



# HOW TO RUN A SUBSCRIPTION BUSINESS MODEL

# Is it for you?



- Some examples of niches this can work in:
  - Scented candles
  - Bath and body products
  - Baby & children's clothing
  - Jewellery
  - Yarn (or other craft consumables)
  - Art
- Basically any niche where people might want more than 1 of your things - and where things might be collectable.
- Particularly useful for those of you who make consumable products - as people can just get refills automatically (and you can include samples).

# My earring-of-the- month club

- I wanted to figure out a way to bring in more reliable revenue.
- I was in the growth stages of my business - and I was designing a lot of different designs constantly.
- I had already gathered some collectors of my earrings.
- I didn't consider a month-to-month ongoing subscription - I offered 3, 6, or 12 months upfront.
- This made it easy to buy as a gift for someone!
- Every month I sent a surprise pair of unique earrings in the mail.
- I ended up with approximately 30 people subscribed at its peak.

# My earring-of-the- month club

- I kept the monthly design a secret.
- I made them all in bulk and sent them out at the same time.
- Each subscription was 'cheaper' than buying 3, 6, or 12 pairs of earrings individually.
- Much like wholesale - I was getting paid in 'bulk', which was worth it.
- People really enjoyed getting a surprise in the mail every month!
- It also gave me something to market every month.
- I could put teasers up to promote sign-ups.
- After 2-3 weeks I'd share the new design as a promo for the future months.

# My earring-of-the- month club

- I actually kept those designs as exclusives - I never released those designs to the general public.
- This was partially so people wouldn't end up with duplicates of something they'd already purchased.
- This was a blessing and a curse.
- It worked well to grow membership due to the scarcity element.
- BUT every month I was putting effort into making and designing a product that only got sold once.
- So think hard about doing this.
- I ran this for about 2 years.

# Why did I end it?



- I ended it around the time I started Create & Thrive, as I had an additional business to focus on.
- I was feeling creatively tapped-out, after designing a new exclusive design every month for around 2 years.
- My business in general had picked up quite well, so I didn't feel like I needed this revenue any more.
- Remember - if someone has bought a 12-month subscription, you have to keep going until you have fulfilled it - so you have to plan your exit well ahead of time.
- Drop back to 6, then just 3 months available.
- Or - just offer a month-to-month subscription.

# The benefits of selling via subscription



- It gives you something to consistently market in your social media, blogs, and emails (and even at markets).
- It encourages you to create regularly if you have let that fall by the wayside a little - AND you're making work someone has already paid for!
- It builds anticipation around your brand - there's always something new and exciting coming up.
- Recurring revenue, OR a chunk of revenue up-front. This takes a lot of pressure off you to make regular sales.
- (There's a reason that so many companies sell via subscription).

# The benefits of selling via subscription




- The 3, 6, or 12 month options make an excellent gift option!
- Especially at Christmas - it's a bit more of a 'special' gift someone can get for a loved one where they keep getting presents for months going forward.
- You can encourage your subscribers to SHARE their item on their own social media channels. Then you can re-share that on your own as social proof.
- The people who buy a subscription from you are more likely to be your super-fans, and therefore are already primed to share your stuff with others.



# The benefits of selling via subscription



- It is fun, too!
- It challenges you and motivates you to keep going.
- Think about subscription boxes, too - you could collaborate with other makes to do this!
- Your customers don't have to 'remember' to buy from you - they've done it up-front, and every time they get a parcel they're reminded of you (yes, I still had subscribers buying other products from me!).



Consider  
alternative  
schedules.

- Perhaps monthly doesn't work for you or your product.
- What about a yearly subscription where they receive something quarterly?
- Or every second month?
- This would work well to reduce your workload, or if your products are more expensive.

# Participating in a Subscription Box



- This is where you contribute your items to a third party's subscription box.
- This may work for some of you, but for many of us, the cut we receive might not be worth the investment.
- AND - the quantity might be too high.
- Investigate carefully before committing to one of these boxes.



## 2 Minute Activity

- Do you sell something that would work as a subscription?
- If so - what schedule would work best for you?
- Would you want to sell exclusive designs, or just send out a surprise product/s each month?