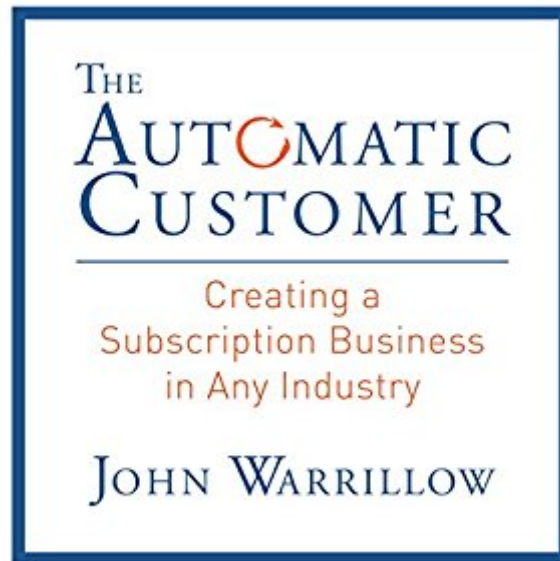


The book was found

# 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

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## 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.

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