

From: Adam Levinter adam@scriberbase.com
Subject: Adam Levinter - Scriberbase
Date: September 9, 2024 at 9:00 AM
To: mike mike@l-spark.com



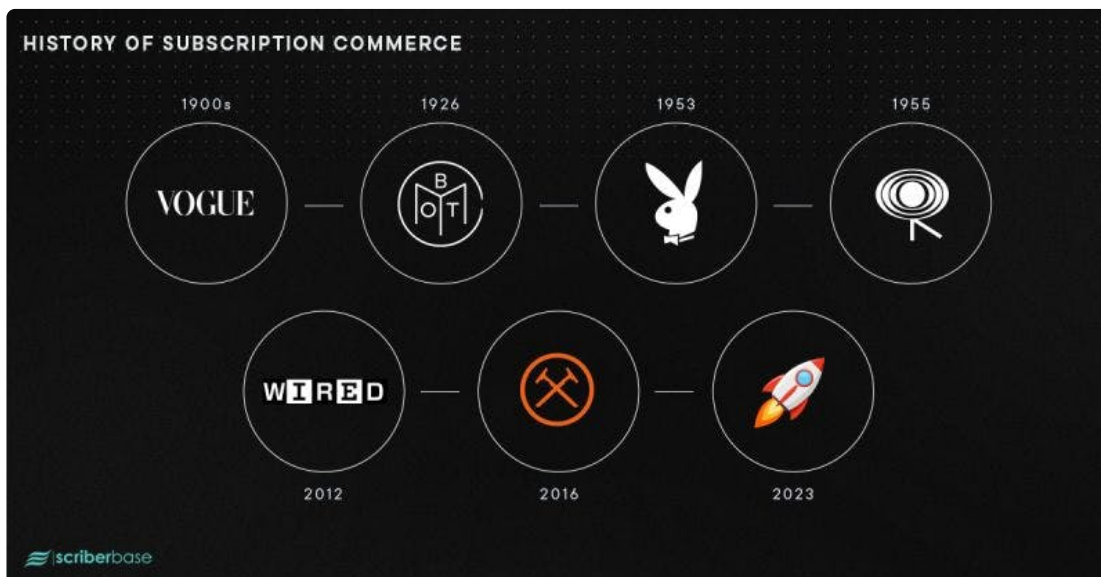
September 9, 2024



Happy Monday!

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

The subscription economy is over \$500 billion



Here's how we got here:

1900s: The Magazine Book

Harper's, Cosmopolitan, and Vogue slashed prices, leading to explosive growth in circulation. Paying subscribers became the backbone of their revenue streams.

1926: The Birth of Book of the Month Club

In its first year, the club reached 4,000 subscribers. By 1927, that number skyrocketed to 60,000.

1953: Playboy Hits the Stands

The iconic magazine featuring Marilyn Monroe sold 50,000 copies in just a few weeks. A cultural phenomenon was born.

1955: Columbia Record Club Disrupts the Industry

With its direct mail model, the club captured 10% of the music industry by 1963. Subscription-based music became a game-changer.

2012: The Modern Subscription Boom

Dollar Shave Club's viral video paved the way. A Wired article captured the momentum, sparking a new era of subscription models.

2016: The Billion-Dollar Sale

Dollar Shave Club sold to Unilever for \$1 billion. Venture capital surged into subscription startups, fueling growth and fierce competition. Companies began doubling down on loyalty and lifetime value.

2023: The Subscription Economy Goes Mainstream

No longer a novelty, subscriptions become the norm. Market size surpassed \$250 billion, with digital subscriptions leading the charge.

2024: The Subscription Economy hits \$593 Billion

The market is projected to reach \$1 trillion by 2028, fueled by diverse subscription services across industries—from content and software to exclusive memberships and generative AI, reshaping digital subscriptions.

Unlock revenue with assets you already own



↳ (What Amazon's accidental discovery teaches us about strategy.)

Quick story:

In 2003, AWS wasn't even on the radar. Amazon's team, brainstorming at Casa Bezos, focused on their core strengths:

- Broad product selection
- Fast, cost-effective fulfillment
- Customer-first service
- Easy-to-use interface

But they missed something BIG:

↳ The tech infrastructure running Amazon itself.

That overlooked asset?

It became AWS—the world's largest cloud provider.

By the numbers:

- ◆ 2023: \$90 Billion
- ◆ 2022: \$80 Billion
- ◆ 2021: \$62 Billion
- ◆ 2020: \$45 Billion

Top clients:

- ◆ Netflix,
- ◆ Uber,
- ◆ NASA,
- ◆ Airbnb, and more.

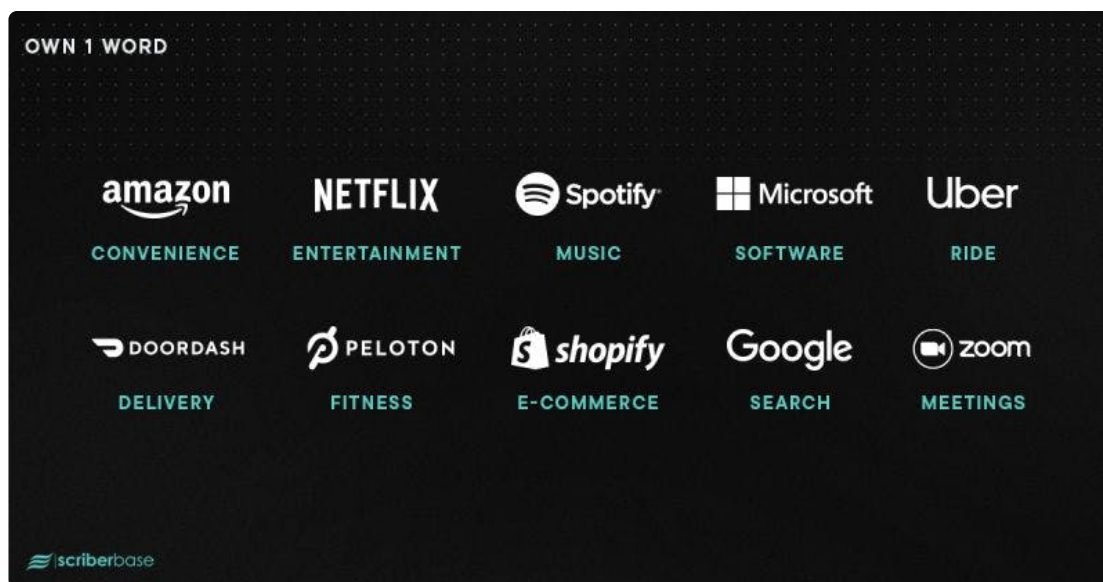
AWS now holds 33% of the cloud market.

The lesson?

Look under the hood.

Your next billion-dollar opportunity could be something you've already built.

Own 1 word



Whether you're a Fortune 500 company or a solopreneur

whether you're a Fortune 500 company or a solopreneur, your business should own a single word.

→ Volvo owns "safety."

→ Kleenex owns "tissue."

→ Mercedes owns "luxury."

The concept is grounded in three principles:

The Law of Focus:

The most powerful concept in marketing is owning a word in the mind of your customer. Companies that can own a word representing their category often become market leaders.

The Law of Exclusivity:

Two companies can't own the same word in a prospect's mind. Volvo is synonymous with safety. Other automakers like GM and Mercedes have tried but failed to claim that space.

The Law of the Word:

Exactly what it says. To build a strong brand, focus on owning one word in your customer's mind.

Check out this list:

→ Amazon: Convenience

→ Netflix: Entertainment

→ Spotify: Music

→ Microsoft: Software

- Uber: Ride
- DoorDash: Delivery
- Peloton Interactive: Fitness
- Shopify: E-commerce
- Google: Search
- Zoom: Meetings

Clarity is power.

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 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.

[APPLY](#)

SHARE THIS:

Like the newsletter?

SHARE IT WITH A FRIEND

CONTACT US:

Have a thought? Reach out!

Just reply to this email.

Or, write to us here: info@scriberbase.com



Copyright © 2024 Scriberbase, All rights reserved.

Visit our website: scriberbase.com

Want to change how you receive these emails?

[Unsubscribe](#) · [Preferences](#)

BUILT WITH  ConvertKit