



## A Subscription Model Checklist:

**1. Repurpose, record and leverage**

That well-thought-out talk/webinar you're about to deliver? It can go so much further than a single presentation. Arrange for high-quality recording and it can become the basis for an information product, a podcast episode, or training inside your paid membership.

**2. Products to membership**

If you're offering several one-time products or services, consider bundling them into one place where customers can access them on a subscription basis. Not only do you leverage the value you're providing, you achieve a means to recurring and predictable income.

**3. Build an email list**

Selling is about relationship. Offer value-laden opt-ins for your site visitors that will get you their details and let you stay in touch with useful updates and offers.

**4. Use autoresponder sequences**

Customize and automate your email responses to your list so that you always say the right thing at the right time, building those relationships and leading to sales.

**5. Set up a sales page**

People interested in you and your product need someplace to go for the details. Set up a page that will educate, entice, qualify and direct them to whatever it is you have to offer.

**6. Build your wins**

One success encourages another. Tackle one important goal at a time and accumulate the small accomplishments that make a difference and build towards your major aim.

**7. Question everything**

Long held doubts and beliefs can keep us from achieving what's really possible. Dare to question what you think you've always known and look at the reality of what others have done before you.



**8. Remember, it's not a one-way door**

That course of action you're on the fence about is likely not irrevocable. Very few things in the online space are permanent. If you switch and it doesn't work out, you can always switch back.

**9. Work on your personal effectiveness**

Do you find yourself regularly stuck in your inbox? Are you spending hours at the computer accomplishing nothing? Devise a schedule that works with your natural energy levels and lets you switch off when focus is a struggle.

**10. Get help**

You can't scale a membership business on your own. At some point, you'll need manpower to expand. Hire someone to do the things that aren't your forte, or that occupy your time when you could be doing higher-value activities for the business.

Get help from James and other subscription experts inside SFB membership. [JOIN](#)