

## Recurring Revenue Creation Checklists

Below are three simple checklists for creating three of the most popular recurring revenue products in the website services industry. Although the list items may be simple, the implementation of each of these items takes time and patience. Use these checklists to get you started with creating a recurring revenue product in your business!

### Website Care Plans

1. Establish a checklist of standardized services with three payment tiers for ongoing monthly payments.
2. Set up [WooCommerce Subscriptions](#) and three subscription products to receive ongoing payments from customers via your website.
3. Sign up for [GoDaddy Pro](#) to use [Pro Sites](#) to manage websites and use their features for various upsells within your three tiers of plans.
4. Create a blog post or helpful article on your website about the value of ongoing website care, why it's necessary and what value you bring to your clients.
5. Send an email to your past client list about your new website care plans and include a link to your blog post or helpful article.
6. Monitor who opened your email and clicked on the link. Then follow up with those who engaged with a more personal email about how website care can help them.
7. Set a line in the sand about working on websites not on a care plan to establish more credibility for your plans. Aim to make this your new business model for work on existing websites.

### Online Training Mini-Course

1. Survey your current list of clients for their most pressing questions. If you don't have a list, survey your emails for frequently asked questions from leads.
2. Evaluate the answer you commonly give to a question by breaking the solution down into a process with worksheets, templates and other various resources.
3. Record your explanations into short 5-10 minute videos and upload them to Vimeo Pro so they are kept private and only play on your selected URLs.
4. Use [WooCommerce Memberships](#) or [Learndash](#) to create restricted pages on your website to embed your videos and worksheets.
5. Reach out to your past client list or network with the details on the new mini-course providing the first video for free on an unrestricted page with a "buy now" button.
6. To keep the charge recurring, create a library of mini-courses that release on a drip-fed schedule for your clients (i.e. one every month). Opt for a "cancel anytime" policy on your recurring subscription to encourage that initial sale.

## Turnkey Website Solution Package

1. Identify your target market and perfect client avatar (This is the most important step).
2. Select a set of standardized website features and designs desired by your target market and price the packages on their disposable income and the value the website brings.
3. Create a [WordPress multisite](#) installation with a handful of themes that can be spun off with those standardized features.
4. Reach out to the target market through an interconnected network of podcasts, blogs, and influencers' social media to gain traction in the space. Do so by being a knowledgeable guest and producing free valuable content to attract their audience to your content.
5. With an initial influencers email list or an email list of those you attracted, blast the turnkey website package solution as a low-cost alternative to full scale design.
6. Process payments on a subscription to include the editable website, hosting, maintenance and packaged design on an ongoing monthly "cancel anytime" basis.