

One-time (lifetime) fee

Once.com

The dilemma of this approach is that you can't be sure whether you earn more with a one-time fee or with a [recurring payment](#). To solve this dilemma, you need to know your startup's [LTV](#). Thus if you set up a one-time fee equal to or more than your LTV, having a one-time option is beneficial for your business.

B2C examples

The image displays three pricing options on a dark purple background. Each option is presented in a white rounded rectangle. The 'MONTHLY' card shows a price of US\$13.00 per month with a yellow 'SUBSCRIBE NOW' button. The 'YEARLY' card, marked as the 'BEST DEAL', shows a price of US\$89.99 (equivalent to US\$7.50 per month) with a 7-day free trial and a purple 'START YOUR FREE WEEK' button. The 'LIFETIME' card shows a one-time purchase price of US\$159.99 with a yellow 'BUY NOW' button.

Plan	Price	Additional Info	Button
MONTHLY	US\$13.00 /month*		SUBSCRIBE NOW
YEARLY	US\$89.99 (US\$7.50 /month*)	7 days free, then billed annually	START YOUR FREE WEEK
LIFETIME	US\$159.99	One-time purchase	BUY NOW

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