



## 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.**

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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.

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