

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

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~~The Automatic Customer Creating A~~

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?

[The Automatic Customer: Creating a Subscription Business ...](#)

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[The Automatic Customer: Creating a Subscription Business ...](#)

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.

[The Automatic Customer: Creating a Subscription Business ...](#)

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