

HOW TO MAKE
**REPEAT
SALES**

with

SHOPIFY



How To Make Repeat Sales with Shopify

I'm going to level with you – a lot of online business models are *lazy*.

That is to say they're either lazy or they're just not very ambitious.

What do I mean by this?

I mean that they tend to fall back on tried and tested methods. Methods like setting up a blog and then promoting an ebook.

Online business tends to fall into one of two camps:

In one camp you have 'internet marketers' who a lot of the time simply sell these ebooks, or perhaps affiliate products.

And in the other camp you have the brick and mortar businesses that see the web as a way to perhaps get a few more customers and that's pretty much it.

Either way, neither of these businesses are using the web to the fullest of its potential. *Far from it.*

There's so much more you can do with an online business and a great example of this is to set up a membership site or a subscription product.

From there, there are then tons of additional apps, tools and services you can use in order to grow that basic model and accomplish some truly ingenious methods of generating revenue.

In the full ebook, you'll learn *everything* you could possibly need to know to make this happen – from how to set up a membership site with Shopify, to the types of products you can sell from one and how you can utilize apps to grow your store to the next level.

In this free report we'll just be taking a tour of membership sites and subscription products and in doing so, we'll look at two very unique business models that go beyond the basic 'online business' models that we tend to see.

When you take the time to look into some of the other products available and when you let your imagination run away with you, there are some far more efficient ways to make money...

Business Model 1

Selling a Subscription Product

The first business model is going to be selling a subscription product. As you read on you'll see how this is even more effective than it might sound.

Of course selling any kind of subscription is always a great strategy. When you sell a subscription instead of a one-off, you can set-up a recurring payment which means you'll get guaranteed profits on a weekly, monthly or quarterly basis.

To do this, it's normally a good idea to start with a website. If you have a website with your own regular audience, then this will make it much easier for you to sell your products because you'll already have the trust of those users.

Next, you're going to need to create your product. There are tons of products you can sell in this manner. For instance, why not take the normal ebooks you're used to selling and break them down into chapters? From there, you can then sell them as 'lessons' as part of a longer course.

You can even sell physical products this way. For instance, if you sell clothes, why not create a subscription service where your buyers get a selection of items that go together each month, thereby giving them completely new outfits they can wear on a regular basis?

There are many sites that sell diet plans this way – where each week or month the subscribers receive a pre-packaged lunch with all the separate ingredients so that they can cook easily and stay within the guidelines of their diet! Other things like supplements lend themselves naturally to subscriptions.

You can even set up a reseller business – buying products and then repackaging them into some kind of special 'pack' for your audience. There's no risk because you're paid at the start of the month and you can then reinvest that money into products!

Now to take this model to the next level, all you need to do is to get some affiliates (marketers who will gain commission for promoting your sales) which you can do easily enough with a number of Shopify plugins! Now you'll have a legion of marketers promoting your monthly/weekly services!

Model 2

Membership Site

A membership site is any website that requires a regular paid membership in order to unlock all of the content. The idea is that some of your content is going to be behind a pay wall – so that only your premium site members will get to see it.

This is a great business model if you're already a blogger, as it means you can get a regular and reliable payment for a service you're already providing.

All you need to do is to ensure that the content in your members' area is even better quality. You'll do this by adding more media (like videos) or by ensuring that the topics covered are things that can't be found anywhere else.

Creating a members' forum is also a great idea, as a community can become self-sustaining and help you to grow your audience even bigger.

If you're really confident in the service you're providing, then why not offer a month's free membership? That way, your users will be able to see just what an excellent service you're providing with no risk and decide for themselves if they want to sign up.

You can even get your subscribers to contribute their own content – thereby adding even more value to members without you having to do any extra work!

So there you have it – two completely different business models that utilize a recurring payment system to bring you steady, reliable income that you can benefit from for years to come.

Of course there are countless other ways you can utilize subscription services to make a stable income. In the full ebook we go into *all* of these in much more detail as well as covering tons of additional tips, tricks and systems.

Delve in and you'll learn:

- How to set up your Shopify store
- The best tools and apps you can add to your store
- How to turn your store into a mobile app!
- How to set up affiliate sales
- How to market your store
- Other ways to charge a subscription
- And much more!