

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

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[\\"The Automatic Customer\"/> by John Warrillow - BOOK SUMMARY \*\*The Automatic Customer\*\* by John Warrillow \*\*Feb-2015\*\* John Warrillow Shares Subscription Business Tips From The Automatic Customer Book](#)

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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?

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The Automatic Customer is your blueprint for building a business that generates profit over and over again." -- JOHN JANTSCH , author of Duct Tape Marketing and Duct Tape Selling "In this fantastic book, John Warrillow provides a clear path to turning your company from one that needs to start from scratch every month to one in which your work and, most important, your results, are predictable.

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A helpful, well-organized and quick read about the many advantages (and a few challenges) of building a subscription based business. If, for instance, you are an Amazon Prime customer, that is a large scale and classic example of the subscription model.

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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.

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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.

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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.

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"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 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 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, ContractoSell, 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 provide 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.

In [The Automatic Customer](#), John Warrillow provides the essential blueprint for turning your customers into subscribersThe 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 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.

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.

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 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.

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 Tzuoo 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 Subscription Economy -- or risk being left behind. Tzuoo 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.

[Builds on approaches to business growth that do not overly rely on owners, sharing advice on how to expand one's existing business while gaining more personal freedom by implementing three core elements of a stable base and pursuing strategic growth venues.](#)

A **STEP-BY-STEP SYSTEM FOR CREATING CUSTOMERS AND CLIENTS FOR LIFE**. It is more difficult than ever for businesses and marketing professionals to cut through the noise to create relationships with their customers. Organizations that focus on converting their customers to members and helping them achieve the lasting transformation they are seeking rather than simply offering the transaction of the moment are winning. [The Ultimate Marketing Engine](#) promises to teach readers how to develop a system to take every customer from where they are to where they want to be by building on the innovative principles first brought to the marketing world in [Duct Tape Marketing](#) and honed over three decades of working with thousands of businesses. Introducing the [Customer Success Track](#) [The Ultimate Marketing Engine](#) introduces an innovative new approach to marketing strategy that will transform how readers view their business, their marketing and perhaps, even how they view every customer. Readers will learn: Why strategy must come before tactics. How to narrow your focus and choose only ideal customers. Why no one wants what you sell - and what they actually want. How to use story and narrative as the voice of strategy. How to construct the perfect customer journey. How to grow your business with your customers. This book will help readers take control of their marketing while creating ridiculously consistent business growth.

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time. When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company. Ignore [Your Customers \(and They'll Go Away\)](#) spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line. You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries. You'll spend time behind the scenes with Zappos CEO Tony Hsieh and discover how the company delivers "wow" customer service. From Richard Branson, you'll learn how Virgin brands deliver authentic customer service (avoiding what Branson calls "Stepford Customer Service") and Branson's secrets for turning social media attackers into brand promoters. Drawing on a wealth of stories personally assembled from today's most innovative and successful companies, including Amazon, Cleveland Clinic, Drybar, USAA Insurance, and The Ritz-Carlton Hotel Company, Solomon reveals what it takes to turn a ho-hum customer interaction into one that drives customer engagement and lifelong loyalty.

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-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.

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