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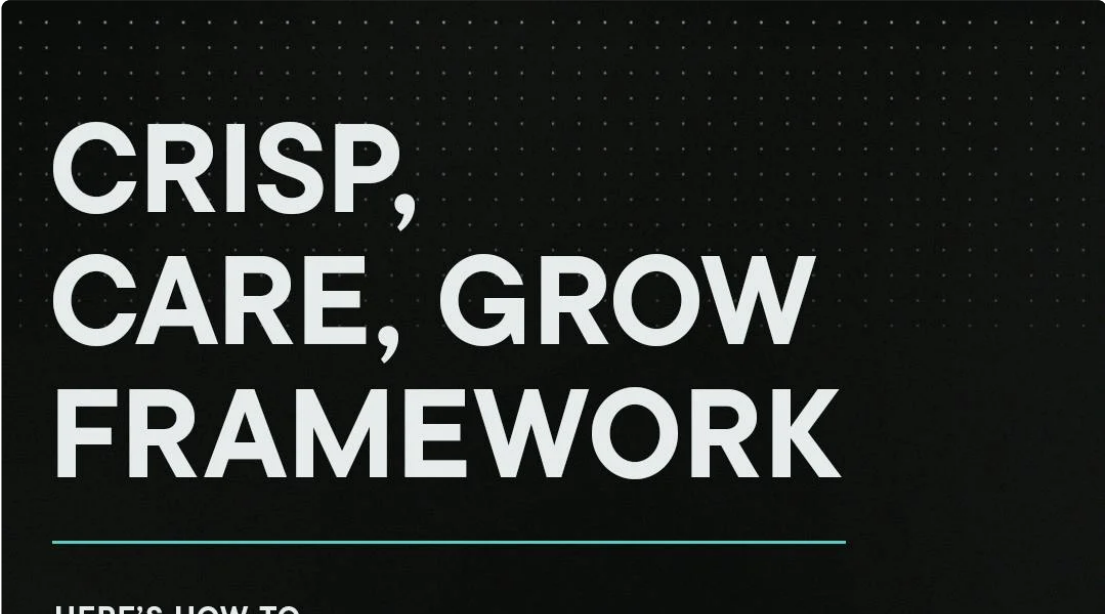
August 26, 2024



Happy Monday!

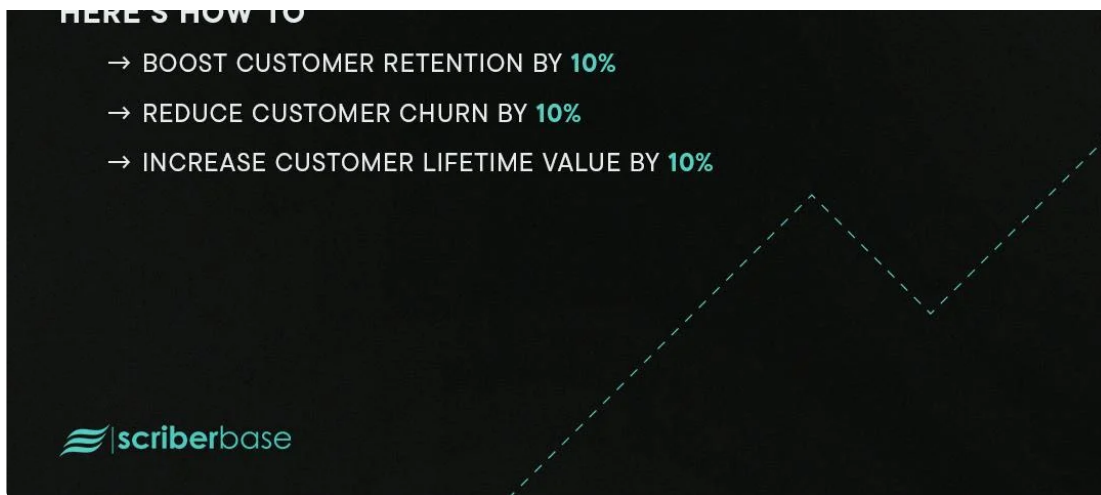
Get the strategies, models, and systems that generate millions of dollars in recurring revenue all in one place.

Your goal should be to not lose a single customer



**CRISP,
CARE, GROW
FRAMEWORK**

HERE'S HOW TO



If it isn't, you don't understand retention.

Here's how you can make it happen:

Months 1-4: CRISP

- Communicate constantly to build trust.
- Reaffirm your value proposition early.
- Implement simple and seamless onboarding.
- Support customers with training.
- Provide exceptional customer service.

Months 5-8: CARE

- Check in regularly and gather feedback.
- Audit billing and payment systems for accuracy.
- Resolve issues quickly.
- Ensure ongoing product and service reliability.

Months 9-12: GROW

- Quantify ongoing value for your customers.
- Reward the best customers.
- Offer innovative products and services.
- Word-of-mouth: incentivize advocacy and referrals.

The CRISP framework:

- ✓ CRISP communication builds the foundation.
- ✓ CARE deepens the relationship.
- ✓ GROW turns customers into advocates.

It costs more to acquire a customer than to keep one.

Get retention right.

8 pricing models dominating the subscription economy

SUBSCRIPTION PRICING MODELS

- 1 FLAT-RATE**
A fixed price for access to a subscription, membership, or service. Customers love simplicity, transparency, and predictability. This model ticks the boxes.
- 2 TIERED**
Offer multiple subscription tiers with different features and price points. The tiered model caters to customers with budget constraints.
- 3 USAGE-BASED**
Charge based on actual usage or consumption of the service. This model can be based on metrics like the number of users or seats, and storage space.
- 4 FREEMIUM**
The freemium model offers a basic version of the service for free while charging for premium features or additional functionality.
- 5 DISCOUNT**
Offer a discounted price for a limited period to incentivize new customers to subscribe. It helps attract early adopters and build a customer base quickly.
- 6 BUNDLING**
Multiple services or products are sold as a bundle, providing customers with added value and convenience. This is your "more for less" play.
- 7 CONTRACT**
Different pricing options based on contract length. You can provide a lower monthly rate for longer contract commitments, such as annual or multi-year subscriptions.
- 8 FREE TRIAL**
While similar to the freemium model, a free trial always rolls into a paid subscription plan after the trial period expires.

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↳ (And why 99.9% of businesses are using them)

1. Flat-rate

One price.

Unlimited access.

No surprises.

Customers crave simplicity.

They love transparency.

And they need predictability.

Seen in: Streaming, Entertainment, Media, Loyalty programs.

2. Tiered

Different customers.

Different needs.

Different price points.

Hot take: Rule of 3 – no more, no less.

Seen in: SaaS, Fintech.

3. Usage-based

Pay for what you use.

Nothing more.

Nothing less.

This model fits like a glove...

Especially when usage varies.

Think storage space, data transfer, user seats.

Seen in: Cloud Services, Telecom, SaaS, Fintech.

4. Freemium

Give a little.

Get a lot.

Start with free.

Entice them with premium.

Watch your user base explode.

Seen in: Software, SaaS, Edtech, AI.

5. Discounted

Early adopters.

New customers.

They love a good deal.

Lower the price.

Raise the interest.

Build your base—fast.

Seen in: E-commerce, Streaming Services.

6. Bundling

More for less.

That's the promise.

And it's a valuable one.

Bundle services.

Add value.

Make it hard to say no.

Seen in: Telecom, Media, Software, E-Commerce.

7. Contract-based

Commitment pays off.

For them—and for you.

Longer contracts mean...

Lower rates.

Reduced churn.

Predictable revenue.

Seen in: Telecom, SaaS, Edtech, Agencies.

8. Free Trial

Let them try before they buy.

But after the trial?

They're in.

High-risk, high-reward.

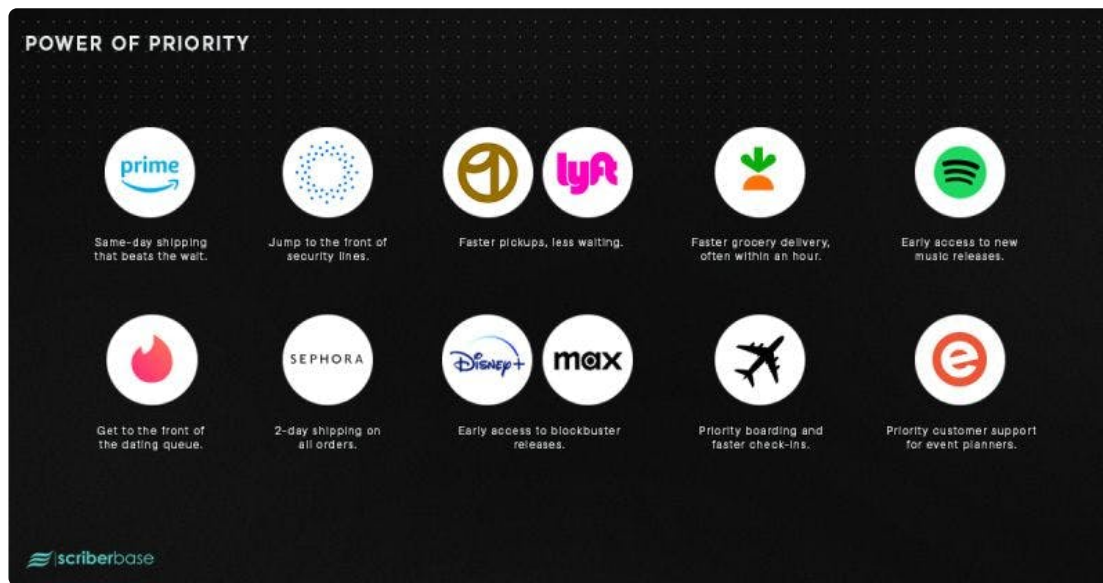
A customer acquisition machine.

But watch your merchant processing.

Seen in: Streaming, Software, E-Commerce, Gaming.

Which model will you test?

The power of priority



Priority is the new premium.

And customers are willing to pay for it; over and over again.

Here's how top companies are leveraging priority to drive subscription revenue:

- Amazon Prime: Same-day shipping that beats the wait.
- Clear & TSA PreCheck: Jump to the front of security lines.
- Uber One & Lyft Pink: Faster pickups, less waiting.
- Instacart Express: Groceries delivered within the hour.
- Spotify Premium: Early access to new music releases.
- Tinder Premium: Skip the line in the dating queue.
- Disney+ & HBO Max: Early access to releases.

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- Sephora Flash: 2-day shipping on all orders.
 - Airline Loyalty Programs: Priority boarding and fast check-ins.
 - Eventbrite Organizer Subscription: Priority for event planners.

Consumers hate waiting—whether it's for a ride, a package, or a swipe.

Smart companies have turned this frustration into a profitable subscription feature.

Look at Lyft:

For \$10 a month, Lyft Pink offers priority pick-up. Instead of just solving a customer frustration, Lyft monetized it. That's how you turn a problem into a recurring revenue stream.

The Bottom Line:

In subscription commerce, priority is a pain point.

And, customers are willing to pay for it.

Until next time,

Adam

P.S. When you're ready here's 2 ways I can help you:

1. Get my book [here](#)
2. Book a free call with me to learn how a subscription model

Book a free call with me to learn how a subscription model can skyrocket your revenue

BOOK A CALL

Master your subscription strategy and scale recurring revenue.

Join Subscription Scale, our exclusive community designed to help you launch and scale your subscription business.

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