



The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue (Business Books)

By Robbie Kellman Baxter

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In today's business world, it takes more than a website to stay competitive. The smartest, most successful companies are using radically new membership models, subscription-based formats, and freemium pricing structures to grow their customer base and explode their market valuation in the most disruptive shift in business since the Industrial Revolution.

This is *The Membership Economy*.

Written by an expert consultant, this groundbreaking book will show you how to turn ordinary customers into members for life. Learn how to:

- Turn digital subscriptions into forever sales
- Build an online community your customers will love
- Develop new loyalty programs that really pay off
- Transform freemium users into superusers
- Create a self-generating revenue stream
- Keep memberships and profits growing for years to come

Whether you're a small business with limited resources, an established company using a traditional business model, or a hungry start-up who wants a bigger bang for your buck, this comprehensive guide provides a wealth of membership-building options to suit every need.

You'll learn the best-kept secrets of top industry leaders, from global giants like Am Ex and Weight Watchers to smaller dot-com successes like SurveyMonkey and Pandora. You'll find proven strategies for creating membership programs for everything from vacation timeshares and car rentals to video streaming and Software-as-a-Service.

Most importantly, you'll discover what works, and what doesn't, from some of the key players in the new membership economy. It's not about ownership; it's

about access, options, and freedom.

When you join forces with your customers, membership has its rewards?for you, your company, and your continued success.

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Editorial Review

From the Back Cover

“From Netflix to Spotify, over the past few years, subscription models have become a powerful and profitable business model in the digital economy. Robbie has written a unique, well-researched and very smart book for anyone interested in building one.”

David Kirchhoff, former CEO, Weight Watchers International and WeightWatchers.com

“At American Express, we've always been committed to putting our members at the center of everything we do. Robbie Baxter's book provides practical techniques and insightful new examples to guide organizations in building powerful, ongoing relationships with their members.”

Josh Silverman, President, Consumer Products and Services, American Express

“*The Membership Economy* is an insightful, research based look at the strategies and tactics needed to develop, grow and maintain a membership-style program for customers. It is perhaps the best, most detailed source I've found on this subject to date, and it has very much changed the way I think about our own growing membership program. I can't recommend it enough.”

Mark Kupferman, VP, Insights & Interactive Marketing, Six Flags Entertainment Corp.

“Some will read *The Membership Economy* as an entertaining collection of stories about some of the most innovative organizations out there, while, for others, it will serve as a practical guide. It's a fun insider view that's also pragmatic.”

Marc Bodnick, CEO, Quora

“In *The Membership Economy*, Baxter explains, illustrates, and advocates for this new way of doing business ? you won't want to miss it.”

Bob Baxley, Head of Product Design and Research, Pinterest

“Salesforce.com has always focused on open, transparent, ongoing relationships with members of our community, from customers to vendors to partners. As a result, we've been named for four consecutive years by Forbes. Companies that don't build this kind of community will fall behind, but Robbie's book can help any kind of organization leverage these principles and thrive. *The Membership Economy* is a critical read, and one that should be added to your business bookshelf this year.”

Leyla Seka, SVP & GM Desk.com at Salesforce.com

“Having seen and experienced the challenges of building long-term sustainable relationships involving membership organizations, Robbie Kellman Baxter offers clear examples and straightforward advice how to achieve success in both the non-profit and corporate sectors.”

Howard L. Wollner, Chairman, NPR Foundation

“There's a big difference between subscribers and members. From *The Times* to *The Sun* and now at *The Wall Street Journal*, we are committed to building our relationship with our customers around the principles of membership. Members are more engaged, more connected and more profitable. Read *The Membership Economy* to learn how to take your organization from transactional to relational.”

Katie Vanneck-Smith, Chief Customer Officer and Global Managing Director, Dow Jones

“As the leader of a major alumni relations office, I understand the importance of building long term relationships with our members. Robbie Kellman Baxter's practical advice will drive immediate results. If your organization depends on having highly engaged members, you should read *The Membership Economy*.”

Raphe Beck, Director of Alumni Relations, Stanford Graduate School of Business

“I've run a successful membership business for a while now. So I'd like to tell you to move along and not read this book... because why is Robbie Kellman Baxter giving away all our hard-won secrets? But I won't tell you that. Because *The Membership Economy* is great perspective on an important topic.”

Ann Handley, Chief Content Officer of MarketingProfs, and author of the *Wall Street Journal* bestseller *Everybody Writes*

“Robbie's book is packed with innovative ideas for pricing, acquisition, and engagement of customer. I highly recommend this book for any CEO who seeks to disrupt their industry by putting their customers at the center of everything they do.”

Heidi Roizen, Operating Partner, Draper, Fisher, Jurvetson

“Baxter has brought our attention back to the point of any business--deliberately delighting customers so that they only want to return. Wondering how to make your customers, team and investors enthralled all at once? Make irresistible offers. Read *The Membership Economy*!

Lisa Gansky, entrepreneur and bestselling author of *The Mesh*

About the Author

Robbie Kellman Baxter is a consultant and speaker who has been providing strategic business advice to Silicon Valley companies for over 20 years. She is the founder of the consulting firm Peninsula Strategies LLC, and regularly presents to professional associations, leading universities, and corporations.

Users Review

From reader reviews:

David Dugas:

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Todd Goff:

The particular book The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue (Business Books) has a lot associated with on it. So when you make sure to

read this book you can get a lot of advantage. The book was published by the very famous author. The author makes some research ahead of write this book. This specific book very easy to read you may get the point easily after reading this article book.

Gary Landrum:

People live in this new day of lifestyle always try to and must have the time or they will get lot of stress from both lifestyle and work. So , once we ask do people have extra time, we will say absolutely of course. People is human not only a robot. Then we inquire again, what kind of activity do you have when the spare time coming to anyone of course your answer will probably unlimited right. Then ever try this one, reading ebooks. It can be your alternative within spending your spare time, the particular book you have read is actually *The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue* (Business Books).

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