

THE AUTOMATIC CUSTOMER

Creating a Subscription Business in Any Industry

JOHN WARRILLOW

JOHN WARRILLOW is the founder of The Value Builder System, a consulting company which teaches a methodology for increasing the value of privately owned companies. In addition to being the author of *Built to Sell*, John Warrillow is an accomplished professional speaker. He was previously the president of his own business consulting company and advisory company targeting small and medium sized businesses. John Warrillow is a graduate of Queens University, Canada.

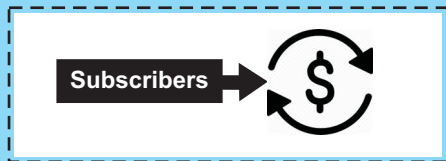
The Web site for this book is at AutomaticCustomer.com.

ISBN 978-1-77544-843-3

MAIN IDEA

The more recurring revenue you can build into your business, the more your business is worth. If you can develop your business model so buying from you becomes automatic – so you bring in sales without having to resell the customer every month – you're in a much stronger position.

That's why Amazon (Amazon Prime and Kindle Unlimited), Apple (Joint Venture and iTunes) and pretty much every promising Silicon Valley startup which launches today is hard at work developing and offering subscription-based products and services. Subscribers are better than customers and when you have subscribers, you can project your future revenues with a reasonable degree of certainty.



If you're smart, you'll find a way to add a subscription offering to what you already offer your customers.

"Whether you like it or not, you are now competing in the new subscription economy, and it's up to you to decide if you're playing defense or offense. Are you willing to watch your business be cannibalized by someone else's subscription business? Or are you ready to win some automatic customers of your own?"

– John Warrillow

"The biggest factor in driving up the sellability of your company is the degree to which your company can run without you, the owner. That's a head scratcher for a lot of owners who are the best salespeople in their business. The secret is to build recurring revenue that brings in sales without having to resell the customer each month. Recurring revenue makes your business a lot more valuable and less stressful to run."

– John Warrillow

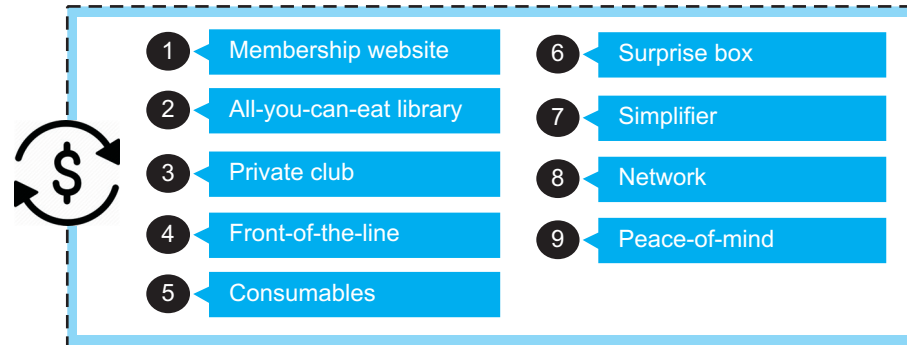
1. The advantages of automatic customers Page 2

Big companies like Amazon and Apple are busy transforming themselves into subscription businesses because they understand that subscribers are better than customers. Research shows quite definitively when people invest in a subscription, they're motivated to buy more to "get their money's worth." That's a great dynamic to have working in your favor.



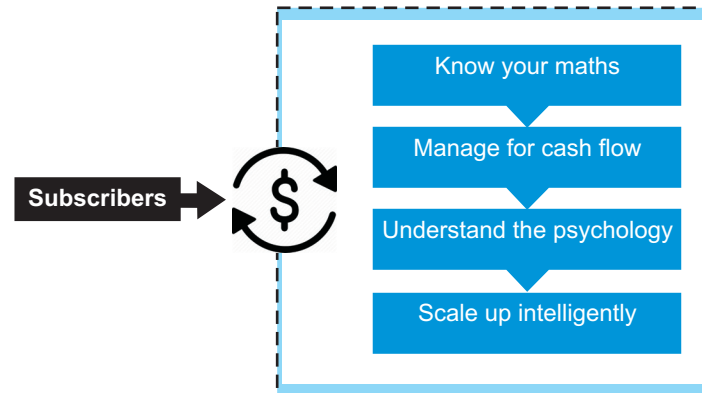
2. The nine subscription business models Pages 3 - 6

There are actually a wide variety of nine subscription business models now in use. You can also use a hybrid model which combines elements of two or more of these models in unique combinations. The nine models are:



3. How to build your subscription business Pages 6 - 8

The blueprint for starting and then successfully growing a subscription business is:



Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

