your newsletter in Microsoft Word, and save it as a PDF. Upload it online somewhere and share the newsletter with your subscribers via email.