

The Power of Recurring Revenue



Liquid Web™ | **NEXCESS**
A Liquid Web brand

Hi, I'm Nathan!

From **Birmingham**, Alabama.
Organizer for **#WPYall**.

WordPress Agency Owner,
working with clients since 1995

Growth Coach for WordPress
Business Owners



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Hi, I'm Nathan!

Host at **iThemes** Training
training.itthemes.com

Founder of **MonsterContracts**
Proven Contracts for WordPress Client Work

Ambassador for

Liquid Web™ | **NEXCESS**
A Liquid Web brand

Find me in their
sponsor room
after the talk today



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Overview

- ✓ **Why** Recurring Revenue is Critical
- ✓ Establishing a **Mindset** of Recurring Revenue
- ✓ How to **Create** Services for Recurring Revenue
- ✓ How to **Price and Sell** WordPress Management
- ✓ The **Difference** Recurring Revenue Can Make

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Slides + Resources

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Why Recurring Revenue is **CRITICAL**

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Recurring Revenue is the
FOUNDATION
of a successful freelance business.

*It's **virtually impossible** to survive long-term without it.*

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Without Recurring Revenue

You're **completely dependent** on consistent sales for survival.

You're **at the client's mercy** to supply content so you can finish the job and get paid.

You're living **project to project**.

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**Without
Recurring
Revenue**

**Freelancing without a
safety net**

Even if you made
six figures last year,
**every January you
start at zero again.**

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**Without
Recurring
Revenue**

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**Establishing a
MINDSET
of Recurring
Revenue**

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Is Every Dollar Worth the Same?

The more predictable a dollar is, the more valuable it becomes.

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BLOCKBUSTER

Based on Repeat Sales

Dead

NETFLIX

Based on Recurring Revenue

Growing

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How do Car Dealers Survive?

How often do you buy a car?

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How do Car Dealers Survive?

How often do you buy a car?

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Car Wash Unlimited Clubs

Club Name	Price	Includes
ULTIMATE CAMEL	\$20	Hot Wax, Buff N Shine, Premium Wash, Deluxe Wash
PREMIUM WASH	\$15	Hot Wax, Buff N Shine, Deluxe Wash
DELUXE WASH	\$10	Hot Wax, Buff N Shine
WHEEL DEAL	\$19.99	Hot Wax, Buff N Shine, Triple Foam

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The Benefits of Recurring Revenue

More consistent Revenue
Stabilize your finances.

More profitable relationships

Position yourself as a **partner** not a **vendor**.
Improve add-ons and referrals.

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How to
CREATE
Services for
Recurring
Revenue

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WordPress Care Plans

The Starting Place
for recurring revenue

You've **built** the
client relationship,
now **maximize**
the value!

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Elements of an Effective WordPress Care Plan

1
Ho
Hosting

2
Up
WP Updates

3
Bk
Backups

4
Sc
WP Security

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1
Ho
Hosting

**Why you
should offer
hosting services**

You control the environment

You're more productive and there are no surprises.

You're leaving \$ on the table

Every website needs hosting and you built the client relationship.

It's better for your client

One contact, no blame game
(they're going to call you anyway).

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1
Ho
Hosting

**Why you
should offer
hosting services**



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1
Ho
Hosting

**Why you
should offer
hosting services**

Partner with a
trusted web host
that provides
**phenomenal
support**


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1

Ho

Hosting


Why you should offer hosting services



VPS / DEDICATED

Perfect if you're comfortable managing websites yourself

Lower Cost
Higher Margin



MANAGED WP

Perfect if don't want to get into the details of website management

Higher Cost
Lower Margin


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1

Ho

Hosting


Why you should offer hosting services



VPS / DEDICATED

Works well for the typical WordPress "brochure" website

Lower Cost
Higher Margin



MANAGED WP

Ideal for more complicated, or mission critical websites

Higher Cost
Lower Margin


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1

Up

WP Updates

Offering WordPress Update Services



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2

Up

WP Updates

Offering WordPress Update Services

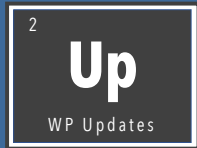
- 

This is a valuable service.
Don't do it free! It's a lot more than just pressing a button.
- 

Regular proactive updates.
Normally once weekly, more often when the threat level is enhanced.
- 

Compatibility assurance.
If something stops working, fix it.

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Offering WordPress Update Services



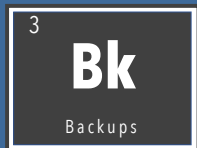
Use a **Centralized
Management Dashboard**
to update multiple sites
simultaneously

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What makes a great backup solution

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What makes a great backup solution

- ✓ Backups should happen **automatically** on a schedule.
- ✓ Backups should be **full site** and **easy to restore**.
- ✓ Backups should be **stored offsite** in cloud storage.

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Offering WordPress Security Services

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4

Sc

WP Security

Offering
WordPress
Security Services



Secure Server Platform

Choose a host with a reputation for security.



SSL Certificate

Free on most Managed WP and VPS / Dedicated



WordPress Security

Lockdown WordPress with a reliable security plugin.

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You Are Selling Peace of Mind

1

Ho

Hosting

2

Up

WP Updates

3

Bk

Backups

4

Sc

WP Security

Your clients don't have to worry about their websites.

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Creating Other Services

3 Basic Questions

What do my customers **need**?

What **services** can I create to meet those needs?

What **resources** do I need to perform those services?

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Helpful
Tools for
Creating
Services

EXERCISE

>ADVANCE Services Generator

> ADVANCE Services Planner

Download worksheets at
nathaningram.com/wcsatx



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Helpful Tools for Creating Services

Advance COACHING SERVICES PLANNER

NAME OF SERVICE: Your Results
CUSTOMER SEGMENT: Small / Med Businesses

DESCRIPTION OF SERVICE: An email marketing service for small-businesses that helps them maintain compelling communication with their client base.

KEY ACTIVITIES: Research strategy meeting with me and supporter to establish message calendar
Creation of email copy
Creation of supplementary web content for calls to action
Tracking/report

KEY RESOURCES: Email marketing platform (MailChimp? Constant Contact?)
Account Manager (currently me)
Copywriter
Website Manager (currently me)
Analytics / reporting platform

VALUE PROPOSITIONS: Messages are understaffed and rarely have the manager or expertise to maintain consistent strategic communications
A local professional they can meet with face-to-face
Creation and execution of a planned message calendar
Professional copy that is designed to engage potential donors

COST STRUCTURE: Email platform (about to sign up for an account - note: Constant Contact has variable pricing)
Copywriter - \$55 per email
Execution cost for account manager (could be supporter?) and website manager

REVENUE STRUCTURE: Quarterly email meeting quarterly email and report - \$250/year
Monthly (quarterly meeting monthly email and report) - \$175/month
Weekly (monthly meeting weekly email and report) - \$185/mo

The site is based on the Business Model Canvas, which is made available under the Creative Commons Attribution-ShareAlike license.

MonsterControl.com
Power Contracts for WordPress Clean Book

nathan@nathan.com
Coach Coaching for WordPress Business Owners

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How to PRICE Services for Recurring Revenue

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The Challenge of Pricing

Website Price Dictates Care Plan Price

You can't charge \$100/mo for a care plan if you're building \$1200 websites.

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The Challenge of Pricing

Guidelines / Suggestions / Starting Points

Website Price	Monthly Care Plan
Under \$2000	~ \$50/mo
\$2000-\$3500	~ \$75/mo
\$3500 and up	~ \$100/mo

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How to **SELL** Services for Recurring Revenue

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The Key to Selling Care Plans Education

Your clients need to understand the importance of

- quality **hosting**
- ongoing **backups**
- consistent **updates**
- reliable **security**

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Why WordPress is Great

3 Big Selling Points

1. It's **your** website.
2. It's **easy** to use.
3. It's infinitely **expandable**.

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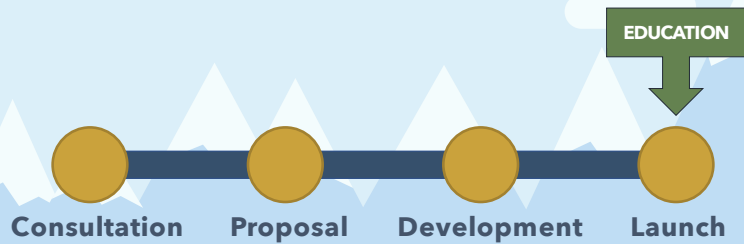
Why WordPress is (not so) Great

3 Big Challenges

1. It's a **target** for hackers.
2. It needs to be **backed up, updated** and kept **secure**.
3. Things can go **wrong**.

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The Key to Selling Care Plans



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The Key to Selling Care Plans

Education

Start at the initial conversation.

Your client will feel manipulated if you wait until the end of the project.

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Give Your Clients Options

1

Do Nothing

You'll eventually get hacked or your website will break.

2

Do It Yourself

We will teach you* how to keep your website updated.

* Include additional training cost in your proposal.

3

We Do It For You

We offer a suite of ongoing services to keep your website safe and working properly.

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Help Your Clients Decide

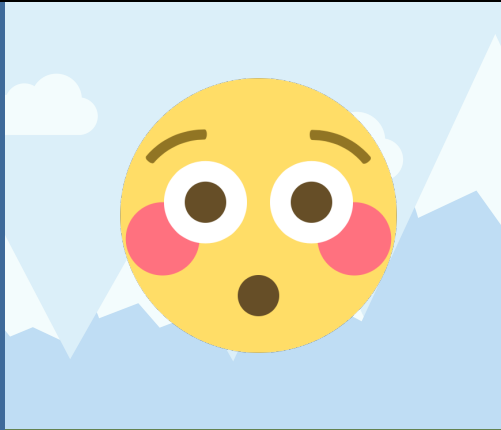
"Is this something that you or a key employee will be sure to do regularly?"

"How often do you delay or ignore updates for your computer?"

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Uh oh. I've been
doing all of this free.
What do I do now?

Making the Transition from Free to Paid



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Uh oh. I've been
doing all of this free.
What do I do now?

Making the Transition from Free to Paid

1. **Educate your clients** on the importance of maintenance.
2. **Explain you can't continue** working for free.
3. **Give them options**, a DIY Guide or your services.
4. **Set a firm date** when your free update services will stop.

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What to do during
COVID-19

Recurring Revenue Action Plan

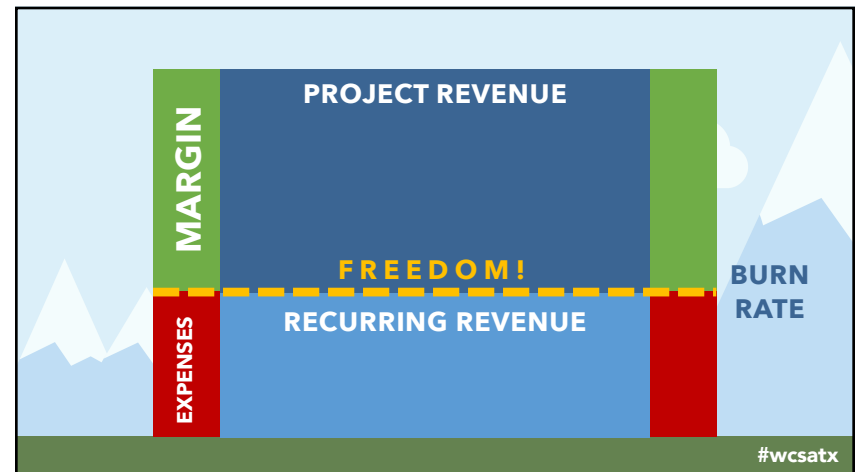
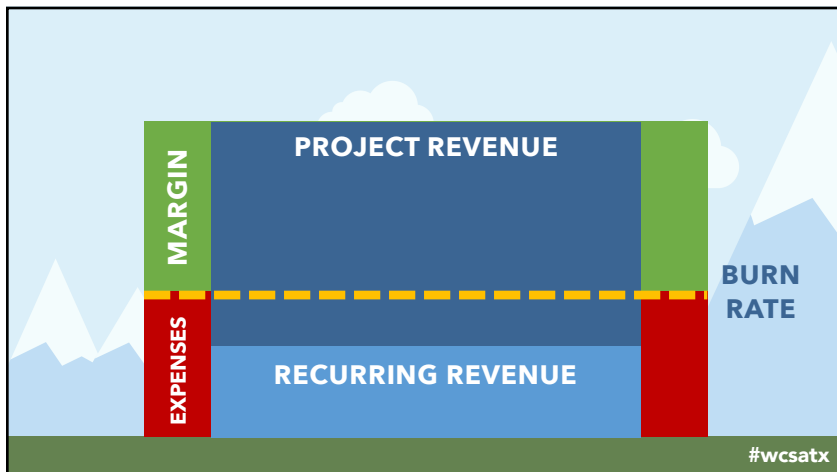
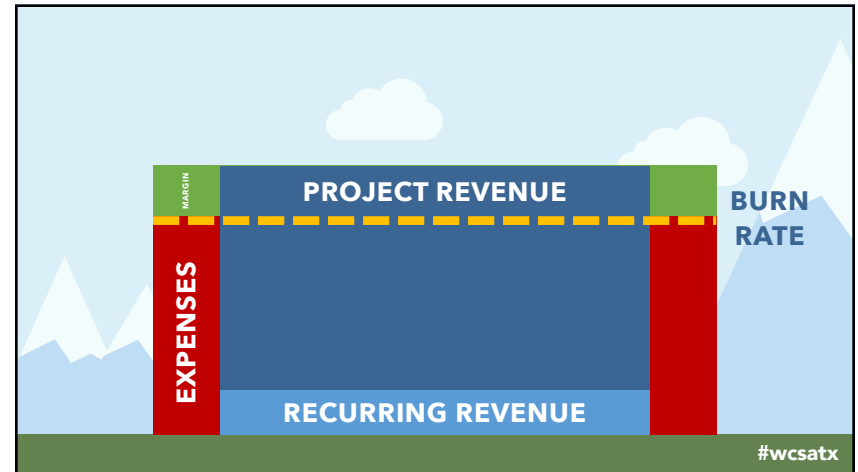
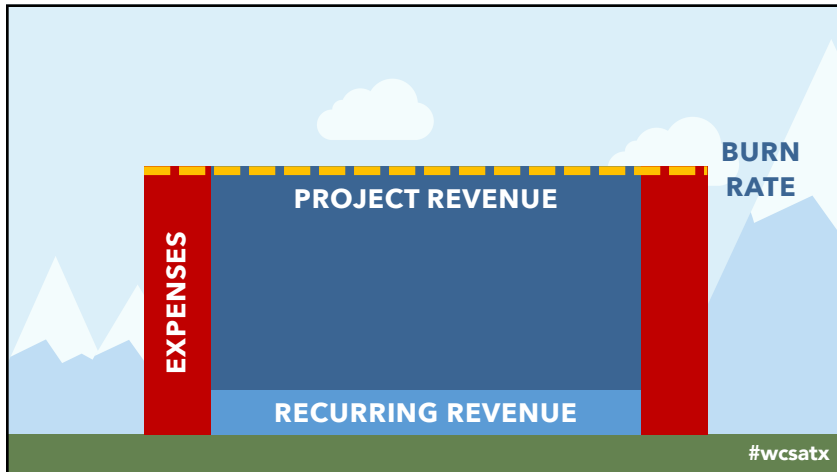
1. **Talk to your Clients, Don't Hide**
Remember, you're a solution provider not a button pusher.
2. **Retention is Critical**
Prepare to be flexible with billing, re-evaluate in June.
3. **Remind them of Value**
Report regularly on the services you're performing.

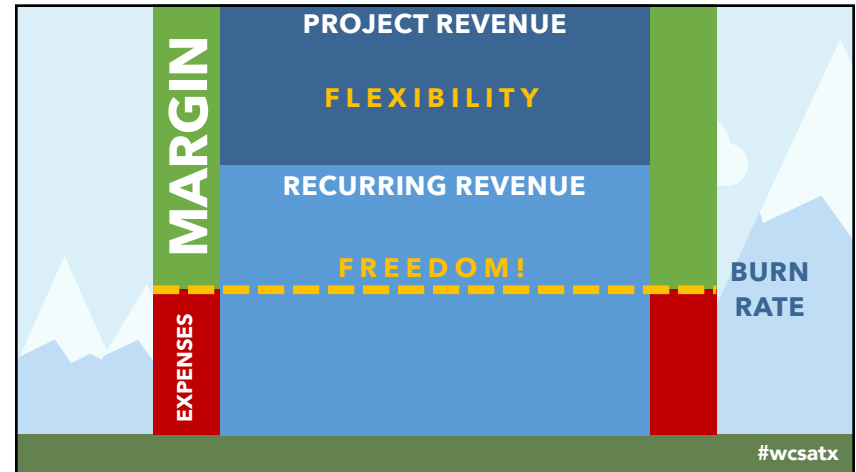
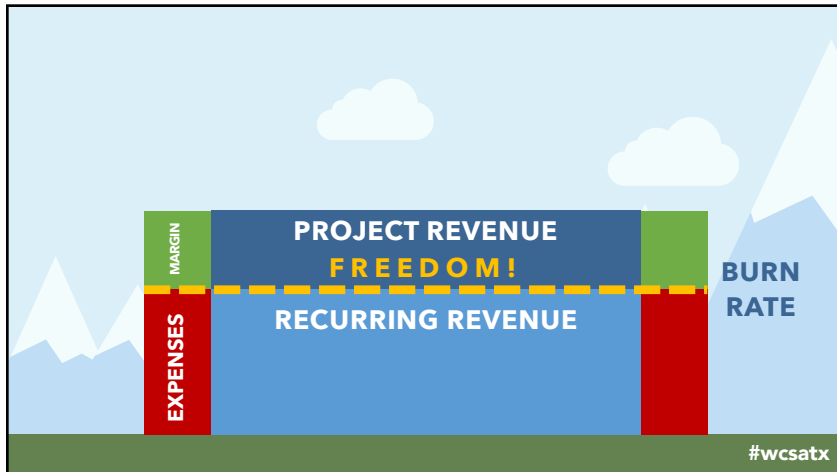
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The DIFFERENCE Recurring Revenue Can Make

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Questions?

Slides + Resources:
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room after this presentation

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