Value-First Subscription

Subscription in HubSpot

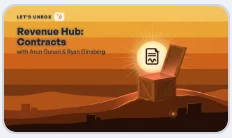
How the Value-First Team sets up its own HubSpot portal, for HubSpot users.

A Subscription holds one arrangement that bills on a schedule: what, how often, and what is due next.

This is recurring billing, not email subscriptions. Each one is with a person, often their company, and bills for set line items.

Where does it sit?

> "... the recurring lines on a contract are the subscriptions."



Arun Gunari of HubSpot, Unboxing HubSpot Revenue Hub: Contracts, 3 September 2026

Try it in your portal

Record how it ended. Add a dropdown for the ways a subscription can end, and a date for when that became certain. Settings › Properties › Subscription properties › Create property. All products and plans.

Keep their own words. Add a multi-line text property for what someone said about leaving, word for word. Same path as above. All products and plans.

Bill outside HubSpot. Switch on the Display option under Invoice creation, then turn invoices off per subscription; it stays a record, not a bill. Settings › Objects › Subscriptions; Revenue › Subscriptions. All products and plans; Super Admin.

What do we keep about a Subscription?

Beyond HubSpot's own billing fields, we keep:

How it ended. Whether they chose to end it, payment lapsed or a gifted term ran out, and the date that became certain.

Their own words. What they said about leaving, word for word, with where it came from.

Where it came from. Whether the reader paid membership began on our watch or came with a newsletter we took on.

Real or teaching example. Lived or Illustrative. An illustrative record is never the source of a claim that value moved.

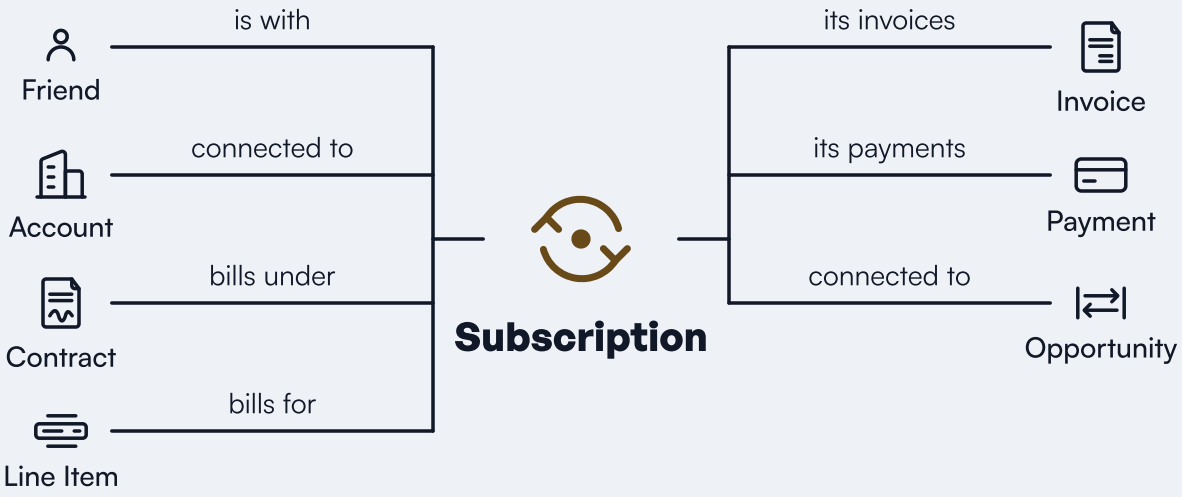
Whose value does it serve?

Value for the Company

That means our own organization. A Subscription records the billing, and money is read as the wake of value: recorded after the value, never what we steer by.



What links to a Subscription?



Also connected, though not drawn: quotes, payment links, orders and more. A quote or a payment link can create one.

How does a Subscription change over its life?

A Subscription has no stages. HubSpot sets its status as billing happens: Active, Past due, Unpaid, Canceled, Expired, Scheduled or Paused. When one ends, we record how, and when that became certain.

What is a Subscription not?

Not the relationship. Relationships are where value is created. A Subscription records the billing inside one.

Not the work. A Subscription bills; a Service delivers. Paying on a schedule is not the same as the work being done.

Not the agreement. It never holds the rates or terms. The agreement does, and the Subscription runs the billing against them.