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# **Subscription Website Builder Documentation**

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#### What you get

- Take recurring payments using direct debit
- Instant payments for up-front costs
- A simple workflow

Subscription Website Builder (Subscribie) makes it easy for you to design and build a subscription based website. We've built all the complicated stuff for you.

A simple workflow:

1. Customer chooses a package
2. Customer enters contact info
3. Take one-off/monthly payments (or both)



# CHAPTER 1

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## Quickstart: Run locally

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```
git clone https://github.com/Subscribe/subscribe.git
cd subscribe
cp .env.example .env # Copy default .env settings (look at it)
virtualenv -p python3 venv # Create a python3.x virtualenv
. venv/bin/activate # Activate the virtualenv
pip install -r requirements.txt # Install requirements
export FLASK_APP=subscribe
export FLASK_DEBUG=1
flask initdb # (optional) initialize the database with dummy data
flask run # Run the app
```

Now visit <http://127.0.0.1:5000>





## 2.1 Getting Started

- *Install Subscribie CLI*

## 2.2 Tasks

### 2.2.1 Install Subscribie CLI

The Subscribie command-line tool, allows you to run commands against a local subscribie site. It allows you to:

- Initialise a new Subscribie project
- Run a subscribie site locally
- Change subscribie config settings
- Create new themes using existing themes as a starting point

#### Before you begin

You must be using at least `python` version 3 and have the python package manager `pip` installed.

- Python 3 or greater (Do `python --version` to find out your version)
  - [Install python](#).
- Pip (python package installer)
  - [Install Pip](#).

**Note:** If you're on a Mac, make sure python3 (or python3.6, or python3.7) is in your PATH. MacOS 10.14 and above defaults to zsh so you need to edit your ~/.zshrc file to ensure python 3 (or above) is in your path. For example, at the bottom of your ~/.zshrc file:

```
nano ~/.zshrc
# Add python 3.7 to PATH:
export PATH=$PATH:/Users/karabeen/Library/Python/3.7/bin
```

Change accordingly to the python version you have installed on your mac (you must have at least python version 3). For bash, edit your ~/.bashrc file with the same edit at the bottom.

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### Install Subscribie CLI

```
pip3.6 install --user subscribiecli
```

### Verify subscribie cli installation

When you type subscribie in your terminal, you should see output similar to:

```
subscribie
Usage: subscribie [OPTIONS] COMMAND [ARGS]...

Options:
  --help  Show this message and exit.

Commands:
  init          Initialise a new subscribie project
  initdb        Initialise the database
  migrate        Run latest migrations
  newtheme      Create new theme
  run           Run subscribie
  setconfig      Updates the config.py which is stored in instance/config.py...
```

### Basic subscribie Commands:

The most useful two commands are:

- `subscribie --help` (shows help menu)
- `subscribie --setconfig --help` (for changing config)

```
Usage: subscribie [OPTIONS] COMMAND [ARGS]...

Options:
  --help  Show this message and exit.

Commands:
  init          Initialise a new subscribie project
  initdb        Initialise the database
  migrate        Run latest migrations
  newtheme      Create new theme
```

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```
run          Run subscribe
setconfig    Updates the config.py which is stored in instance/config.py...
```

## Uninstall subscribe cli

```
# Uninstall
pip3.6 uninstall subscribecli
```

## What's next

- run-subscribe-website-locally

## 2.2.2 Create a Subscribe theme

How to create a frontend theme for Subscribe.

### Before you begin

Make sure you have already:

- *Install Subscribe CLI*

### Create a new theme using Subscribe cli

#### 1. Go to your root subscribe folder

```
cd subscribe
```

#### 2. Create a new theme, based on jesmond theme

```
subscribe newtheme --name mynewtheme --base jesmond
```

The `subscribe newtheme` command will take a copy of the latest jesmond theme (from github) and rename it to the name you gave.

Find your new theme in your themes directory. If you want to use another theme as a base, look at the themes already in the Subscribe github organisation: <https://github.com/Subscribe?utf8=%E2%9C%93&q=theme-&type=&language=>

#### 3. Edit your `.env` file to the new theme name

Take out the existing theme name and src for jesmond, and replace it with your own, removing the src attribute. For example:

```
THEME_NAME=mytheme
```

### 4. Run your new theme

Run your subscribie site locally. During the output, you should see your theme name has changed to `mynewtheme`:

```
export FLASK_DEBUG=True
subscribie run
...
...
Theme name is: mytheme
...
```

Make some changes to your theme, and an reload. It will look exactly the same as `jesmond` to start with.

### 2.2.3 Create a Subscribie module

#### Name your module

Create a module named: `module-<name-of-module>` e.g. If your creating a module called “postage” name your module: “`module-postage`”.

#### Create the following file strucutre:

```
module-postage./
├── __init__.py
├── README.md
└── templates/
```

You will typically need at least the following imports in your `__init__.py`:

```
from flask import (Blueprint, render_template, abort, request, redirect)
from jinja2 import TemplateNotFound
from subscribie.db import get_jamla
from subscribie.auth import login_required
```

#### Declare module

In your `__init__.py` declare the module as a Flask blueprint (read about flask blueprints).

```
module_postage = Blueprint('iframe_postage', __name__, template_folder='templates')
```

#### Create an index page for your module (e.g. a settings page)

Every module should have an index page, this will appear on the shop admin dashboard allowing the user to configure and access your module if needed.

```
@module_postage.route('/module_postage/index') # Define a module index page
@module_postage.route('/show-module-postage-settings-index')
@login_required
def get_module_postage_index():
    """Index page for module_postage settings."""
```

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```
try:
    return render_template('module_postage_index.html', jamla=get_jamla())
except TemplateNotFound:
    abort(404)
```

## 2.3 Subscribie

Subscribie is the main module. It performs the following actions:

- Loads your *theme*
- Loads any modules you have defined
- Starts Flask on localhost, listening on port 5000 by default

### 2.3.1 Changing Configuration

By default you don't need to change many of these options. Most of the options refer to:

- Paths
- Modules

To change settings use the subscribie command line utility.

- View the setconfig help menu: `subscribie --setconfig --help`
- View basic help menu: `subscribie --help`

Example:

```
subscribie setconfig --help

Usage: subscribie setconfig [OPTIONS]

Updates the config.py which is stored in instance/config.py :param config:
a dictionary

Options:
  --SECRET_KEY TEXT          Random key for flask sessions
  --TEMPLATE_FOLDER TEXT     Path to theme folder
  --STATIC_FOLDER TEXT       Path to static assets folder
  --UPLOADED_IMAGES_DEST TEXT Path to image upload folder
  --DB_FULL_PATH TEXT        Path to database
  --SUCCESS_REDIRECT_URL TEXT Mandate complete redirect url
  --THANKYOU_URL TEXT        Thank you url (journey complete url)
  --MAIL_SERVER TEXT         Mail server hostname or IP
  --MAIL_PORT INTEGER        Email submission port
  --MAIL_DEFAULT_SENDER TEXT Default mailserver from
  --MAIL_USERNAME TEXT       Mailserver username
  --MAIL_PASSWORD TEXT       Mailserver password
  --MAIL_USE_TLS TEXT        Mailserver use TLS
  --EMAIL_LOGIN_FROM TEXT    Default email from
  --GOCARDLESS_CLIENT_ID TEXT GoCardless client id (not
                             needed by default, unless doing a partner
                             integration)
```

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```
--GOCARDLESS_CLIENT_SECRET TEXT      GoCardless client      secret (not
                                     needed by default, unless doing partner
                                     integration
--TEMPLATE_BASE_DIR TEXT             Set template base dir
--help                               Show this message and exit.
```

## 2.4 Themes

Subscribe comes with an excellent default theme called *Jesmond*.

### 2.4.1 Getting Started

#### Jesmond

“**jesmond**” is the name of the default theme for subscription website builder. Jesmond is a sane default to get you up and selling quickly. Note the emphasis on selling. Don’t waste time reinventing patterns. This theme is a fast progressive web app (PWA) which means you get all the benefits of modern experiences usually only found on larger sites.

By default you have the *jesmond* theme installed, but of course you can create your own.

#### Static Assets

Static assets for a theme must be placed in the `<theme-folder>/theme-<theme-name>/static` folder.

Every theme is stored in its own folder named: `theme-[theme-name]`. For example, the jesmond theme is inside the `themes/theme-jesmond` folder.

- Static assets go in the folder below, in a folder called `static`.
- Template code goes into the `<theme-name>` folder below `theme-[theme-name]`

```
themes
|
├── theme-jesmond
│   |
│   ├── jesmond
│   └── static
```

#### Editing the theme

It is not recommended to edit the theme directly because your changes would be overwritten when you update to the latest Jesmond theme. See [Create a Subscribe theme](#).

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