

# One-Time Payments Checklist

This checklist ensures you cover all critical steps for successfully launching a hybrid pricing model that includes one-time payment options.

## Phase 1: Product Assessment and Selection

- ☐ Define which features provide **instant, discrete value** and fit a one-time fee model (e.g., templates, one-off reports).
- ☐ Confirm the selected feature requires **minimal to zero ongoing cloud hosting** or continuous resource consumption.
- ☐ Exclude any core services that rely on **API calls or constant server uptime** from the one-time offering.
- ☐ Determine the specific **target user segment** (e.g., cost-conscious or infrequent users) this one-time license will attract.

## Phase 2: Hybrid Pricing Strategy Design

- ☐ Design the **Lifetime Deal** price point to be high enough to cover long-term support but appealing enough to drive upfront cash flow.
- ☐ Clearly differentiate the **value received** in the one-time offer versus the recurring subscription plan.
- ☐ Identify **premium add-ons or upgrades** (e.g., extra data history) that can be sold as single, low-friction purchases to existing subscribers.
- ☐ Forecast the potential impact of the one-time revenue on your **ARR metrics** and overall financial reporting.

### Phase 3: Billing and Compliance Integration

- ☐ Select a **unified billing platform** capable of managing both recurring subscription logic and simple single-invoice payments.
- ☐ Verify the platform can automatically handle **global tax compliance** (VAT, sales tax) across all target jurisdictions for both payment types.
- ☐ Optimize the **checkout page** for one-time sales by enabling guest checkout and ensuring a fast, minimal-step purchase process.
- ☐ Integrate options for **alternative payment methods** and potentially installment plans to lower the friction of the high one-time price.

### Phase 4: Support and Update Policy

- ☐ Define and document the **exact version number** or feature set included in the initial one-time license purchase.
- ☐ Clearly state in the terms of service that future **major version upgrades (V2.0)** are not included and require a paid upgrade.
- ☐ Establish a **separate, optional recurring subscription** specifically for ongoing technical support and minor bug fixes after the initial guarantee period.
- ☐ Train the support and sales teams to clearly communicate the **boundaries of the one-time license** to prevent customer disappointment and trust issues.