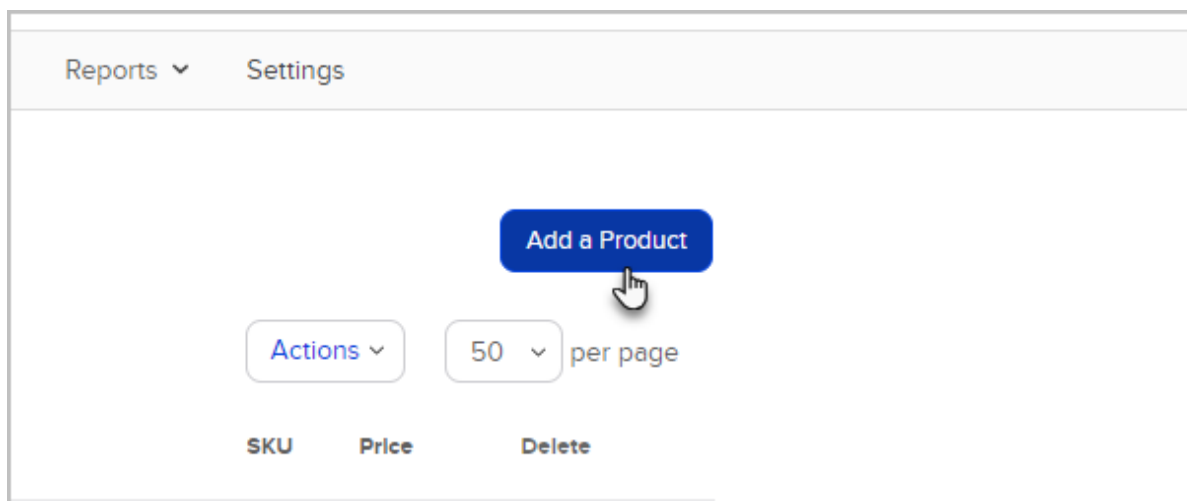


# Create a recurring subscription product🔗

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.

**Please Note:** Infusionsoft does not have the option to set a recurring fixed billing date such as, "only bill on the 3rd day of each month"

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

The screenshot shows the 'Manage Product' form with the 'Product Information' tab selected. The form contains the following fields:

- Product Name:** PGA Pro Golf Lesson
- Product Type:** Product (selected from a dropdown menu)
- Short Description:** Learn from a PGA Professional!

**Note:** Scroll down and click "Save" before moving to step 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 the 'Manage Product' form with the 'Subscription Plans' tab selected. The form contains the following fields:

- Subscription Only:** ☐
- Bill Every:** 1 (selected from a dropdown menu)
- # of Cycles:** 12
- Plan Price:** 149.99 (with a help icon ?)
- Add** button

- 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