



Subscriptions and Memberships with WooCommerce

Aaron Fogue

Hello, My Name is Aaron!

- Developing for the web since <blink> and <marquee> were still cool
- PHP for about 20 years, WordPress for about 10 years

Co-Founder at Pressbuilt

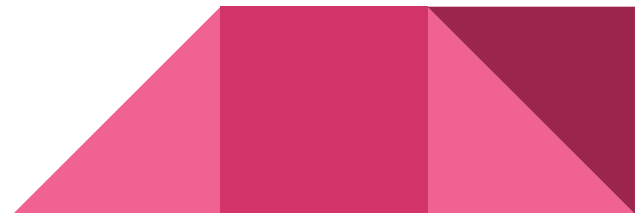
WordPress strategy, development and support

<https://pressbuilt.com>


Engineering Manager at HVAC.com

SaaS and E-Commerce company

<https://www.hvac.com>



What's the Plan?

1. What is **WooCommerce**?
 2. How can it help me earn **Recurring Revenue**?
 3. How can it help me provide premium content to **Paid Members**?
 4. **Workshop**: A few no-nonsense steps to get up and running quickly!
 5. What are some important **Security Best Practices**?
- 

“WooCommerce is an open source e-commerce plugin for WordPress. It is designed for small to large-sized online merchants using WordPress. Launched on September 27, 2011, the plugin quickly became popular for its simplicity to install and customize and free base product.”

- Wikipedia

<https://en.wikipedia.org/wiki/WooCommerce>

What is WooCommerce?

- Full-featured E-Commerce software
- Base product is **free!**
- Large ecosystem of themes and extensions, both free and premium
- Has its own conference! (WooConf)
- In May 2015, WooCommerce was acquired by Automattic



What can I do with it?

Quite a lot, as it turns out...

- Bookings
- Dynamic Pricing
- Donations
- Discounts/Coupons
- Invoicing

Recurring Subscriptions

Paid Memberships

- Product Bundles
- Shipment Tracking
- Inventory Management
- Dropshipping
- Vendor Marketplaces
- International Payments
- Wishlists
- Sales Tax

What is Recurring Revenue?

- Automated, scheduled payments
 - Daily, Weekly, Monthly, Yearly ...
 - Trial Periods
 - Sign up fees
- PayPal, Stripe, Authorize.net
- Common Metrics and Key Performance Indicators (KPI)
 - Monthly Recurring Revenue
 - Churn
 - Cost Per Acquisition
 - Average Revenue per Customer
 - Lifetime Value



Common Business Models

- Physical product subscriptions (e.g. monthly boxes, furnace filters)
- Digital product subscriptions (e.g. monthly premium newsletters)
- Consulting/Support Plans
- Software/Product Licensing
- **Paid Memberships**

All possible with WooCommerce!





Membership Workshop

Tools

WooCommerce

<https://woocommerce.com>

WooSubscriptions

<https://woocommerce.com/products/woocommerce-subscriptions/>

WooMemberships

<https://woocommerce.com/products/woocommerce-memberships/>

Stripe Payment Gateway

<https://woocommerce.com/products/stripe/>



You Have Options

As with most WordPress functionality, there are many alternatives::

- MemberPress
<https://www.memberpress.com/>
- Paid Memberships Pro
<http://www.paidmembershipspro.com/>
- Membership 2 Pro
<https://premium.wpmudev.org/project/membership/>





Step #1

Create Premium Content

Create Premium Content

1. Create a new page
2. Write some amazing content
3. Publish!

Incredibly valuable content, available to anyone for free.

<http://wordcamp.dev/how-to-get-paid-for-eating-donuts/>



- Dashboard
- Posts
- Media
- Pages**
- All Pages
- Comments
- WooCommerce
- Products
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Edit Page Add New

How to Get Paid for Eating Donuts

Permalink: <http://wordcamp.dev/how-to-get-paid-for-eating-donuts/> Edit

Add Media

Visual Text



Follow these 5 simple steps and start earning money for every donut you eat

1. **Post-ironic gentrify four loko disrupt edison bulb af**, put a bird on it kale chips freegan gochujang cred crucifix tattooed. Poke health goth VHS, poutine tote bag cardigan pop-up 90's subway tile forage. Typewriter cold-pressed neutra, flannel yuccie iceland bicycle rights. Pabst venmo chambray post-ironic, listicle forage intelligentsia gluten-free meditation mlkshk. Post-ironic twee whatever you probably haven't heard of them drinking vinegar. Food truck unicorn beard enamel pin ugh. Disrupt vape banjo raw denim kombucha, hoodie tumeric DIY cray edison bulb prism waistcoat cred.



2. **Occupy roof party you probably haven't heard of them coloring book**. Craft beer lomo food truck, coloring book VHS brunch aesthetic street art squid poutine portland locavore helvetica hell of gentrify. Migas unicorn edison bulb, sylvia pinterest franzen taxidermy raw denim scenester chia. Church-key authentic everyday carry, portland skateboard typewriter woke man bun seitan. Tumeric snackwave four dollar toast, wolf kogi aesthetic poke hell of. Disrupt keffiyeh activated charcoal pug, echo park green juice migas neutra. Fixie single-origin coffee DIY, viral +1 disrupt lo-fi put a bird on it edison bulb paleo ugh

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Revisions: **5** Browse

Published on: **Oct 16, 2016 @ 01:20** Edit

Move to Trash

Update

Page Attributes

Parent

(no parent) ▼

Template

Default Template ▼

Order

The background is a solid pink color. In the top right corner, there are several overlapping geometric shapes: a dark pink square, a medium pink square, and a light pink square, all partially cut off by the edge of the frame.

Step #2

Create Membership Plan

Create Membership Plan

1. WooCommerce > Memberships > Membership Plans
2. Add Membership Plan
3. Restrict Content > Add Rule: Pages/Immediately
4. Publish!

Incredibly valuable content, available to manually assigned members.

<http://wordcamp.dev/how-to-get-paid-for-eating-donuts/>



- Dashboard
- Posts
- Media
- Pages
- Comments
- WooCommerce**
- Orders
- Coupons
- Subscriptions
- Memberships**
- Reports
- Settings
- System Status
- Add-ons
- Products

Members

Membership Plans

Import / Export

Screen Options

Help

Edit Membership Plan [Add Membership Plan](#)

Donut Lover

Membership Plan Data

General

Restrict Content

Restrict Products

Purchasing Discounts

Members Area

<input type="checkbox"/>	Type	Title	Accessible
<input type="checkbox"/>	Pages	× How to Get Paid for Eating Donuts	<input checked="" type="radio"/> immediately <input type="radio"/> specify a time

[Add New Rule](#)

[Delete Selected](#)

Publish

Status: **Published** [Edit](#)

Published on: **Oct 16, 2016 @ 01:40**
[Edit](#)

[Make a copy](#)

[Move to Trash](#)

[Update](#)



Step #3

Create Subscription Plan

Create Subscription Plan

1. Products > Add Product
2. Product type: Simple Subscription, Virtual
3. Set Price: \$9.99/month
4. Memberships > Grant Access: Select Membership Plan
5. Publish!

Incredibly valuable content, automatically available to paid subscribers.

<http://wordcamp.dev/how-to-get-paid-for-eating-donuts/>



- Posts
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- Products
- Add Product
- Categories
- Tags
- Attributes
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Product Data — Simple Subscription

Virtual: Downloadable:

General

Subscription Price (\$) 9.99 every month for all time

Inventory

Sign-up Fee (\$) e.g. 9.90

Shipping

Free Trial days

Linked Products

Attributes

Sale price (\$) every month Schedule

Advanced

Product Short Description

Memberships

Restrict Content

Purchasing grants access to Donut Lover

Grant Access

Need to add or edit a plan? Manage Membership Plans

Discounts

Input field with Add button

Separate Product Tags with commas

Choose from the most used Product tags

Product Image

Set product image

Product Gallery

Add product gallery images

Security Best Practices

Because it's important!

- SSL Certificate: Let's Encrypt
<https://letsencrypt.org/>
 - Use a reputable host
 - Keep everything updated
(WordPress/Plugins/Themes)
 - Never Store Credit Cards
<https://stripe.com/>
-

Thank You!

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WordPress Strategy, Development and Support