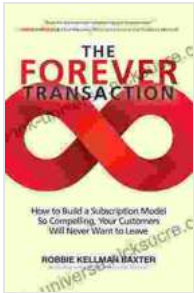


# How to Build a Subscription Model So Compelling Your Customers Will Never Want to Leave



## The Forever Transaction: How to Build a Subscription Model So Compelling, Your Customers Will Never Want to Leave by Robbie Kellman Baxter

★★★★☆ 4.6 out of 5

Language	: English
File size	: 7083 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 257 pages



You've probably heard of the old adage, 'The money is in the list.' And while that may be true, it's only true if you have a list of loyal customers who are eager to open your emails and buy your products.

That's where subscription models come in.

Subscription models allow you to build a recurring revenue stream by selling products or services on a regular basis. This can be a great way to increase your customer lifetime value (CLTV) and reduce your churn rate.

But not all subscription models are created equal. Some are so compelling that customers will never want to leave. Here are a few tips on how to build a subscription model that will keep your customers coming back for more.

## **1. Offer a valuable product or service**

The most important factor in creating a successful subscription model is to offer a valuable product or service that your customers will want to use on a regular basis. This could be anything from a monthly box of snacks to a subscription to a streaming service.

When choosing a product or service to offer, consider your target audience and their needs. What are they looking for? What are their pain points? Once you understand your target audience, you can develop a product or service that meets their needs.

## **2. Price your subscription competitively**

The price of your subscription is another important factor to consider. You want to set a price that is competitive with other similar products or services, but you also want to make sure that you are making a profit.

To determine the right price for your subscription, consider the following factors:

- The cost of your product or service
- The value of your product or service to your customers
- The prices of competing products or services

## **3. Offer flexible subscription options**

One of the best ways to keep your customers happy is to offer flexible subscription options. This means allowing customers to choose the frequency of their subscription, the length of their subscription, and the products or services that they receive.

By offering flexible subscription options, you make it easy for customers to find a plan that fits their needs and budget.

#### **4. Provide excellent customer service**

Excellent customer service is essential for any business, but it is especially important for subscription businesses. Customers who feel valued and supported are more likely to stick with your subscription.

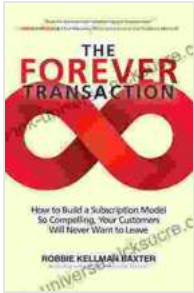
Make sure that you have a dedicated customer service team that is available to answer questions, resolve issues, and provide support. You should also make it easy for customers to contact you through multiple channels, such as phone, email, and live chat.

#### **5. Promote your subscription model**

Once you have created a compelling subscription model, you need to promote it to your target audience. There are a number of different ways to do this, including:

- Creating a landing page for your subscription
- Running ads on social media and search engines
- Partnering with other businesses to promote your subscription
- Offering discounts and promotions

Subscription models can be a great way to increase your revenue and build customer loyalty. But not all subscription models are created equal. By following the tips in this article, you can create a subscription model that your customers will love and that will keep them coming back for more.

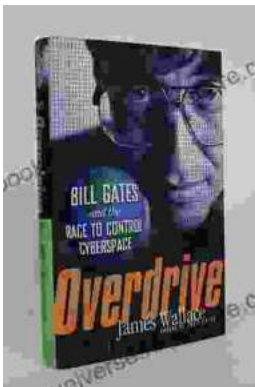


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