



50 Ways To Generate Recurring Sales and Revenue for Your Business.

This guide outlines **50 proven ways to generate recurring revenue** for your business. While each model can be effective, it is important to approach implementation strategically. Each strategy listed may not be a good fit for your business.

Rather than attempting to adopt multiple models at once, **select one or two recurring revenue strategies that best align with your current business model, resources, and customer needs**. Focus on options that are **simple to implement, easy to manage, and capable of delivering consistent value**.

Once those systems are established and operating smoothly, you can then evaluate opportunities to expand or layer in additional recurring revenue streams. A focused approach allows you to build stability, avoid overwhelm, and increase the likelihood of long-term success.

Here are 50 ways a business can generate recurring sales and revenue:

- 1. Subscription Services:**
Offer subscription-based products or services. Customers pay a recurring fee (monthly/quarterly/annually) for ongoing access to a product or service.
Examples: Streaming services, software (SaaS), meal kits, content platforms.
Why it works: Predictable income and long-term customer relationships.
- 2. Membership Programs:**
Create a membership program with exclusive benefits. Members pay to access exclusive perks, discounts, content, or communities.
Examples: Business clubs, groups, gyms, professional associations and stores.
Key lever: Value perception—members must feel “insider access.”
- 3. Auto-Renewal Plans:**
Implement auto-renewal plans for products or services. Subscriptions or services renew automatically unless canceled.
Examples: Domain hosting, insurance, software licenses.
Revenue advantage: Reduces churn caused by inaction.
- 4. Loyalty Programs:**
Develop a loyalty program to reward repeat customers. Customers earn rewards or points for repeat purchases.

Examples: Coffee shops, clothing stores, airlines, retail brands.

Recurring effect: Encourages habitual buying behavior.

5. **Cross-Selling:**

Cross-sell additional products or services to existing customers. Offer complementary products to existing customers.

Examples: Phone cases with phones, add-ons with services.

Revenue boost: Higher lifetime value without new customer acquisition.

6. **Upselling:**

Upsell premium versions or upgrades to current offerings. Encourage customers to upgrade to a higher-priced option.

Examples: Basic → Pro → Premium plans.

Recurring benefit: Increases average monthly revenue per user (ARPU).

7. **Add-Ons:**

Provide optional add-ons for extra value. Optional enhancements that increase value and cost.

Examples: Extra storage, priority support, customization features.

Best use: Layered pricing without alienating budget users.

8. **Freemium Models:**

Offer a free basic version with premium features at a cost. Basic service is free; advanced features are paid.

Examples: Canva, Zoom, [Bdasocial](#) and Spotify.

Key strategy: Use free users as a conversion funnel.

9. **Affiliate Marketing:**

Implement affiliate marketing programs to generate sales through partners. Earn recurring commissions by promoting other businesses' products.

Examples: Bloggers, content platforms, influencers.

Scalability: Income grows as audience grows.

10. **Referral Programs:**

Encourage customers to refer others through referral programs. Customers earn rewards for bringing in new customers.

Examples: [Bdasocial](#), Dropbox, ride-share apps.

Recurring impact: Low-cost customer acquisition.

11. **Renewal Discounts:**

Provide discounts for customers who renew their subscriptions. Offer a discount when customers renew early or long-term.

Examples: Annual plans at reduced rates.

Goal: Lock in longer commitments.

12. **Bulk Discounts:**

Offer discounts for bulk purchases. Lower per-unit pricing for higher quantities.

Examples: Buy 2 Get 1 at 50% OFF, Wholesale, B2B services.

Recurring angle: Encourages repeat large purchases.

13. **Tiered Pricing:**

Create tiered pricing structures with different levels of service. [Multiple pricing levels](#) with increasing value.

Examples: Starter / Growth / Enterprise plans.

Psychology: Anchors buyers toward mid-to-high tiers.

14. **Bundling:**

Bundle products or services together for a discounted rate. Multiple products/services sold together at a discounted rate.

Examples: Software bundles, service packages.

Benefit: Increases perceived value and retention.

15. **Product Lifecycle Marketing:**

Develop marketing campaigns around product lifecycle stages. Ongoing campaigns aligned with customer usage stages.

Examples: Onboarding → engagement → renewal offers.

Revenue outcome: Extends customer lifespan.

16. **Prepaid Plans:**

Offer prepaid plans for services with a discount. Customers pay upfront for future access or usage.

Examples: Class packs, service credits.

Cash flow advantage: Immediate revenue.

17. **Educational Content:**

Charge for access to premium educational content. Charge for premium learning materials.

Examples: Courses, certifications, paid newsletters.

Scalability: High margins after content creation.

18. **Webinars and Workshops:**

Host paid webinars or workshops. Recurring paid educational or training events.

Examples: Monthly masterclasses, live Q&A sessions.

Retention play: Bundle with memberships.

19. **Consulting Services:**

Offer consulting services on a subscription basis. Ongoing advisory services billed monthly.

Examples: Marketing retainers, business consulting and personal coaching.

Strength: High trust, high value.

20. **Maintenance Plans:**

Provide ongoing maintenance plans for products. Regular service to keep products running smoothly.

Examples: IT support, equipment, and automotive servicing.

Recurring necessity: Customers rely on continuity.

21. **Customization Fees:**

Charge for customization or personalization of products/services. Charge extra for tailored solutions.

Examples: Website customization, personalized products.

Upside: Premium pricing without full custom builds.

22. Annual Contracts:

Secure customers with annual contracts for ongoing services. Customers commit for a full year.

Examples: Corporate software, service retainers.

Revenue stability: Predictable cash flow.

23. Digital Products:

Sell digital products such as e-books, courses, or software. Customers commit for a full year.

Examples: Corporate software, service retainers.

Revenue stability: Predictable cash flow.

24. Recurring Events:

Host regular events with paid admission. Paid access to ongoing events.

Examples: Monthly networking sessions.

Community-driven: Strong retention when relationships form.

25. Admission Fees:

Charge admission fees for exclusive access to certain features. Charge for exclusive access or experiences.

Examples: Premium platform access.

Monetization: Scarcity and exclusivity.

26. Product Leasing:

Lease products with regular payments. Customers rent products with recurring payments.

Examples: Equipment, vehicles, electronics.

Benefit: Lower upfront cost for customers.

27. Corporate Partnerships:

Form partnerships with other businesses for mutual promotion. Revenue through co-branded or shared offerings.

Examples: Sponsored tools, joint programs, boardroom rental.

Recurring model: Long-term agreements.

28. After-Sales Support:

Charge for premium after-sales support. Premium support subscriptions.

Examples: Priority help desks, managed services.

Why it works: Customers pay for peace of mind.

29. Content Subscriptions:

Charge for access to premium content on a recurring basis. Recurring access to premium content.

Examples: Newsletters, gated blogs.

Retention driver: Consistent value delivery.

30. Automatic Reordering:

Enable automatic reordering for consumable products. Recurring shipments of consumables.

Examples: Office supplies, groceries.

Convenience-based loyalty.

31. **White Labeling:**

Offer white-label versions of products for other businesses. Sell your product under another brand.

Examples: Software resellers.

Recurring revenue: Licensing or per-user fees.

32. **Exclusive Communities:**

Create exclusive online communities with a subscription fee. Paid access to private groups or forums.

Examples: Mastermind groups, [Community-Based businesses](#).

Value: Networking + accountability.

33. **Freelance Services:**

Offer ongoing freelance services on a subscription basis. Ongoing monthly service packages.

Examples: Social media management, content creation.

Stability: Predictable freelancer income.

34. **Data Access:**

Charge for access to premium data or analytics. Charge for analytics or insights.

Examples: Market reports, dashboards.

Recurring value: Updated data.

35. **VIP Access:**

Provide VIP access with premium benefits. Premium tier with special perks for clients.

Examples: Early access, after-hours experience, direct support.

Psychology: Status-based pricing.

36. **Mobile Apps:**

Develop and monetize mobile apps. Freemium or subscription-based apps.

Examples: Productivity, fitness and social apps.

Recurring advantage: Daily engagement.

37. **Sponsorship Opportunities:**

Offer sponsorship opportunities for events or content. Brands pay recurring fees for exposure.

Examples: Sponsored newsletters or events.

Scalable: As audience grows, pricing increases.

38. **Product Licensing:**

License products for recurring royalties. Earn royalties from licensed IP (Intellectual Property).

Examples: Software, branded products.

Passive recurring income.

39. **Crowdfunding Campaigns:**

Run crowdfunding campaigns for new products or features. Recurring supporter tiers.

Examples: Patreon-style models and [Bdasocial](#).
Community-funded growth.

40. Continuity Programs:

Establish continuity programs with regular shipments. Scheduled product deliveries.

Examples: Beauty boxes, food subscriptions.

Retention-focused: Surprise and consistency.

41. Digital Marketing Services:

Provide ongoing digital marketing services. Monthly retainers for marketing execution.

Examples: SEO, ads management.

High LTV: Long-term client relationships.

42. Coaching and Training Programs:

Offer coaching or training programs on a subscription basis. Subscription-based guidance.

Examples: Business coaching memberships.

Retention: Results-driven.

43. Ad Space Sales:

Sell advertising space on your website. Recurring ad placements.

Examples: Websites, apps, [platforms](#), newsletters.

Scales with traffic.

44. Custom Development:

Provide ongoing custom development services. Ongoing development retainers.

Examples: Software updates, service upgrades.

High-value contracts.

45. Exclusive Merchandise:

Sell exclusive merchandise to subscribers. Subscriber-only products.

Examples: Limited edition drops.

Loyalty-based monetization.

46. Automated Ordering Systems:

Implement automated systems for regular orders. Systems that trigger repeat purchases.

Examples: Inventory restocking, payment and appointment reminders.

Convenience = retention.

47. Corporate Subscriptions:

Offer subscriptions tailored for corporate clients. Tailored solutions for corporate businesses.

Examples: Enterprise SaaS, Lawyers, Finance and large brands.

High-ticket recurring revenue.

48. Data Storage Services:

Provide subscription-based data storage services. Recurring storage fees.

Examples: Cloud services.

Usage-based scaling.

49. Freemium Software Models:

Offer free software with premium features. Free core software with paid upgrades.

Examples: Project management tools.

Mass adoption funnel.

50. Annual Maintenance Contracts:

Provide annual maintenance contracts for equipment or services. Yearly service agreements.

Examples: HVAC, IT systems, car or motorcycle maintenance.

Trust-based recurring income.

If you would like to explore how any of these recurring revenue models can be applied to your specific business, we invite you to join our [**Business Circle Mastermind**](#) or schedule a [**1-on-1 Power Hour Strategy Session**](#). Both options provide personalized guidance to help you implement the right model with clarity and confidence.

If you found this guide helpful or useful, [**login**](#) or [**create an account**](#) to post your feedback or comments [**here**](#).