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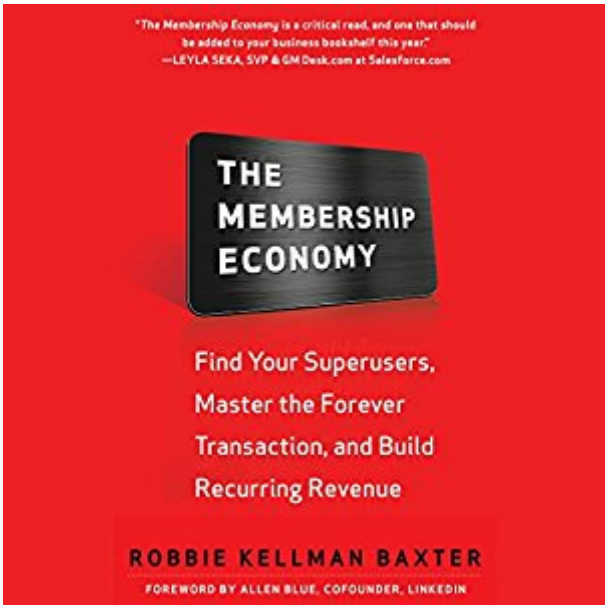
# The Membership Economy: Find Your Super Users, Master The Forever Transaction, And Build Recurring Revenue

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## 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.

I love Robbie Kellman Baxter’s new book. The content is outstanding and exceptionally relevant. Ever wonder why there are multitudes of Silicon Valley start-ups that are using membership and community in their core business models? This book not only explains why, it shows you how. For those of us in the membership economy this book is a milestone, codifying the framework and designating the era in business terms that are easy to understand, grasp, and implement.I am the founder of AssociationTransformation.com - a community of membership CEOs focused on innovation. Robbie and her book have found enormous resonance within my community, bringing together the leaders of some of America’s largest and most esteemed associations to take advantage of the knowledge, experience, expertise and know-how Baxter has captured in this important book.I will share the book with anyone who wants to understand why membership is contemporary, important, and a business engine for our kind of organization. If the future of business interests you, you must read this book. I will be buying multiple copies to share with my CEOs and their Boards of Directors, partners, and allies. This book gives a solid glimpse of the important trends our future is built on. Thank you, Robbie Kellman Baxter.

In the Introduction, Baxter promises that "I wrote this book for you". She goes on to list the book’s benefits to people acting in many different roles, including entrepreneurs, activists and lastly, "individuals who care about connection and belonging". To me, her promise captures the essence of the book. Baxter talks about membership, profit and customer loyalty - and manages to do so

within the context of human psychology and how to promote any community's well-being, by taking care of the individuals who comprise it. She seems to have the astonishing and refreshing belief that business can be conducted in such a way as to benefit both business AND its targeted market. Baxter is a business woman who weaves a profoundly ethical sensibility into her research findings.As a trustee for a university, past-or-present board member of several non-profits including religious organizations and a health services provider, and an involved parent in the local public school system, I gained some great insights into how I might rethink the nature of the relationships between business entities, individuals and targeted consumers.Anecdotes and a personal tone add humor and ease of reading to the (approximately) 250 well-written pages.I'm not often a great fan of how-to books. I like this one because the author is a bit of a philosopher and philanthropist, and I love those qualities in a business executive. I am pre-ordering a couple of in-print books to give to some of my fellow board members.

As the CEO of a small company, I found the advice in this book invaluable. The advice was clear, actionable and definitely applicable to any business looking to increase revenue and grow your business. Now that more and more business is moving online, everyone needs to consider membership and subscription models and this book explains how and why to do this. Strongly recommended!

Welcome to the Membership Economy, where customers would rather buy access than ownership and the landscape of business is no longer what it once was. Author Robbie Kellman Baxter outlines the technological and economic factors that have led us to the Membership Economy, why we should care, and ways that we can all begin to take advantage of the fundamental change afoot.~ Kevin Craine, Podcast host - Everyday MBA

I do not have a background in business, rather I'm a Software Developer interested in learning about the world of business.I found the material in this book was ok. Some of it was very obvious, and the majority of it was a little dry, which typically means heavily detailed but that isn't quite the case here either. The author might have benefited more by spending more time with a smaller subset of the numerous examples provided and expanding on the amount of detail given with each to help guide the reader to the value proposition. Very often it feels like the author is just name dropping popular companies because there are too little substantive follow up details.

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