

# THE MEMBERSHIP ECONOMY

**Find Your Superusers, Master the Forever Transaction, and Build Recurring Revenue**

**ROBBIE KELLMAN BAXTER**

**ROBBIE KELLMAN BAXTER** is the founder of Peninsula Strategies, LLC, a strategic marketing consulting firm. She has consulted with clients in 20 industries including Netflix, SurveyMonkey and Yahoo! Before starting Peninsula Strategies, Ms. Baxter was a consultant at Booz Allen & Hamilton and a Silicon Valley product marketer. She is also an accomplished public speaker and has had articles published in the *Wall Street Journal*, *The New York Times* and *Consumer Reports*. She is a graduate of Harvard College and the Stanford Graduate School of Business.

The Web site for this book is at [www.membershipeconomy.com](http://www.membershipeconomy.com).

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**MAIN IDEA**

Many of the heavy hitters of the corporate world – like Apple, Amazon and just about every big start-up around – are busy at present changing their business models from selling individual products to offering memberships which generate ongoing recurring revenues. This is indicative of the rise in the membership economy which looks set to become much larger in the future.



So what is the "Membership Economy"? Pure and simple membership means customers engage with an organization or a group on an ongoing basis. It's where an organization puts the customer relationship at the center of the business model rather than the product, the customer experience or even making a one-time sales transaction.

Today, the rise of social media and other technology makes it easier than ever for customers to have an ongoing relationship with your organization. If you can get them contributing to the experience of other customers in positive ways, you'll have a powerful competitive edge over companies which merely act as product or service vendors.

*"I'm convinced that the Membership Economy will have as profound an effect on society as the Industrial Revolution or the spread of the automobile. Today, the promise of membership is greater than ever. Evolving technologies have dramatically enhanced the ability of a broad range of industries to take advantage of membership models. The relationship between customer and organization is ongoing and formal, a 'forever transaction' that has implications across the organization, changing everything."*

– Robbie Baxter

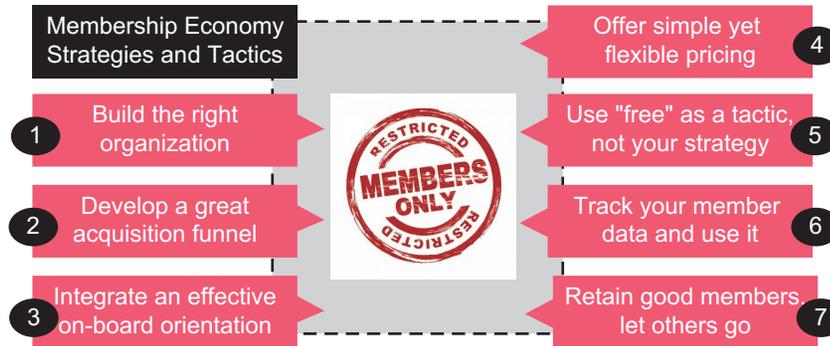
**1. What exactly is the Membership Economy? . . . . . Page 2**

Membership means organizations build their businesses around generating recurring revenues by connecting with their customers on a long-term basis. It means winning the hearts and voices of customers rather than viewing every purchase as a one-time event.



**2. Membership Economy Strategies and Tactics . . . . . Pages 3 - 5**

There are seven strategies which you need to know and use effectively in order to join the Membership Economy.



**3. Membership Organizations Shapes and Sizes . . . . . Pages 5 - 7**

Membership economy organizations come in a wide variety of shapes and sizes. All of them have their advantages and disadvantages. To find one that will work for you – even if it ends being a hybrid of different models – explore and experiment to find what works. There is no one-size-fits-all option.

**4. How you can start transitioning to membership today . . . . . Pages 7 - 8**

Memberships are fine when things are going well but for most companies, the best opportunities to apply membership economy thinking come during major transitions. If you face a major point of inflection, figure out how to use that to your advantage. Make a proactive decision to join the membership economy.

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