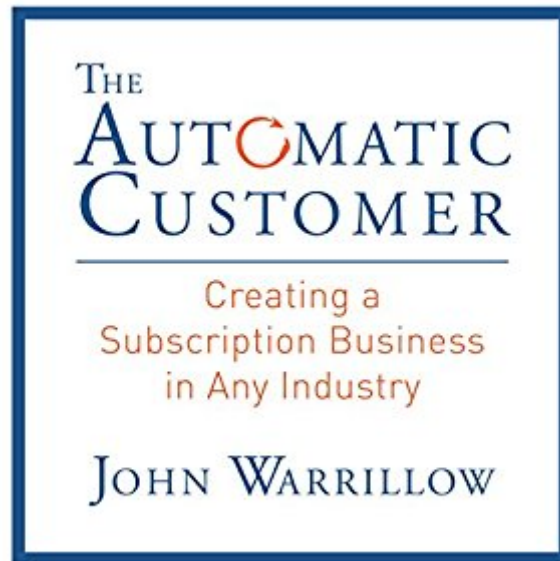


The book was found

# The Automatic Customer: Creating A Subscription Business In Any Industry



## Synopsis

The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret--no matter what industry you're in--is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (Fresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, *The Automatic Customer* will be your secret weapon.

## Book Information

Audible Audio Edition

Listening Length: 5 hours and 15 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: February 5, 2015

Language: English

ASIN: B00SRZTIZ8

Best Sellers Rank: #23 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #24 in Books > Business & Money > Marketing & Sales > Customer Service #42 in Books > Business & Money > Marketing & Sales > Consumer Behavior

## Customer Reviews

Synopsis: Subscription Biz models are here to stay in everything from software, to content to household consumables. The author has listed 9 specific models/approaches to take:

1. Membership Website Model: Works best in a tightly defined niche with specialized knowledge is needed
2. All you can eat library model: Evergreen content is an example. Think netflix - even the most addicted watcher could not go through it all
3. Private Club Model: Limited supply being sold to an affluent clientele. High prices, low numbers
4. Front of the line model: Different prices for different levels of service/support. works best on complex products/services. Think salesforce.com's model for how

your complaints are dealt with

5. The Consumables Model: Selling products that naturally run out as a service, where ordering things can be a chore. Food, blades, vitamins etc.
6. Surprise Box Model: when you have a network that is willing to buy deeply discounted consumables from manufacturers at deep discount. The idea being some of the consumers will then order a subscription service at regular prices.
7. Simplifier Model: Its a complex word, simply the buying process and choice. Works best with an affluent consumer needing a service on an ongoing basis
8. Network Model: fixed price, and value of service grows as number of subscribers grow. Think phones
9. Peace of Mind Model: this is the insurance sale , where you pay for a peace of mind in the event you may need the service.

He closes the book out with the new math of the subscription game with concepts such as Customer acquisition cost, Monthly renewal rate, Life time Value of customer, Margins and Churn. The book is a good way to think about what models will work best in your industry / Excellent premier.

[Download to continue reading...](#)

The Automatic Customer: Creating a Subscription Business in Any Industry

Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business Business Plan:

Business Tips How to Start Your Own Business, Make Business Plan and Manage Money

(business tools, business concepts, financial freedom, ... making money, business planning Book 1)

Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Customer Service: Career Success

Through Customer Loyalty (6th Edition) Chief Customer Officer 2.0: How to Build Your

Customer-Driven Growth Engine The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations The Intuitive Customer: 7 Imperatives For Moving Your Customer

Experience to the Next Level The Nordstrom Way to Customer Service Excellence: The Handbook

For Becoming the "Nordstrom" of Your Industry Traction: How Any Startup Can Achieve Explosive

Customer Growth An Automatic Partial Evaluator for Full Prolog (Dissertation series / Swedish

Institute of Computer Science, SICS 04) Automatic Re-engineering of Software Using Genetic

Programming Gun Digest Book of Firearms Assembly/Disassembly, Part 2: Revolvers (Gun Digest

Book of Firearms Assembly/Disassembly: Part 1 Automatic Pistols) (Pt. 2) ASE Test Preparation -

A2 Automatic Transmissions and Transaxles (Ase Test Preparation Series) Automatic

Transmissions and Transaxles (5th Edition) (Professional Technician) The Illustrated Encyclopedia

of Weaponry: From Flint Axes to Automatic Weapons The Automatic Millionaire: A Powerful

One-Step Plan to Live and Finish Rich Justin Bieber: JB Interactive Love Quiz (Interactive Quiz

Books, Trivia Games & Puzzles all with Automatic Scoring) The Automatic Millionaire Homeowner:

# A Powerful Plan to Finish Rich in Real Estate Standard for Automatic Exchange of Financial Account Information in Tax Matters

[Dmca](#)