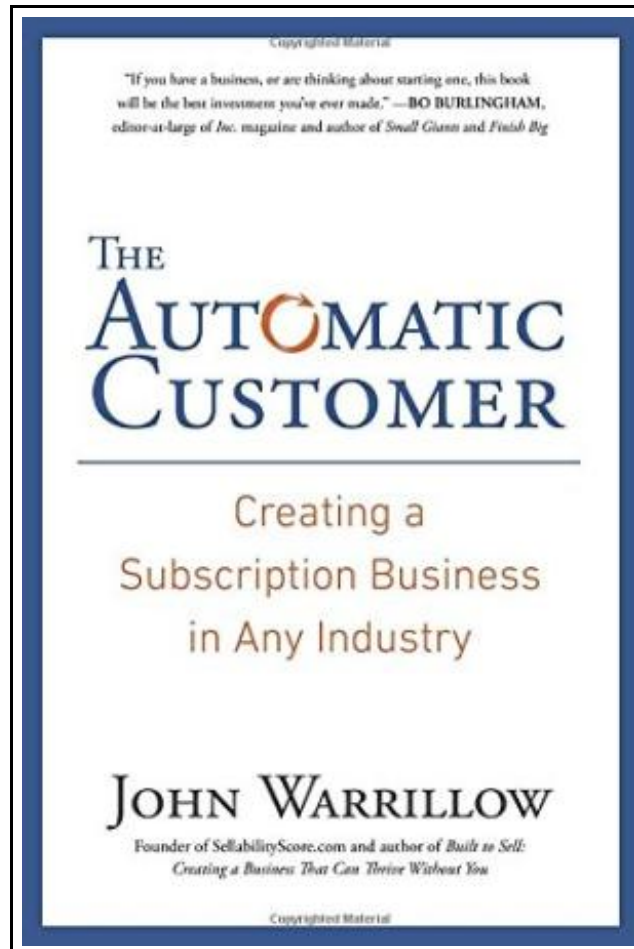


## The Automatic Customer: Creating a Subscription Business in Any Industry (Hardback)



Filesize: 8.05 MB

### **Reviews**



*This written publication is fantastic. This can be for anyone who statte that there had not been a well worth reading through. I realized this pdf from my i and dad recommended this publication to discover.*

**(Maye Schoen)**

## THE AUTOMATIC CUSTOMER: CREATING A SUBSCRIPTION BUSINESS IN ANY INDUSTRY (HARDBACK)



PORTFOLIO, United States, 2015. Hardback. Book Condition: New. 231 x 152 mm. Language: English . Brand New 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, , and offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work...

-  [Read The Automatic Customer: Creating a Subscription Business in Any Industry \(Hardback\) Online](#)
-  [Download PDF The Automatic Customer: Creating a Subscription Business in Any Industry \(Hardback\)](#)

## Other Books



---

### **The Voyagers Series - Europe: A New Multi-Media Adventure Book 1 (Paperback)**

Strength Through Communications, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Voyagers Series is a new multi-media, multi-disciplinary approach to teaching...

[Read Book »](#)



---

### **Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures) (Paperback)**

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Getting Your FREE Bonus Download this book, read it to the end and...

[Read Book »](#)



---

### **Patent Ease: How to Write You Own Patent Application (Paperback)**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Patent Ease! The new How to write your own Patent book for beginners!...

[Read Book »](#)



---

### **No Friends?: How to Make Friends Fast and Keep Them (Paperback)**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do You Have NO Friends ? Are you tired of not having any...

[Read Book »](#)



---

### **The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program (Paperback)**

Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators...

[Read Book »](#)

**Fox Tales for Kids: Fifteen Fairy Stories about Foxes for Children (Paperback)**

Createspace, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Fifteen short stories about foxes are selected from several books of fairy tales

[Save eBook »](#)

**Penelope s Postscripts (Dodo Press) (Paperback)**

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author

[Save eBook »](#)

**Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral (Paperback)**

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Black White Illustration Version! BONUS - Includes FREE Dog Fart Audio Book for

[Save eBook »](#)

**American Legends: The Life of Sharon Tate (Paperback)**

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.\*Includes pictures \*Includes Tate s own quotes about her life and career \*Includes

[Save eBook »](#)

**ASPCA Kids: Rescue Readers: I Am Picasso (Paperback)**

Studio Fun International, United States, 2015. Paperback. Book Condition: New. Debra Melman (illustrator). 216 x 152 mm. Language: English . Brand New Book. Fourth in the ASPCA Rescue Readers series, this Level 2 reader follows

[Save eBook »](#)