

The Automatic Customer Creating A Subscription Business In Any Industry

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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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