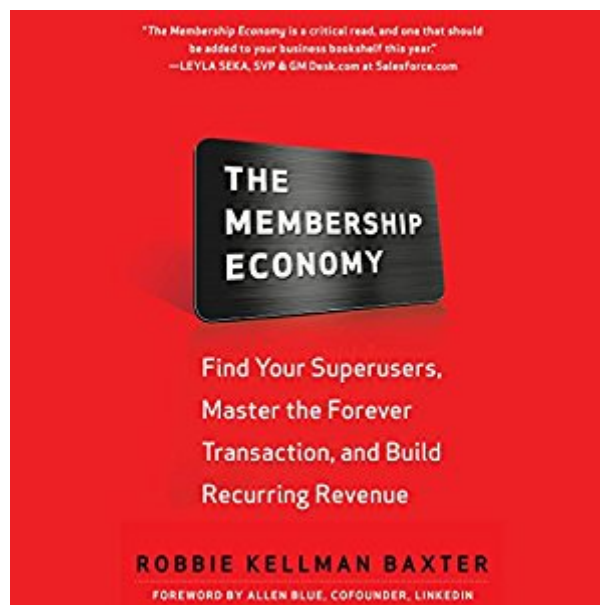




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# The Membership Economy: Find Your Super Users, Master The Forever Transaction, And Build Recurring Revenue



## Synopsis

Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue If you've ever used ZipCar, Prime, Spotify, NetFlix, Groupon, Weight Watchers, SurveyMonkey, United Mileage Plus, Pinterest, or Twitter, you are part of The Membership Economy, an increasingly popular model that author Robbie Kellman Baxter sees as the inevitable result of technological advancements, social trends, and a generation in transition. The Membership Economy argues that we are now moving away from ownership, but we still want the benefits that come with access. "As individuals grow frustrated with the burdens of owning, caring for, and storing too much stuff, they are looking for ways to minimize that stress. They are also experiencing a need for meaningful connection and community." The membership-based business is a problem solver for both businesses and individuals. It spares people from the duties of ownership and provides a feeling of commonality and affiliation. For businesses it offers the opportunity to create a "forever customer" who remains loyal and participatory, even as the company shifts and changes. Membership allows for building direct relationships and continuously generates a data stream that can be tapped for a variety of purposes. Ultimately it provides the cachet of belonging.

## Book Information

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## Customer Reviews

I'm the VP Marketing for a tech company, and I think this book is a must read for any exec (tech or non-tech). Here's why. Whenever someone first buys from a company, they are a new customer. But no business can be sustained on new customers alone. All businesses rely on REPEAT CUSTOMERS. (Duh.) The key to getting more repeat customers is to STOP treating them like

customers and START treating them like MEMBERS. This is the book that can help you (and your entire business) make the transition from being customer-centric to being member-centric. Read this book and learn:- What the difference is between a membership and a monthly subscription (hint: they're not the same, because "Membership is an attitude, an emotion.")- How to (re)organize to be member-centric -- "The Membership Economy is more than a marketing strategy. It's about the whole organization being built around the ongoing customer relationship."- Why ongoing tinkering with membership benefits is absolutely critical- How to streamline your member acquisition funnel- What a super user is, and why they're important for other members- When "free" does and doesn't make sense- Technology to help your organization to be more member-centric- And much, much more. This book is a quick read. It's well written and full of tons of practical advice and real-life case studies. Whether you are VP Marketing in a large company, a sole proprietor of a local business, or the head of a non-profit or association, this book is a must read. This book (and author) is pure marketing genius and is likely to spawn a whole new generation of marketing.

This book contains many important ideas about how people interact with organizations. While people's loyalty and evangelism about organizations that share their values is not new, the rise of the internet has created many mechanisms that facilitate membership in communities and organizations in new and profound ways. Whether for-profit or non-profit, organizations that grasp the importance of building strong communities and relationships with their members benefit in a multitude of ways. This book explores this idea in the modern world by examining different types of membership organizations--from digital subscriptions, online communities and social networks, loyalty programs, traditional membership companies, small businesses, non-profits, professional societies and trade associations. In the book, Robbie Kellman Baxter examines several of these organizations and how they have used the concept of membership to engage. As the author is from Silicon Valley, many of the examples that she discusses are from technology companies. However, tech companies are where a lot of the concepts of membership are being applied in new ways so that is not that surprising. Along with citing the examples, Baxter discusses ways in which organizations can learn from their example and implement these ideas. All in all, this is a comprehensive and detailed treatment of membership and community in organizations. If you're interested in ways that you can implement these important ideas into your organization (and you should be), definitely give it a thorough read.

I had heard of the freelance economy, the guru economy, and a plethora of other economies but

never "The Membership Economy." The title hooked me and when I discovered Robbie wrote this I knew I wanted to read it. The membership phenomena Robbie describes is 100% on target and having the intuition to call it out and then pen this book is amazing. One of the many things I love about this book is the use of real examples, companies, organizations, technologies, and people. This isn't a tome of wishful theories. This is a practical proof-driven book chock full of amazing stories, which support Robbie's membership economy implementation model. Each step in the process from "creating the right organization" to sustaining "customer success," provides anyone seeking to develop an organization based on these principles all the right tools to do so. As I read this book, I couldn't help but feel some of the same energy and passion I have read and loved in all of Malcolm Gladwell's portfolio of work. Great job Robbie! I'll spread the word!

I purchased this book to equip myself with knowledge of the membership economy. As a strategy consultant for several membership economy companies, I had hoped to learn what makes membership economy businesses thrive. What I actually gained is a robust understanding of how virtually ALL businesses can better thrive by applying membership economy principles. I wasn't surprised that marquee membership economy companies such as Netflix and LinkedIn could yield lessons for subscription-based businesses. I was surprised, though, how much I could learn about membership economy potential from companies such as Starbucks, Weight Watchers, Burberry, Ritz-Carlton Hotels, and even nail salons and brick-n-mortar book stores! The membership economy draws from the principles that make human beings human — we crave and need belonging. This book explains with exquisite clarity how that human need for belonging can inform the way you structure and convey and shine a light on your business. To boot, it's a highly-engaging, downright enjoyable read. Bravo.

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