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SHOPIFY

CHEAT SHEET



Cheat Sheet

Your Shopify Membership Site Cheat Sheet

If you've read the full ebook by now, then hopefully you should be brimming with ideas and inspiration for your own membership services and ecommerce stores. There are tons of ways you can utilize these elements to create novel business models and any of these methods will lead to a reliable and stable monthly income.

Keep this cheat sheet nearby as you execute your plan and it will walk you through the process of getting set up with your store from start to finish.

The Steps

1. Create a website or blog. The best way to do this is by creating a WordPress site which is very simple and easy.
2. Set up your Shopify account – just register by entering your details.
3. Create your store – this involves choosing a theme and customizing a few elements to suit your niche.
 - a. Adding a logo can be a useful way to increase brand awareness
4. If you want to add any basic products then just click to add your product
 - a. Choose some images
 - b. Set a price
 - c. Write a short description
5. Many marketers reading this will be selling predominantly digital products such as ebooks and apps. To sell these you'll want to add a 'digital delivery' app such as 'Sky Pilot'.
 - a. This will require a Stripe account
 - b. If you'd rather accept payments by PayPal, then consider using a different plugin
6. In order to accept monthly or otherwise recurring payments, you'll also want to install another app. One of the best options is Charge Rabbit – because it's free and it integrates seamlessly with Sky Pilot.
7. Create your subscription product
 - a. If you want to make your website a membership site, then you'll need to create a 'members' area' for your site and/or the store itself
8. Promote your store!

Types of Subscription Product

There are many types of subscription product that you can sell from your website, with some working better than others.

In order to charge a recurring fee, it is generally necessary for your product to offer recurring value. This needs to be something that people look at/use regularly.

Options include:

- A newsletter or ezine – Make sure this has high production values and that you are offering some kind of measurable value. A good way to do the latter is to write an industry newsletter for instance and to update visitors with the very latest news and tips – this way they can see your product as helping them to increase their ROI. High quality video and images will add further value.
- Forum membership – If you can create a community that discusses information that can't be found anywhere else, then you can again charge a lot for membership. Communities are great at promoting themselves too and this can create some very loyal customers/fans. Especially if they make friends through your site!
- Physical products – Numerous physical products can work well for subscription sales techniques. Some examples of how to use this kind of business model for a physical product include:
 - Selling disposables – Things like face creams or protein shakes run out and so may require regular restocking.
 - Bundles and packages – Selling ingredients to cook diet friendly meals, or clothes to create new outfits are both tried and tested means of selling products on a subscription basis. You can even sell a mystery packs.
 - Gifts – Gifts work well as a recurring purchase too. For instance a customer might want to send flowers every year on a friends' birthday!
- Courses/Lessons – Lessons and courses lend themselves very well to being delivered in instalments.
- Stories/Entertainment – You can sell a subscription to web episodes or comic strips if you are creatively minded!

Useful Apps and Tools

Some of the best apps and tools for Shopify include:

Chimpified – For integrating your mailing list with your Shopify store. You should be able to find similar tools for Aweber and the like.

Plugin SEO – This will automatically handle SEO for your store.

Shopify Widgets – Add widgets with your products to any website.

LeadDyno – Offer affiliate programs to get more people selling your products on your behalf!

Mobile App for Your Shop – Turn your Shopify store into an app

Facebook Store – Add your Shopify store to your Facebook page and let visitors buy through it directly

This is only short sample of the available tools and apps. All of these are available from the app store but be sure to look for more!

More Ways to Charge Subscription Fees

Email Subscription Pro

<https://ecomsubscriptionpro.com>

This is a 'plug and play' subscription service that doesn't use Shopify. You get an entire sales funnel and lots more here to automatically start profiting from a recurring business model.

YouTube

<https://support.google.com/youtube/answer/3249127?hl=en>

YouTube now allows its creators to charge for their content. And among the various options is the ability to charge a subscription fee to see all the latest videos. If you know how to create video content and especially if you already have a popular channel, then this can be a great way to monetize!

WordPress

<http://wordpress.org/plugins/s2member/>

Using this plugin you can charge a subscription fee for membership to your WordPress site. There's no need to create a Shopify store and you can use PayPal to accept payments which is very handy. This is one of the quicker and easier ways to add a subscription element to your current business model.

Remember there are also a number of other ecommerce stores, most of which provide similar options and plugins. Some of the most popular alternatives are Magento, WooCommerce and Volusion. Research the differences and decide which one is best for you.

And there you have it: all the tools, tips and steps you need to create your subscription business model and to start profiting. There are tons of options here and the huge range of apps available for Shopify mean you'll never run out of ideas or options.

As long as you keep providing value, you'll keep growing your list of subscribers!