

Find Your Super Users: Master the Forever Transaction and Build Recurring Revenue

Unlock the Power of Super Users

In today's competitive business landscape, it's more important than ever to build a loyal customer base. One of the most effective ways to do this is to identify and engage your super users—the customers who are most passionate about your product or service and who are willing to pay for it on a recurring basis.



The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring

Revenue by Robbie Kellman Baxter

★★★★☆ 4.5 out of 5

Language	: English
File size	: 7531 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 273 pages
Screen Reader	: Supported



Super users are the key to building a thriving subscription business. They are the ones who will provide you with valuable feedback, help you improve your product or service, and spread the word about your business to their friends and colleagues.

In his groundbreaking book, *Find Your Super Users*, Fred Reichheld shows you how to identify, engage, and monetize your super users. He provides a step-by-step process that you can follow to:

- * Identify your super users
- * Build a strong relationship with your super users
- * Create a subscription program that meets the needs of your super users
- * Market your subscription program to your super users
- * Retain your super users

Reichheld's book is packed with real-world examples and case studies that show how businesses have used super users to build successful subscription businesses. If you're looking to build a loyal customer base and increase your recurring revenue, then *Find Your Super Users* is the book for you.

Who Should Read This Book?

Find Your Super Users is essential reading for anyone who wants to build a successful subscription business. This includes:

- * Business owners
- * Entrepreneurs
- * Product managers
- * Marketing managers
- * Customer success managers

If you're passionate about your product or service and you believe that it has the potential to change the world, then you need to read *Find Your Super Users*. This book will show you how to identify, engage, and monetize your super users so that you can build a thriving subscription business.

What You'll Learn from This Book

In Find Your Super Users, you'll learn:

* How to identify your super users * How to build a strong relationship with your super users * How to create a subscription program that meets the needs of your super users * How to market your subscription program to your super users * How to retain your super users

You'll also learn from real-world examples and case studies that show how businesses have used super users to build successful subscription businesses.

About the Author

Fred Reichheld is a Bain & Company Fellow and the creator of the Net Promoter System (NPS). He is the author of several bestselling books, including The Ultimate Question and Loyalty Rules!

Reichheld is a leading expert on customer loyalty and retention. He has been featured in The Wall Street Journal, The New York Times, and Forbes. He has also appeared on CNBC, CNN, and NPR.

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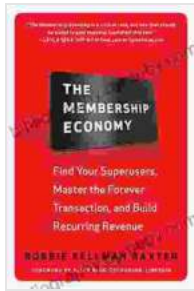
Find Your Super Users is available now in hardcover, paperback, and e-book formats. Free Download your copy today and start building a thriving subscription business.

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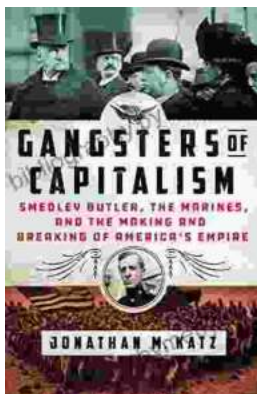
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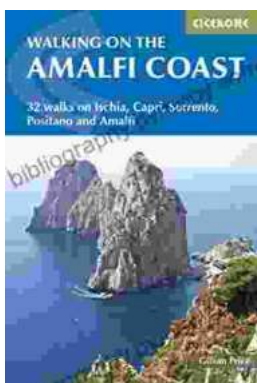


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