

INTERVIEW WITH JOHN WARRILLOW, AUTOMATIC CUSTOMER

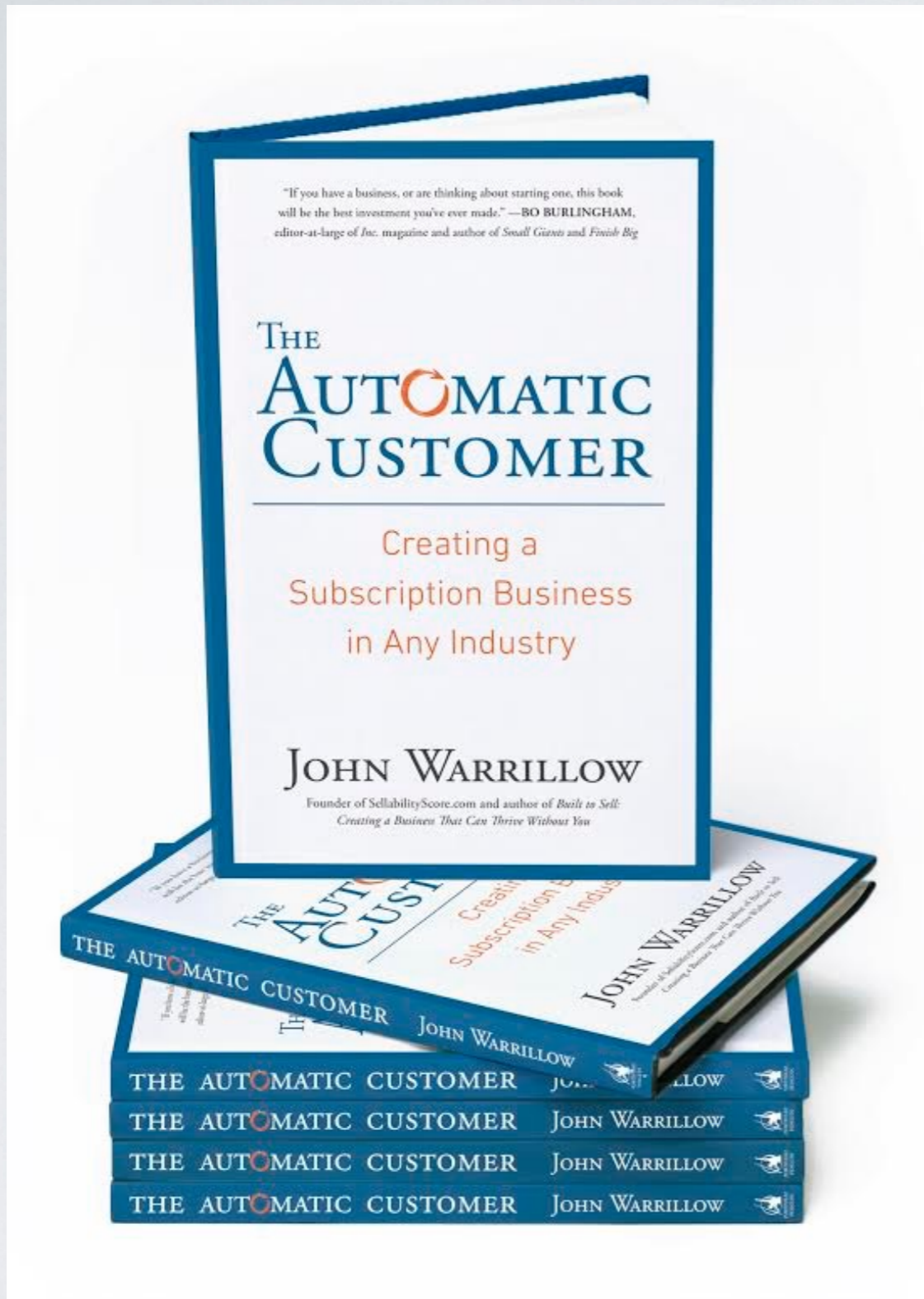
By Cory Miller, Founder iThemes.com

WHO IS JOHN



@JohnWarrillow

John Warrillow, the author of Built to Sell, is the founder of The Value Builder System™ where advisors help company owners increase the value of their business. Previously, he founded Warrillow & Co., a subscription-based research business dedicated to helping Fortune 500 companies market to small business owners. A sought-after speaker and popular Inc.com columnist, he lives in Toronto.



THE STORY OF THE BOOK

WHY AUTOMATIC
CUSTOMERS?

WHY ARE SUBSCRIBERS
BETTER THAN CUSTOMERS?

HOW RECURRING INCOME
MAKES ANY BUSINESS
MORE VALUABLE

LET'S TALK ABOUT THE SUBSCRIPTION MODELS

“HOW COULD THIS MODEL
APPLY TO MY COMPANY?”

&

“WHAT PART OF THIS MODEL
COULD I BORROW?”

THE PEACE OF MIND MODEL
THE FRONT OF LINE MODEL
THE WEBSITE MEMBERSHIP MODEL

THE CONSUMABLES MODEL
THE SURPRISE BOX MODEL
THE SIMPLIFIER MODEL

JOHN'S CONSULTING BUSINESS GOING SUBSCRIPTION

COOL IDEAS & EXAMPLES