

# The Automatic Customer Creating A Subscription Business In Any Industry

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Connected Strategy  
Do It! Marketing  
The Automatic Millionaire, Expanded and Updated

## The Forever Transaction: How to Build a Subscription Model So Compelling, Your Customers Will Never Want to Leave

The ideal graduation gift for anyone about to enter the workforce, a witty, practical guide to 200 difficult professional conversations—featuring all-new advice from the creator of the popular website Ask a Manager and New York’s work-advice columnist. There’s a reason Alison Green has been called “the Dear Abby of the work world.” Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don’t know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You’ll learn what to say when

- coworkers push their work on you—then take credit for it
- you accidentally trash-talk someone in an email then hit “reply all”
- you’re being micromanaged—or not being managed at all
- you catch a colleague in a lie
- your boss seems unhappy with your work
- your cubemate’s loud speakerphone is making you homicidal
- you got drunk at the holiday party

Advance praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green’s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “Clear and concise in its advice and expansive in its scope, Ask a Manager is the book I wish I’d had in my desk drawer when I was starting out (or even, let’s be honest, fifteen years in).”—Sarah Knight, New York Times bestselling author of The Life-Changing Magic of Not Giving a F\*ck

## Retention Point

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Previous edition published in 2015 by Dunham Books.

### **Duct Tape Selling**

The marketing playbook for the Subscription Economy, now in its 3rd edition Subscriptions are upending industries and reshaping customer expectations. Have you changed your marketing practices to thrive in this new reality? A successful subscription business is built on lasting relationships, not one-time sales. Stop chasing sales and start creating value. The third edition of this ground-breaking book offers updated advice for solopreneurs, small businesses, fast-growing start-ups, and large enterprises alike. You'll find creative practices that will help you build and sustain the customer relationships that lead to long-term success. The revised third edition includes: - Updated research and case studies reflecting the rapid growth of subscription-based businesses - New chapters focusing on the needs of solopreneurs or small businesses and entrepreneurs/start-ups. - An expanded look at the risks and rewards of values-based marketing Whether you already have subscription revenues or you want to build an ongoing relationship with existing customers, you can adopt the practices and mindsets of the most successful subscription businesses. Find out why Book Authority considers Subscription Marketing to be one of the top marketing strategy books of all time.

### **The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue**

Don't let anyone crush your dreams! Whatever you want to achieve, no matter how hard it might seem, you owe it to yourself to read this book. Undaunted will inspire you to move past your fears and defy the doubters. It doesn't matter whether you feel confident; it matters what you actually do. Author Kara Goldin turned her unsweetened flavored water into one of the most successful beverage businesses of our time and has been named one of InStyle's Badass 50, Fast Company's Most Creative People in Business, Fortune's Most Powerful Women Entrepreneurs and EY Entrepreneur of the Year for Northern California. Undaunted is a rare opportunity to gain insights and proven advice unlike anything you'll find in the conventional business press. Kara combines real honest stories from her life with observations that might just change how you think about your own. Whether you want to get healthy, start a company, break an addiction, find a new career or just grow in life, Undaunted will inspire you to just go for it and help you find the courage to get there. As she started to achieve her goals, Kara found herself being called "fearless", "confident" and even "unstoppable," but nothing could be further from the truth. In Undaunted she shares real stories about her own fears and doubts, the challenges she encountered and what she did to overcome them to eventually build a great business and a life she loves. Her secret? Be Undaunted. Deal with your fears. Move forward despite uncertainty. Turn criticism into motivation. Just go for it! Setbacks will come, but Kara shows you can learn from failures and frustrations and keep advancing toward your true purpose. What if not having "the right" credentials or vast industry experience was the secret to making things happen? And what if we didn't let our fear of failure stop us? Part autobiography, part business memoir and lots of insights on self-development, Undaunted offers inspiring stories that impart lessons that any reader can apply to

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their own path. While most motivational business and life books try to offer quick fixes, Undaunted focuses on long-term success, showing you how to take control of breaking down barriers and moving forward. Undaunted won't solve your problems and challenges. You will. But it will help you see through other's experiences that it's possible to do so. Accept your fears, but decide to be Undaunted.

### Ask

The #1 New York Times bestseller. Over 1 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

### The E-Myth Contractor

From newspapers, magazines, book- and fruit-of-the-month, all the way to today's dizzying options in the digital world, subscription-based services can be a win-win for companies as well as their customers. Is it right for your business? Frequent users value ease of delivery and the discounts offered in exchange for a regular commitment to buy, plus the new benefits of the digital age. Businesses receive a more predictable cash flow, even if they offer a mix of subscription plus pay-on-demand and rent plus buy. Before you decide that if it's good enough for Netflix, Microsoft, and Amazon, it's good enough for you, first learn why some subscription-based businesses fail. Manage Your Subscription Business: Grow Your Customer Base will give you a solid grounding for success in this popular business model: \*Learn the basics of a subscription-based business\* Decide the pricing model \*Develop customer relationships\* Measure performance (especially churn rate!) \*Retain and reward loyal customers\* Acquire new customers \*Avoid problems that cause failure

Creating a successful membership model can fix problems that

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lead to business failure while giving you a solid customer base. Learn the tools for success now with Manage Your Subscription Business.

### **Manage Your Subscription Business**

You know those members who love what you deliver? They can't get enough, they tell everyone they know about you and they buy everything you offer. These are the 'Lifers.' Then, there are the 'Quitters.' The Quitters stop opening your email, don't use what you provide, then they quit, (sometimes asking for a refund.) This book reveals how to create more Lifers and repel the Quitters before they cost you time and money on wasted fulfillment. Your Retention Point is the moment your brand-new member becomes a Lifer, is emotionally invested in what you deliver, uses your product and talks about it to her friends. This book reveals how to get more members to the Retention Point. Right now it is happening by accident. By implementing the systems I reveal within this book you can generate five or ten times the number of members reaching the Retention Point and becoming Lifers as you do today. This book includes five case studies showing the Retention Point in action. Plus, Mr. Skrobis reveals his entire 9-Step Member On Ramp to make it easy to implement and get more of your members to the Retention Point.

### **The Art of Selling Your Business**

How to Use Price to Increase Demand, Profit and Customer Satisfaction HOW SMART IS YOUR PRICING? For any business, deciding how much to charge for a product or service is crucial. By gaining an insight into the way consumers think and purchase, you can generate more demand, more customer value - and more profit. MAXIMISE REVENUE • How do unwanted products Influence what customers expect to pay? • How does offering extras for free dramatically increases Perceived Value? • Why does changing the timing of a payment make people pay 50% More? TRIED AND TESTED TECHNIQUES Written by the founder of Inon, a leading pricing consultancy, whose clients range from the BBC and Grant's Whisky to Alzheimer's Disease International and HM Treasury, The Psychology of Price provides an insight into the strategies used by multinational corporations. Leigh Caldwell is a pricing expert and leading researcher in behavioural economics, writing the UK's most popular behavioural blog ([www.knowingandmaking.com](http://www.knowingandmaking.com)) and appearing as a frequent guest on BBC News. By background a mathematician and economist, he is the founder and chief executive of Inon, the UK's leading pricing consultancy.

### **Behind The Membership**

Freedom. It's the ability to do whatever you want, whenever you want. It's the ultimate reward of selling your business. But selling a company can be confusing, and one wrong step can easily cost you dearly. The Art of Selling Your Business: Winning Strategies & Secret Hacks for Exiting on Top is the last in a trilogy of books by author John Warrillow on building value. The first, Built to Sell, encouraged small business owners to begin thinking about their business as more than just a job. The Automatic Customer tagged recurring revenue as the core element in a valuable company and provided a blueprint for transforming almost any business into one with an ongoing annuity stream. Warrillow completes the set

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with *The Art of Selling Your Business*. This essential guide to monetizing a business is based on interviews the author conducted on his podcast, *Built to Sell Radio*, with hundreds of successfully cashed-out founders. What's the secret for harvesting the value you've created when it's time to sell? *The Art of Selling Your Business* answers important questions facing any founder, including—

- What's your business worth?
- When's the best time to sell?
- How do you create a bidding war?
- How can you position your company to maximize its attractiveness?
- Who will pay the most for your business?
- What's the secret for punching above your weight in a negotiation to sell your company?

*The Art of Selling Your Business* provides a sleeves-rolled-up action plan for selling your business at a premium by an author with consummate credibility.

### **Subscription Marketing**

With this essential companion to the automatic #1 national bestseller, you can put pencil to paper and make your seven-figure dreams come true! *The Automatic Millionaire* rocketed to instant bestseller status because in its pages America's best-loved money coach, David Bach, delivered a uniquely foolproof, hassle-free plan for achieving financial security even if you have zero willpower. Now *The Automatic Millionaire Workbook* lets you tailor that strategy to your own financial life in a line-by-line personal plan. The workbook features:

- The five questions that determine with 90 percent certainty if you will be an Automatic Millionaire
- Charts and checklists for paying down debt while you save
- A clear path for any renter to become a home owner
- Worksheets to set savings goals and meet them, no matter how much you make
- A game plan for paying off mortgages early
- The one crucial step that guarantees your financial plan will succeed
- Details on where to invest, what phone calls to make, and exactly what to say when automating your financial future

Along the way, you will be inspired by stories of ordinary Americans from all walks of life who are becoming Automatic Millionaires. *The Automatic Millionaire Workbook* makes it easier than ever for you to put your financial life on autopilot and finish rich --without a budget. You've dreamed it, now write it and do it. The rest is automatic!

### **Subscribed**

A USA Today bestseller! Companies like Netflix, Spotify, and Salesforce are just the tip of the iceberg for the subscription model. The real transformation--and the real opportunity--is just beginning. Subscription companies are growing nine times faster than the S&P 500. Why? Because unlike product companies, subscription companies know their customers. A happy subscriber base is the ultimate economic moat. Today's consumers prefer the advantages of access over the hassles of maintenance, from transportation (Uber, Surf Air), to clothing (Stitch Fix, Eleven James), to razor blades and makeup (Dollar Shave Club, Birchbox). Companies are similarly demanding easier, long-term solutions, trading their server rooms for cloud storage solutions like Box. Simply put, the world is shifting from products to services. But how do you turn customers into subscribers? As the CEO of the world's largest subscription management platform, Tien Tzuo has helped hundreds of companies transition from relying on individual sales to building customer-centric, recurring-revenue businesses. His core message in *Subscribed* is simple: Ready or not, excited or terrified, you need to adapt to the

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Subscription Economy -- or risk being left behind. Tzuo shows how to use subscriptions to build lucrative, ongoing one-on-one relationships with your customers. This may require reinventing substantial parts of your company, from your accounting practices to your entire IT architecture, but the payoff can be enormous. Just look at the case studies: \* Adobe transitions from selling enterprise software licenses to offering cloud-based solutions for a flat monthly fee, and quadruples its valuation. \* Fender evolves from selling guitars one at a time to creating lifelong musicians by teaching beginners to play, and keeping them inspired for life. \* Caterpillar uses subscriptions to help solve problems -- it's not about how many tractors you can rent, but how much dirt you need to move. In *Subscribed*, you'll learn how these companies made the shift, and how you can transform your own product into a valuable service with a practical, step-by-step framework. Find out how you can prepare and prosper now, rather than trying to catch up later.

### **Uplifting Service**

Named one of Fortune Magazine's "5 Best Business Books" in 2015 See your offering through the buyer's eyes for more effective marketing Buyer Personas is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, content creation, and distribution through the channels that earn the buyers' trust. Rather than relying on generic data or guesswork to determine what the buyer wants, the buyer persona approach allows companies to ask the buyer directly and obtain more precise and actionable guidance. Buyer personas are composite pictures of the people who buy solutions, services or products, crafted through a unique type of interview with the people the marketer wants to influence. This book provides step-by-step guidance toward implementing the buyer persona approach, with the advice of an internationally-respected expert. Learn who buys what, and why Understand your buyer's goals and how you can address them Tailor your marketing activities to your buyer's expectations See the purchase through the customer's eyes A recent services industry survey reports that 52 percent of their marketers have buyer personas, and another 28 percent expect to add them within the next two years - but only 14.6 percent know how to use them. To avoid letting such a valuable tool go to waste, access the expert perspective in *Buyer Personas*, and craft a more relevant marketing strategy.

### **Ask a Manager**

In *The Automatic Customer*, John Warrillow provides the essential blueprint for turning your customers into subscribers 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 business? The secret - no matter what industry you're in - is finding and keeping automatic customers. These days virtually anything you need can come through a subscription. Far beyond Spotify

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and Netflix, companies in nearly any industry, from home contractors to florists, can build subscriptions into their business. Subscription is 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 per cent of sales growth, The Automatic Customer will be your secret weapon. 'Read, apply and watch your bank deposits grow every month' Chris Guillebeau, bestselling author of The \$100 Startup 'If you have a business, or are thinking about starting one, this book will be the best investment you've ever made' Bo Burlingham, editor-at-large of Inc. and author of Small Giants and Finish Big John Warrillow, the author of Built to Sell, is the founder of The Value Builder System™ where advisors help company owners increase the value of their business. Previously, he founded Warrillow & Co., a subscription-based research business dedicated to helping Fortune 500 companies market to small business owners. A sought-after speaker and popular Inc.com columnist, he lives in Toronto.

### Buyer Personas

#1 Best-Seller in 5 Startup & Entrepreneurship Categories \*Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: \* IGNITE EXPLOSIVE GROWTH by creating a remarkable product \* Identify the ONLY 3 METRICS THAT MATTER \* Explore valuable VIRAL GROWTH strategies to grow rapidly \* Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users \* Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

## **The Birth of a Building**

The must-read summary of John Warrillow's book: "The Automatic Customer: Creating a Subscription Business in Any Industry". This complete summary of the ideas from John Warrillow's book "The Automatic Customer" explains that subscription-based products are becoming increasingly popular, as it means customers are buying from a business automatically each month. Rather than having to put lots of time and money into reselling to the same customer twice, you can sit back knowing that they will re-purchase automatically. If you want to follow in the footsteps of Amazon and Apple and ensure you have recurring revenue each month then this summary will tell you all you need to know. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "The Automatic Customer" and discover how you can build your own subscription business and bring more recurring revenue to your company.

## **Exam Prep for: The Automatic Customer Creating a**

Kaufman takes you on a journey into the new world of service. Learn how the world's leading companies have changed the game, and how you can successfully follow this path to an uplifting service transformation.

## **Oversubscribed**

In 2017 we launched a new podcast series called "Behind the Membership". Its aim was to dig deep into the stories of real people running real, successful online membership businesses. Not to give them a platform to blow their own trumpet, but to get to the heart of what made them tick, how their journey had unfolded and what insights they'd picked up along the way. We had the privilege of uncovering some absolute gold in those conversations - an incredible wealth of insight and experience that was just too valuable to leave languishing in the archives of the podcast, so we've compiled the biggest takeaways into this book. These are real people, real memberships, real stories. Enjoy.

## **Finish Big**

Unearth the lucrative opportunities of the small business market The new entrepreneurial explosion has many Fortune 500 companies pinning their hopes for prosperity on the small business sector. But most blue chip behemoths simply don't know how to reach small businesses-they don't understand this segment's diversity and how to effectively reach out to its various parts. Drilling for Gold will show the big companies just how small businesses tick. John Warrillow reveals the enormous size of the small business marketing opportunity and shows readers various ways to reach this vast, yet seemingly hidden sector. He covers how to address the small business market, managing cost control, and segmenting the customer base, along with numerous case studies.

## **The Automatic Customer**

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With *The E-Myth Contractor*, Michael E. Gerber launches a series of books that apply the E-Myth to specific types of small businesses. The first is aimed at contractors. This book reveals a radical new mind-set that will free contractors from the tyranny of an unprofitable, unproductive routine. With specific tips on topics as crucial as planning, money and personnel management, *The E-Myth Contractor* teaches readers how to: Implement the ingenious turnkey system of management—a means of creating a business prototype that reflects the business owner's unique set of talents and replicating and distributing them among employees and customers. Recognise and manage the four forms of money—income, profit, flow and equity. Harness the power of change to expand the company. The book also provides help on a larger level, leading readers towards becoming business visionaries by relinquishing tactical work and embracing strategic work, by letting go to gain control. Once put into action, Gerber's revolutionary ideas promise not only to help contractors build successful businesses, but successful lives as well.

### **Drilling for Gold**

The "membership" business models of Netflix, Weight Watchers, and other industry giants revealed—and how you can use them to lead your company to the top of the food chain For decades, consumers and businesses have joined clubs, bought products and accessed services using a subscription model. But it has only been in recent years that the model has been transformed and perfected through massive changes in technology. The Membership Economy shows how nimble companies that focus on ongoing, formal relationships over one-time transactions are thriving. By renting, lending, or offering access instead of just "ownership," organizations can leapfrog industry leaders. In terms of strategic business models, this is one that allows for breakthrough growth. With great case studies from American Express, LinkedIn, CrossFit, SurveyMonkey, and more, this book will show you how to radically rethink how your organization can build loyalty, viral growth, and recurring revenue.

### **The Psychology of Price**

An extraordinarily new business slant on how companies can generate greater profits in 23 compact lessons with ongoing tutorials between two fictitious individuals. In the past, companies taught their employees about quality. In today's unstable economy, employers must stress the importance of profitability. Now with scores of examples from the global marketplace, the bestselling coauthor of *The Profit Zone* and *Profit Patterns* takes you to a higher level in the art of business. Each of the twenty-three chapters in this concise, challenging book presents a different, powerful business model and a provocative dialogue between an extraordinary teacher called David Zhao and his young protégé. Revealed are the invisible but significant governing principles that allow businesses to survive and prosper in any economic climate. By participating in each session with the exuberant, challenging master, you too will learn how your company and your competitors generate profit what approach best applies to your profit-making strategy what specific actions your organization can take in the next ninety days to improve its bottom line and more.

## Undaunted

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 (AmazonFresh) 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. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to come. As Warrillow shows, subscriptions aren't limited to technology or media businesses. Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including:

- The Membership Website Model: Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information.
- The Simplifier Model: Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services.
- The Surprise Box Model: Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site.

This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business. 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.

## Built to Sell

"How smart companies can use subscriptions to win customers, increase cash flow, and ignite growth What do Zipcar, Netflix, and WhatsApp have in common? They are pioneers of the new subscription economy in which people pay automatically for much more than publications. John Warrillow, the acclaimed author of Built to Sell, offers a blueprint for winning subscribers for any kind of business. He explains, for instance, - The nine different subscription models and how to apply

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each in your business. - How Dollar Shave Club turned shaving into a subscription. - The secret psychology of selling a subscription. - The eight reasons why customers stop subscribing. Whether business owners want to transform their entire model into a recurring revenue engine or just pick up an extra 5 percent of automatic sales, they will find great insights and examples in Warrillow's book"--

### **The Automatic Customer**

What's the secret to becoming a millionaire? For years people have asked David Bach, the national bestselling author of *Smart Women Finish Rich*, *Smart Couples Finish Rich*, and *Start Late, Finish Rich* what's the real secret to getting rich? What's the one thing I need to do? Now, in the newly revised *The Automatic Millionaire*, expanded and updated, David Bach is sharing that secret. The *Automatic Millionaire* starts with the powerful story of an average American couple--he's a low-level manager, she's a beautician--whose joint income never exceeds \$55,000 a year, yet who somehow manage to own two homes debt-free, put two kids through college, and retire at 55 with more than \$1 million in savings. Through their story you'll learn the surprising fact that you cannot get rich with a budget! You have to have a plan to pay yourself first that is totally automatic, a plan that will automatically secure your future and pay for your present. What makes *The Automatic Millionaire* unique: · You don't need a budget · You don't need willpower · You don't need to make a lot of money · You don't need to be that interested in money · You can set up the plan in an hour David gives you a totally realistic system, based on timeless principles, with everything you need to know, including phone numbers, websites and apps, so you can put the secret to becoming an Automatic Millionaire in place from the comfort of your own home. This powerful little book has the potential to secure your financial future. Do it once--the rest is automatic! #1 New York Times bestseller with over 1.5 Million Copies Sold *The Automatic Millionaire* is one of the most popular financial books of our time. It was a runaway hit when it was first published in 2004, spending thirty-one weeks on the New York Times bestseller list and appearing at number one simultaneously on the New York Times, USA Today, BusinessWeek, and Wall Street Journal business bestseller lists. It has sold over 1.5 million copies and been translated around the world in over a dozen languages. This is the first update since 2005 and includes updated information on taxes, investments, technologies and apps to automate your financial life as well as David's latest systems for making the entire process even easier.

### **The Content Machine**

As a small-business owner or solopreneur, you wear many hats--perhaps the most important of which is marketer. But these days, with so many new ways to reach customers and clients and only so much time in the day, it's hard to know where to start. Should you be using social media? Email? Blogs? Video? SEO? Small-business marketing doesn't have to be a mystery. It's just a series of simple decisions (and the action steps to implement those decisions) that will help you regain the clarity, confidence, and control you need to succeed. Do It! Marketing is a quick read and an encouraging kick in the pants that will reignite your marketing mojo. The underlying premise is that "only action creates results." Packed with do-this-now ideas to attract, engage, and win more customers and clients, this no-nonsense

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book reveals how to: Avoid blah, blah, blah marketing \* Use magnetic marketing strategies that pull-not push-qualified decision-makers into your world \* Get noticed \* Position yourself as an expert \* Become the obvious choice in your market \* Do social media right \* Zero in on your customers' pain/gain factors \* Learn to speak their language \* Get a steady stream of referrals \* Identify and focus on high-payoff activities \* Cultivate and leverage enthusiastic advocates \* And more! Energetic, inspiring, and filled with concrete strategies, tactics, templates, and tools, Do It! Marketing shows you how to stop "marketing by accident" and start outsmarting, out-positioning, and out-executing the competition.

### **Atomic Habits**

Every day we make decisions: about the things that we buy or the meals we eat; about the investments we make or our children's health and education; even the causes that we champion or the planet itself. Unfortunately, we often choose poorly. We are all susceptible to biases that can lead us to make bad decisions that make us poorer, less healthy and less happy. And, as Thaler and Sunstein show, no choice is ever presented to us in a neutral way. By knowing how people think, we can make it easier for them to choose what is best for them, their families and society. Using dozens of eye-opening examples the authors demonstrate how to nudge us in the right directions, without restricting our freedom of choice. Nudge offers a unique new way of looking at the world for individuals and governments alike. This is one of the most engaging, provocative and important books you will ever read.

### **Engaging Public Sector Clients**

A leading behavioral economist reveals the tools that will improve our decision making on screens Office workers spend the majority of their waking hours staring at screens. Unfortunately, few of us are aware of the visual biases and behavioral patterns that influence our thinking when we're on our laptops, iPads, smartphones, or smartwatches. The sheer volume of information and choices available online, combined with the ease of tapping "buy," often make for poor decision making on screens. In The Smarter Screen, behavioral economist Shlomo Benartzi reveals a tool kit of interventions for the digital age. Using engaging reader exercises and provocative case studies, Benartzi shows how digital designs can influence our decision making on screens in all sorts of surprising ways. For example: • You're more likely to add bacon to your pizza if you order online. • If you read this book on a screen, you're less likely to remember its content. • You might buy an item just because it's located in a screen hot spot, even if better options are available. • If you shop using a touch screen, you'll probably overvalue the product you're considering. • You're more likely to remember a factoid like this one if it's displayed in an ugly, difficult-to-read font. Drawing on the latest research on digital nudging, Benartzi reveals how we can create an online world that helps us think better, not worse. From the Hardcover edition.

### **Clockwork**

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Despite the wide acceptance of Lean approaches and customer-development strategies, many product teams still have difficulty putting these principles into meaningful action. That's where The Customer-Driven Playbook comes in. This practical guide provides a complete end-to-end process that will help you understand customers, identify their problems, conceptualize new ideas, and create fantastic products they'll love. To build successful products, you need to continually test your assumptions about your customers and the products you build. This book shows team leads, researchers, designers, and managers how to use the Hypothesis Progression Framework (HPF) to formulate, experiment with, and make sense of critical customer and product assumptions at every stage. With helpful tips, real-world examples, and complete guides, you'll quickly learn how to turn Lean theory into action. Collect and formulate your assumptions into hypotheses that can be tested to unlock meaningful insights Conduct experiments to create a continual cadence of learning Derive patterns and meaning from the feedback you've collected from customers Improve your confidence when making strategic business and product decisions Track the progression of your assumptions, hypotheses, early ideas, concepts, and product features with step-by-step playbooks Improve customer satisfaction by creating a consistent feedback loop

### **The Customer-Driven Playbook**

No project management training? No problem! In today's workplace, employees are routinely expected to coordinate and manage projects. Yet, chances are, you aren't formally trained in managing projects—you're an unofficial project manager. FranklinCovey experts Kory Kogon, Suzette Blakemore, and James Wood understand the importance of leadership in project completion and explain that people are crucial in the formula for success. Project Management for the Unofficial Project Manager offers practical, real-world insights for effective project management and guides you through the essentials of the people and project management process: Initiate Plan Execute Monitor/Control Close Unofficial project managers in any arena will benefit from the accessible, engaging real-life anecdotes, memorable "Project Management Proverbs," and quick reviews at the end of each chapter. If you're struggling to keep your projects organized, this book is for you. If you manage projects without the benefit of a team, this book is also for you. Change the way you think about project management—"project manager" may not be your official title or necessarily your dream job, but with the right strategies, you can excel.

### **Project Management for the Unofficial Project Manager**

This ground-breaking study, the first of its kind, outlines a theory of publishing that allows publishing houses to focus on their core competencies in times of crisis. Tracing the history of publishing from the press works of fifteenth-century Germany to twenty-first-century Silicon Valley, via Venice, Beijing, Paris and London, and fusing media theory and business experience, 'The Content Machine' offers a new understanding of content, publishing and technology, and defiantly answers those who contend that publishing has no future in a digital age.

## The Smarter Screen

Part One of this book focuses on the "birds and the bees," explaining the economic story which motivates people to create new buildings in the first place. Part Two focuses on the longer pregnancy and delivery process. Here we meet the developers, architects, engineers, urban planners, lawyers, lenders, and investors who play a part in the story.

## Nudge

"No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out while others look back on it as a nightmare. The question I hope to answer in this book is why. What did the people with 'good' exits do differently from those who'd had 'bad' exits?" When pioneering business journalist and Inc. magazine editor at large Bo Burlingham wrote *Small Giants*, it became an instant classic for its original take on a common business problem—how to handle the pressure to grow. Now Burlingham is back to tackle an even more common problem—how to exit your company well. Sooner or later, all entrepreneurs leave their businesses and all businesses get sold, given away, or liquidated. Whatever your preferred outcome, you need to start planning for it while you still have time and options. The beautiful part is that if you start early enough, the process will lead you to build a better, stronger, more resilient company, as well as one with a higher market value. Unfortunately, most owners don't start early enough—and pay a steep price for their procrastination. Burlingham interviewed dozens of entrepreneurs across a range of industries and identified eight key factors that determine whether owners are happy after leaving their businesses. His book showcases the insights, exit plans, and cautionary tales of entrepreneurs such as Ray Pagano: founder of a leading manufacturer of housings for security cameras. He turned down a bid for his company and instead changed his management style, resulting in a subsequent sale for four times the original offer. Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy exits when he was forced to sell to private equity investors, leaving him with nothing to show for his thirty-five years in business. Gary Hirshberg: founder of organic yogurt pioneer Stonyfield Farm. He pulled off the nearly impossible task of finding a large company that would buy out his 275 small investors at a premium price while letting him retain complete control of the business. Through such stories, Burlingham offers an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. And he explores the emotional challenges they face at every step of the way. At the end of the day, owning a business is about more than selling goods and services. It's about making choices that shape your entire life, both professional and personal. *Finish Big* helps you figure out how to face your future with confidence and be able to someday look back on your journey with pride.

## Explosive Growth

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive?

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What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In *Clockwork*, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to:

- Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you.
- Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business.
- Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, *Clockwork* is your path to finally making your business work for you.

### **The Art of Profitability**

Exploring three rich cases across three countries, this book shows how government organizations need their clients to contribute time and effort to co-producing public services, and how organizations can better elicit this work from them, by providing good client service and appealing to their intrinsic needs and social values.

### **The Automatic Millionaire Workbook**

Develop and cultivate the kind of robust, long-term customer relationships that power companies like Nike, Spotify, LinkedIn, and Target. More and more companies are concluding that the potential rewards of subscription-based products and services are worth the risk of radically changing their business models. They're correct. The Membership Economy is here and it's here to stay—and if you want to compete for the long run, you need to join it. Strategy consultant Robbie Kellman Baxter has been helping companies excel in this business environment for more than a decade. Now, in *The Forever Transaction*, she reveals all her secrets. Whatever industry you're in, Baxter provides the inspiration, tools, and insight you need to build and execute a business model that will leave your competition in the dust. You'll find out how industry leaders like Under Armour, Microsoft, and Netflix have created an ever-expanding customer base of loyal subscribers—and are keeping them coming back. You'll learn how to lead your organization through every step of the process—from initial start-up to new product testing, scaling for long-term growth and sustainability to revamping your culture so everyone works together to optimize customer lifetime value. You'll also master all the essentials of succeeding in the Membership Economy, like subscription pricing, Software-as-a-Service, digital community engagement, and freemium incentives as a way to turn casual browsers into cash-paying super-

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users. With The Forever Transaction, you have everything you need to build durable, long-term relationships with every customer, and leverage them for ultimate business success—today, tomorrow, and forever.

### **The Automatic Customer**

Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

### **Summary: The Automatic Customer**

Have you ever queued for a restaurant? Pre-ordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a six-month waiting list? There are people who don't chase clients, clients chase them. In a world of endless choices, why does this happen? In this book, entrepreneur and author Daniel Priestley explains why and, most importantly, how. This is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money

### **Connected Strategy**

Many of the areas that salespeople struggle with these days have long been the domain of marketers, according to bestselling author John Jantsch. The traditional

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business model dictates that marketers own the message while sellers own the relationships. But now, Jantsch flips the usual sales approach on its head. It's no longer enough to view a salesperson's job as closing. Today's superstars must attract, teach, convert, serve, and measure while developing a personal brand that stands for trust and expertise. In *Duct Tape Selling*, Jantsch shows how to tackle a changing sales environment, whether you're an individual or charged with leading a sales team. You will learn to think like a marketer as you:

- Create an expert platform
- Become an authority in your field
- Mine networks to create critical relationships within your company and among your clients
- Build and utilize your Sales Hourglass
- Finish the sale and stay connected
- Make referrals an automatic part of your process

As Jantsch writes: "Most people already know that the days of knocking on doors and hard-selling are over. But as I travel around the world speaking to groups of business owners, marketers, and sales professionals, the number one question I'm asked is, 'What do we do now?' "I've written this book specifically to answer that question. At the heart of it, marketing and sales have become activities that no longer simply support each other so much as feed off of each other's activity. Sales professionals must think and act like marketers in order to completely reframe their role in the mind of the customer."

### **Do It! Marketing**

### **The Automatic Millionaire, Expanded and Updated**

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable:

- \* Teachable: focus on products and services that you can teach employees to deliver.
- \* Valuable: avoid price wars by specialising in doing one thing better than anyone else.
- \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

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