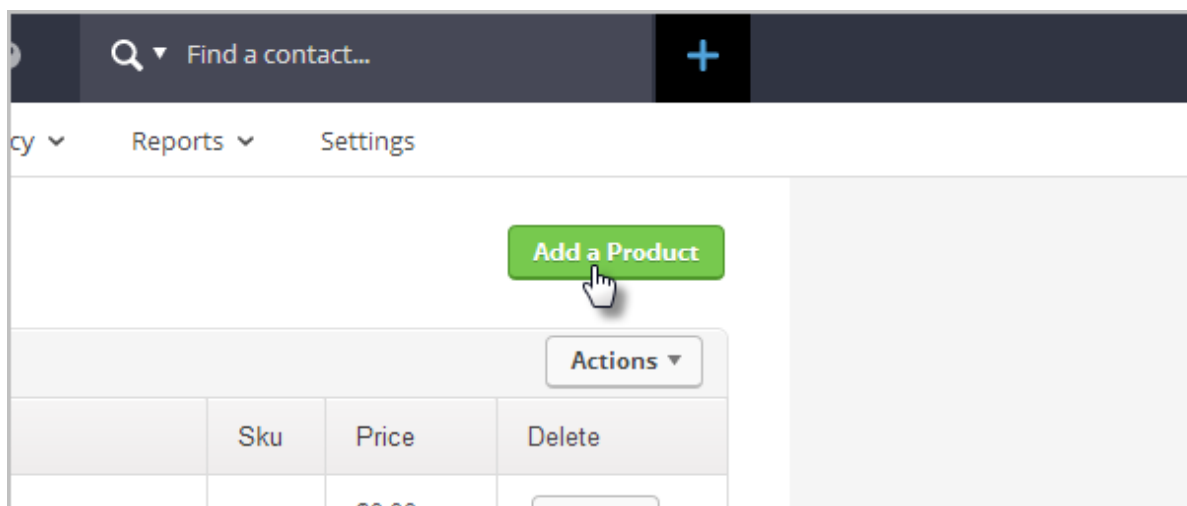


# Create a recurring subscription product

A subscription plan is a purchase method that involves recurring billing intervals (e.g. monthly) as opposed to being a one-time purchase. They are often used in conjunction with a membership program, a recurring service, or a recurring product order (e.g. "book of the month"). A subscription can be set up to bill a fixed number of cycles, or to bill continuously until the customer cancels it. You can create more than one subscription plan for each product, with a choice to bill the same amount for each plan or charge a different amount based on the billing / fulfillment cycle the customer prefers.

1. Go to **E-Commerce > Products** in the main navigation menu
2. Click the **Add a Product** button.

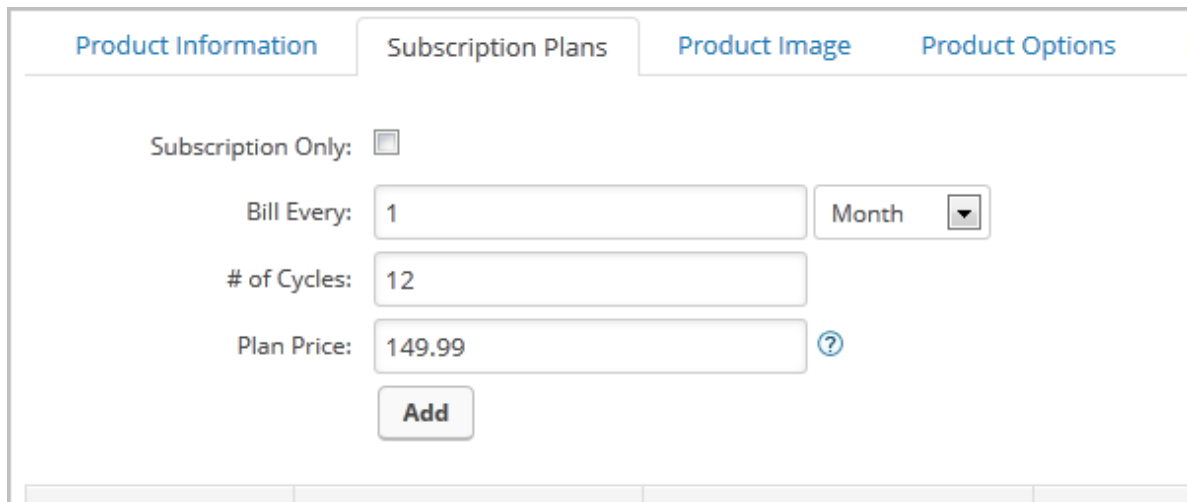


3. Complete the product information
  - a. The price is the default price for the product. This price is billed for every one-time purchase (if you allow it) and for each subscription billing cycle. You can override the default when creating individual subscription plans explained in step 4

A screenshot of the 'Manage Product' form. The form has four tabs: 'Product Information' (active), 'Subscription Plans', 'Product Image', and 'Product Options'. Under the 'Product Information' tab, there are three input fields: 'Product Name' with the value 'PGA Pro Golf Lesson', 'Product Type' with a dropdown menu showing 'Product', and 'Short Description' with the value 'Learn from a PGA Professional!'. The form is enclosed in a light gray border.

**Note:** Scroll down and click "**Save**" before moving to step 4

4. Click on the **Subscription Plans** tab to enter the recurring billing options. (Optional) Mark the *Subscription Only* checkbox if this product is not offered for one-time purchase (it is only available through a subscription plan).



The screenshot shows a web interface with four tabs: "Product Information", "Subscription Plans", "Product Image", and "Product Options". The "Subscription Plans" tab is active. Below the tabs, there is a form with the following fields:

- Subscription Only:** A checkbox that is currently unchecked.
- Bill Every:** A text input field containing the number "1".
- Month:** A dropdown menu currently showing "Month".
- # of Cycles:** A text input field containing the number "12".
- Plan Price:** A text input field containing "149.99", followed by a blue question mark icon.
- Add:** A button located below the Plan Price field.

5. Enter the information for the first subscription plan.
  - **Subscription Only:** Check this box if this product can only be sold as a subscription product.
  - **Bill Every:** Enter the frequency and select a time interval (e.g. Every 1 Month).
  - (Optional) **# of Cycles:** Use this field to set an end date for the subscriptions (e.g. If this is a one year program, billed once per month, then the # of cycles is 12) Skip this field if the subscription bills continuously until the customer cancels it.
  - (Optional) **Plan Price:** By default, subscription plans bill the product price you entered when creating the product. Use this field to override the product default for this particular plan.
6. Click the **Add** button. (Optional) Repeat this process to add more subscription plan options for this product. Use the arrows to re-arrange the order the subscription plans appear in the Infusionsoft storefront.

Add

Active	Bill Every	# of Cycles	Plan
✓	month for 12 months	12	\$149.
✓	week for 52 weeks	52	\$129.

Save

Save & Search

Delete

7. Click the Save button.

✓	month	0
✓	month	0

Save

Save & Search

Delete

1.40.0.31