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The Automatic Customer: Summary of the Key Ideas - Original Book by John Warrillow: Creating a Subscription Business in Any Industry

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Turning your customers into subscribers is the key to generating recurring revenue and ensuring the durability of your business. WhatsApp, Amazon and Netflix are only some examples for companies which have successfully implemented the subscription model. It can be applied to any industry, and there are different models available depending on the type of business you run.

Who should read this book:
• Entrepreneurs who want to find out how to apply the subscription model to their business.
• Anyone interested in learning more about the success stories of Amazon, Netflix and other subscription-based companies.
• Anyone looking for ways to generate more revenue and make their business grow.

In this summary:
Chapter 1: Make your business more profitable by turning it into a subscription-based service
Chapter 2: The membership website model is preferably used by information providers
Chapter 3: Content becomes easily accessible with the all-you-can-eat library model
Chapter 4: Make your service exclusive with the private club model
Chapter 5: The front-of-the-line model provides people with instant access to a product or service
Chapter 6: The consumables model works best for e-commerce companies
Chapter 7: Get customers interested in your product with the surprise box model
Chapter 8: The simplifier model aims to make people’s lives easier
Chapter 9: The network model requires a large pool of customers to function properly
Chapter 10: Businesses provide insurance in the form of the peace-of-the-mind model
Chapter 11: Final Summary
Evolvo opinion

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