



The Automatic Customer: Creating a Subscription Business in Any Industry

John Warrillow

Download now

[Click here](#) if your download doesn't start automatically

The Automatic Customer: Creating a Subscription Business in Any Industry

John Warrillow

The Automatic Customer: Creating a Subscription Business in Any Industry John Warrillow
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.com, and DanceStudioOwner.com 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.

 [Download](#) The Automatic Customer: Creating a Subscription Bu ...pdf

 [Read Online](#) The Automatic Customer: Creating a Subscription ...pdf

Download and Read Free Online The Automatic Customer: Creating a Subscription Business in Any Industry John Warrillow

From reader reviews:

Geraldine Davis:

Do you have favorite book? For those who have, what is your favorite's book? Guide is very important thing for us to find out everything in the world. Each guide has different aim or even goal; it means that e-book has different type. Some people really feel enjoy to spend their time and energy to read a book. They are reading whatever they take because their hobby is definitely reading a book. Think about the person who don't like reading through a book? Sometime, man feel need book once they found difficult problem or exercise. Well, probably you should have this The Automatic Customer: Creating a Subscription Business in Any Industry.

Kurt Hooper:

The book The Automatic Customer: Creating a Subscription Business in Any Industry has a lot of information on it. So when you check out this book you can get a lot of benefit. The book was written by the very famous author. The writer makes some research ahead of write this book. That book very easy to read you can find the point easily after reading this article book.

Valerie Gray:

Beside this kind of The Automatic Customer: Creating a Subscription Business in Any Industry in your phone, it could give you a way to get closer to the new knowledge or details. The information and the knowledge you can got here is fresh from oven so don't become worry if you feel like an previous people live in narrow small town. It is good thing to have The Automatic Customer: Creating a Subscription Business in Any Industry because this book offers for your requirements readable information. Do you often have book but you seldom get what it's all about. Oh come on, that will not end up to happen if you have this in the hand. The Enjoyable agreement here cannot be questionable, similar to treasuring beautiful island. Techniques you still want to miss the item? Find this book and read it from at this point!

Melissa Sands:

In this era which is the greater man or woman or who has ability in doing something more are more important than other. Do you want to become certainly one of it? It is just simple solution to have that. What you have to do is just spending your time not very much but quite enough to possess a look at some books. On the list of books in the top record in your reading list is usually The Automatic Customer: Creating a Subscription Business in Any Industry. This book that is qualified as The Hungry Inclines can get you closer in growing to be precious person. By looking upwards and review this guide you can get many advantages.

**Download and Read Online The Automatic Customer: Creating a Subscription Business in Any Industry John Warrillow
#EH7IUD01586**

Read The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow for online ebook

The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow books to read online.

Online The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow ebook PDF download

The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow Doc

The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow MobiPocket

The Automatic Customer: Creating a Subscription Business in Any Industry by John Warrillow EPub