Sell a plan with a WooCommerce product

1. Open the plan under **MemberSutra → Memberships → Membership Plans**.
2. Turn on **Allow access to this plan after purchasing a specific product**.
3. Choose the product, or click **Create Product** to make one from the plan.
4. Save the plan.

From now on, when an order with that product is paid (or completed, with manual approval), the customer becomes a member of the plan. The plan also appears on the product's **Membership Options** panel.

Guests buying a membership

By default customers must have an account so the membership can be attached to it. To let guests check out, turn on **Allow guests to buy products linked to a membership plan** under **Memberships → Settings**. Subscriptions always create an account, because renewals need one.

i Good to know: Variable products work too: link the parent product, or make individual variations subscriptions with their own billing cycle.