

Picture of target reader:

I already sell courses. Bought a few courses myself recently and noticed that more people do subscriptions. That's recurring revenue!

What they know: Subscriptions generate recurring revenue (In the benefits section, we don't need to dwell on this benefit, instead, we'll talk about how having recurring revenue allows them to focus on improving their content for users and how that leads to growth).

What they want to know: How the subscription business model works: Is that all profit, is it worth it, how do they set up, is marketing different for subscriptions vs one-off sales, won't buyers kick against it, are there any drawbacks?

What they need to know: The subscription business model is not a way for creators to rip buyers off (so be at ease 😊), instead, it can be a win-win for everyone. Users benefit from a constantly improved offering and the convenience of support, while you sell less and create more.

The Subscription Business Model: How to Sell Once, Earn Thrice

Hook: Have you noticed that some of your favorite creators moved from one-time payment courses to subscriptions? That's because (give them the BLUF).

Thesis: Every creator should look into implementing the subscription business model because it generates recurring revenue, builds customer loyalty and advocacy, and allows you to focus on improving your offerings for subscribers — instead of spending more time marketing.

What is a subscription business model?

Structure:

- Definition
- Audience-specific examples
- How this differs from memberships

Why every creator should embrace the subscription business model

Structure:

- Benefits of the subscription model for businesses (may use H3s)
- Benefits to the user

How to move to a subscription business model

Structure:

- Step #1
 - Explain the why using proof e.g data, logic, scenarios...
 - Show how to accomplish the steps using examples, step-by-step screenshots...
- Step #2
- Step #3

Drawbacks to prepare for with the subscription business model

Structure:

- Drawback #1
 - What it is and why it happens
 - The effects on your business
 - What you can do to mitigate it
- Drawback #2

A conclusion focused on the next step

FAQs about the subscription business model:

- What are the different types of subscription models?
- What is the difference between paid subscription and free subscription?
- What are the benefits of the subscription model for business?
- What is the difference between a subscription model and a one-time purchase?
- What is the most popular subscription business model?
- What is the subscription model in business?
- What is an example of a subscription model?
- Is a subscription business profitable?
- How do subscription businesses make money?