

MEMBERSHIP & SUBSCRIPTION **GROWTH** WEEKLY

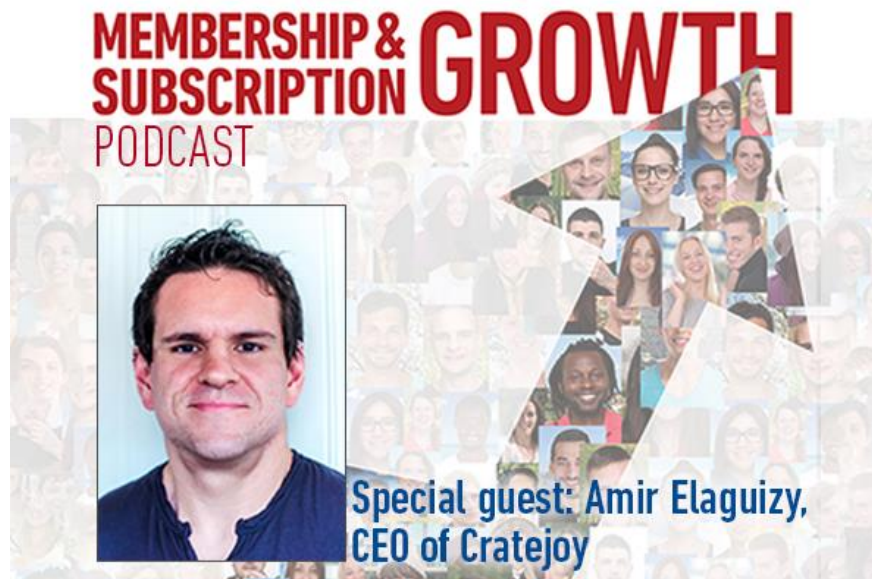
**WHAT YOU CAN DISCOVER
ABOUT MEMBERSHIP
RETENTION FROM
COLLABORATING WITH
4,000+ SUBSCRIPTION
BOX COMPANIES
- A CONVERSATION WITH
AMIR ELAGUIZY**

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Amir Elaguizy, the co-founder and CEO of Cratejoy, shares from his experience and success in the subscription economy. Cratejoy provides everything you need to run, promote and scale your subscription box business. They provide a platform for sales, marketing, and fulfillment. It really takes the hassle out of starting and running a subscription box business. Cratejoy works with thousands of subscription boxes, so Amir has a terrific perspective on what works, and what doesn't within the subscription box economy.

ON THIS PROGRAM YOU'LL DISCOVER:

- Two key factors influencing the rapid growth of the subscription box economy
- Four differences between traditional e-commerce and the subscription box economy; What you need to know before you transition to a subscription box
- Three requirements for success in a subscription box business, plus one strong recommendation
- Tips for publishers wanting to start a subscription box business.

This program features our special guest: Amir Elaguizy

Amir Elaguizy is the co-founder and CEO of Cratejoy. Prior to starting Cratejoy, Amir was the co-founder and CTO of a poker software company, Market Zero, which was acquired by Zynga in 2011.

WHAT YOU CAN DISCOVER ABOUT MEMBERSHIP RETENTION FROM COLLABORATING WITH 4,000+ SUBSCRIPTION BOX COMPANIES

Discover how to grow your subscription business from the explosive growth of the subscription box industry. Subscription boxes have become the single fastest segment of the subscription industry over the last 12 months, as have the number of offerings. What leads to fast growth within subscription boxes can help you grow your own subscription economy business.

At the center of the subscription box industry is my recent guest on Membership and Subscription Growth podcast, Amir Elaguizy, the co-founder and CEO of Cratejoy. More than 4000 subscription boxes rely on the Cratejoy platform for marketing and fulfillment. Amir has seen what works within the subscription box industry and what leads some subscription companies to fail.

Membership retention comes down to subscription fundamentals, understanding what your customer wants, delivering tangible value and delivering a terrific unboxing experience.

Understanding your customer and knowing what excites them is the first key. Some subscription boxes create their product by discovering products that are available from sponsors or at low wholesale prices. However, successful subscription boxes instead focus on what customers want. Amir said, "True North is whatever consumers want to get. Then over time, as they start to achieve scale, they're able to cut deals with advertisers and run all sorts of specials and

sometimes those products that their advertisers sell actually make sense inside the box.”

When asked if he sees some commonalities among the most successful clients, he responds “it’s really clear that, over the long term, the people that win are the ones that are hyper-fixated on product quality and product value. They're obsessed with the product quality. So, they are actually into the products that they're selling, they know what good looks like, they know what bad looks like. They know how to curate them in a way that tells a cohesive story.”

Why are product quality and value the two areas that Amir advises you to focus on? According to Cratejoy’s client statistics for subscription box purchases, Amir shares that “about 70% of people are buying for themselves, and about 30% of people are gifting it to others. The people that are buying it for themselves, it's mostly, ‘I love this thing and of course I would like to get more of it on a recurring basis.’ So, it's not a straight discounting or a straight value purchase, it's an emotional purchase. That said, the value is where membership retention comes in. So, if they look at the products when they show up after the first purchase, and then do the mental math on how much it all costs, and they say this doesn't look like I got much or any of a discount on this at all ...they're not going to stay subscribed. Whatever it is, the initial purchase is an emotional one, but the subsequent retention is largely tied to perceived value.”

Making that unboxing experience an amazing one is vital to membership retention. To know what that experience is like, Amir suggests that you purchase other subscription boxes for yourself. “You need to have them show up at your house. You need to experience what it's like to open them, and you need to see the difference between bad and good. You need to understand the content that's coming along with the products itself. It's not just about the products. You need to see how they make you feel - the value and the sort of hand-picked and personalized effort that's gone into each box, or they don't, and then you cancel, right? You need to actually experience that, so I always urge people to have subscriptions. At any given time, I have 20+ active subscriptions.”

A keen focus on quality and value - These are the things that the best of the best in the subscription box industry do. If you’re finding it hard to prioritize your to-do list, at least place these two things at the top. My interview with Amir covered this advice in much greater detail. To learn more of the insight he has gained from his work with very successful subscription businesses, listen to the full

interview on my Membership and Subscription Growth Podcast. Subscribe here: <http://robertskrob.com/subscribe-to-podcast/>

CONVERSATION WITH AMIR ELAGUIZY

Robert: Coming up on today's episode of Membership and Subscription Growth ...

Amir: We found that people who have these audiences, influencers, even just regular people who are enthusiasts inside the community are more and more turning towards the subscription format as a way to monetize.

There are a lot of things wrong with it, but one of the things is that they didn't do any research within their audience about what they wanted if they were going to purchase the product they put out there. They sort of announced it one day and it was available for purchase, and it was just miss-targeted. It wasn't what the audience was looking for.

Over the long-term, the people that won are the ones that are hyper-fixated on product quality and product value.

Robert: Welcome to Membership and Subscription Growth podcast. I'm Robert Skrob, your subscription and member retention growth expert. Today's show features Amir Elaguizy, CEO of Cratejoy. Cratejoy provides everything you need to run, promote and scale your subscription box business. They provide a platform for sales, marketing, and fulfillment. It really takes the hassle out of starting and running a subscription box business. Cratejoy works with thousands of subscription boxes, so Amir has a terrific perspective on what works, and what doesn't within the subscription box world. Amir was the co-founder and CTO of a poker software company, Market Zero, that was

acquired by Zynga in 2011. And hey, there was no company hotter in 2011 than Zynga with its IPO in December of that year.

Amir stayed with Zynga for a year after the acquisition, before leaving to become the founder at Cratejoy. We'll discuss his reasons for getting into the subscription business together with his insights on what it takes to become successful in today's program. If you like today's show subscribe and give us a review on iTunes. I'd love to hear your feedback. So, now we'll turn it over to our discussion with Amir Elaguizy from Cratejoy.

I'm here today with Amir Elaguizy, CEO of Cratejoy. Welcome, I'm so excited to have you as my guest on the Membership and Subscription Growth Podcast, welcome Amir.

Amir: Thanks. I'm happy to be here.

Robert: You started out years ago ... Actually, not that long ago, you were at Zynga, and the CTO of online games. Which at the time was the single hottest segment of the App store, or the social media world, and you jumped at the chance to move over and be the CEO of Cratejoy, and get into this whole subscription box world. What did you see as the opportunity that led you away from gaming to get into subscription boxes?

Amir: Well actually the company that I sold to Zynga was a subscription revenue. Primarily, we sold data to consumers and also to businesses, and all of our revenue was recurring so I've been on the take from subscriptions for a long time as part of my career. However, I was not in e-commerce yet. When I left Zynga, I was looking at just what brought joy into my life and my wife and I were subscribers to several subscription boxes, including ... The one that I got that I loved was for my dog. And every month the subscription box had come in, and it just ... It was for the dogs, but really it was for me. I got super-excited every time it came in, it was just a way to spoil my pets, who I love very

much. And it was a cool surprise to see what was coming every month and I just it was the coolest thing.

I also knew the power of the subscription business model, I knew that these subscription box companies had all sorts of advantages over traditional e-commerce, because they had the predictability of being able to forecast all of their inventory needs. Not having as much waste as they have to get rid of, or on sales to get rid of unused inventory. They have that reliability of that recurring revenue, which allows them to make much, much, bigger growth bets, to have more leverage over their supply chain. Like I knew that these subscriptions would have all these advantages just because of my experience in business but I didn't really know how big of a problem it was to start a subscription. In 2013, I met a guy who was running a subscription called Le Tote it's a subscription for women's fashion, and what he was telling me was essentially it's actually really difficult to start a subscription in 2013 because all of the software is either built for SaaS, software as a service, recurring revenue, or traditional e-commerce. You know, I want to sell something on the internet once.

And the subscription commerce on its surface might look like either of those, but actually it's fundamentally different, so a simple example is if you're selling products for regular e-commerce, somebody places an order, you go fulfill it as fast as you possibly can. Whereas in the subscription commerce world, especially if you're less than 50,000 subscribers, what's more typical is somebody places an order, they wait until your shipping time. Which is maybe twice a month, and you go ship all of them at once. So, you're doing these large batch operations as opposed to one-off fulfillment. Another example is in traditional e-commerce, having an account to come back and check on your order is generally optional. Whereas in the subscription world, it's mandatory. You have to come, you have to come back, cancel your subscription, change your options, change your address, all these things because as a consumer you're in an ongoing relationship with the merchant that you've purchased from.

And there's a big long laundry list of differences between e-commerce and subscription commerce and there was really nobody bridging that gap, it was just a bunch of subscription merchants in 2013 doing the best they could. You know, hiring contractors and passing around spreadsheets and it was just a nightmare for them, they would tell me things like, 'look I know that I'm losing customers because they're not getting their product and I also know that I'm sending product to customers that already canceled. But because I'm using two or three different pieces of technology and shuffling spreadsheets around. I don't know where the breakage is, and I'm spending all of my time dealing with this, rather than growing my business.' And that's when I realized like, hey there's actually a pretty big opportunity here to help make starting and running a subscription box much, much easier. And I think what made me more excited than anything, is being a life-long entrepreneur, was if I do make it easier to run a subscription business, I bet you all sorts of new subscription business will come up because people who previously ... It was too hard, could now start experimenting with the subscription model. So, that's really what got me going with Cratejoy.

Robert: Yeah that's brilliant, I work with a lot of subscription companies all the time, and one of the first things we do is go through their software, because often, like you're saying we'll find folks that they are fulfilling but aren't billing or fail charges or a lot of challenges there and there's often \$50,000 or \$100,000 worth of revenue just sitting within the software that they aren't collecting, which goes to how complicated this whole subscription world can be because a small error that you might have one month compounds ever single month, and you continue to lose the revenue. So, it's really fabulous that you were able to launch Cratejoy as a way to make it a whole lot easier to keep up with your subscriptions, to sell subscription boxes and to grow your business. The thing is that these subscription boxes really have been around for several decades. From the Book of the Month Club, Tie of the Month club, Candy of the Month. They're all huge, several decades ago. Why do you think there are so many growth opportunities in the subscription box space today?

Amir:

Well there's a few things that are driving this, one; people are just becoming more comfortable as a consumer, their credit card stored on the internet and expecting that it's going to be used to send you the product that you've been asking for. I mean just look at Netflix or Amazon Prime, it's not been that long that consumers have been comfortable storing their credit card on the internet and receiving value over time, so there's this sort of comfort level with consumers that's been increasing, but I think probably the more important point is actually the rise of social media. So, a good way of thinking about it is, if you were in the Shetland Ponies, and you lived in the mid-west, you might know two or three other people in your neighborhood that are into Shetland ponies, which means that you don't really have that many people that talk to about your passion, which is Shetland ponies in this example.

You might read a publication focused around Shetland ponies, but that's a one-to-many interaction, you're not interacting with anybody, you're just consuming that content and whatever they write about it I what you learn. But now, because of Instagram hashtag communities and Tumblr and Facebook groups, all the fun ... you've got people who are into Shetland ponies in North Dakota talking to people who are into Shetland ponies in New Zealand. And what happens when these people start talking about this is, they're taste become much more nuanced. Now, the readers of that publication about Shetland ponies are not just consuming content and then putting the magazine down and going back to doing whatever they were doing. They're now talking to each other about the content and they're learning faster and faster and they're tastes are becoming more nuanced. And what that does is that creates an opportunity for somebody to come in and say, hey I can curate products that are targeted specifically for you guys and Ideally that wouldn't be somebody external, that could be somebody in the community, which is what we mostly see. I can curate products that are specific to us, that really hit all the value propositions that we care about as Shetland pony enthusiasts right on the head.

They're super-topical to the stuff that we've been talking about. You don't have to wait until that one time, once a month you run into somebody who's also into Shetland ponies. I can send you ... All the people that we're talking about all the time. I can send you the products that you guys love on a monthly basis, and it'll give us something to talk about inside the community, it'd give you something to be happy to see show up in the mail. It'll hit your needs directly on the head in the way that only a fellow community member could actually provide. So, this social media has created essentially these addressable markets, and subscription is a really great way to monetize those addressable markets, because they're nuanced tastes are underserved by places like Amazon. Because if you're really into Shetland ponies, you don't want to see regular horse brochures, you want to see Shetland pony brochures. And Amazon doesn't have any, I checked.

So, you have these very, very nuanced tastes but also, you're really just looking for things to engage your community and subscription box provides that mechanism. And as influencer inside the community, you have this asset, which is this community, and you've got esteem within the community. They trust you. They trust your judgment. Your options for monetizing that asset are not amazing, and most of them require to somewhat lower yourself, you have to do product reviews and do CPA deals to pitch other people's stuff ... Which you're a little bit selling your reputation there, whereas you run a subscription box and you're just curating the stuff that you love, you're not doing that you're actually adding to your reputation within the community, so you're able to monetize your asset without sort of detracting from your image within the community. So, we found that people who have these audiences, publishers, influencers, even just regular people who are enthusiasts inside the community are more and more turning to the subscription format as a way to monetize.

Robert: Yeah, and I think that the observation that social media based websites have been a huge lever in creating this, because now it's a whole lot easier to find enthusiasts of all types and be able to access

them, because they have these little communities. And one of the keys that I see in this subscription box world, there's some folks that launch the subscription box and maybe end up with a dozen or two subscribers, versus the ones that have a much bigger launch and the ones that have much bigger launches seem to know exactly, or they've done the research, they've done the homework and they know exactly how to reach their little pocket of customers that they're for. Whereas, the ones that don't seem to do as well either don't have an understanding of exactly who they're for, or they haven't figured out a way to reach them effectively and having that social media ... Having a way of tapping that market is just tremendous.

Amir: I would actually add to that and say what's more important than having social media is actually just having a really clearly defined market. The people that succeed are people like Owl Crate, it's run by a couple out of Toronto. They've got many tens of thousands of subscribers, they're doing incredibly well and they curate books for fans of young adult fiction. And the reason that they do so well is because they were fans of young adult fiction themselves. They knew exactly what people wanted, and they built a high-quality product that would hit their needs right on the head. And then, they were able to go into the existing community with a really, really, high quality product that actually hit their needs. Those are the types of people that do really, really well. The ones that have a harder time are the ones that are like, looking around their house and they're saying what do I use on a recurring basis? I know, coffee. So I will have a coffee subscription, because who doesn't need more coffee?

Those are the ones that have a harder time because they're selling sort of a commodity product into a large, undefined audience. And so, I would say it's not just about having access to the audience, it's about having a very specific value-proposition to a very specific segment of an audience.

Robert: Yeah, I couldn't agree more. I see many folks that are in love with their box and what it contains instead of in love with their customer and what that customer is eagerly wanting and anticipating.

Amir: Yeah the one thing that I noticed, and it's really clear that over the long term the people that win, are the ones that are hyper fixated on product quality and product value.

Robert: Okay. Well what drives someone to subscribe? Is it a discount of getting \$50 worth of stuff for \$25, is it the curation of bringing something new? Is it being the first to get something? Or is it that gift experience, or something else? What's driving these folks to want the subscription box experience?

Amir: Yeah, we see about 70% of people buying for themselves, and about 30% of people gifting it to others. The people that are buying it for themselves, it's mostly, I love this thing and of course I would like to get more of it on a recurring basis. So it's not a straight discounting or a straight value purchase, it's an emotional purchase. That being said, the value is where retention comes in. So, if they look at the products when they show up after the first purchase, and then do the mental math on how much it all cost, and they say this doesn't look like I got much or any of a discount on this at all ... They're not going to stay subscribed. So, the initial purchase is, I love Shetland ponies, I love Korean fashion, I love southern cooking. Whatever it is, the initial purchase is an emotional one, but the subsequent retention is largely tied to perceived value.

And for gifting, it's super seasonal and if they know somebody who has a niche interest, and they discover that a subscription exists for that niche interest, they buy because it's such a unique and amazing gift experience.

Robert: Yeah. When you look at the most successful Cratejoy subscription boxes, or the subscription boxes on the platform that are most successful. What is it that they're doing? What are the similarities that

make the ones that really take off and grow, what is it about them that's similar?

Amir: Well three things I would say. The first one is they have a super-well defined target audience. I mean when I say well-defined, I mean not just make up, just beauty, but fans of Korean inspired beauty. Super-defined target audience. Two is, they're obsessed with the product quality. So they are actually into the products that they're selling, they know what good looks like, they know what bad looks like. They know how to curate them in a way that tells a cohesive story. So, an example of this is my favorite subscription that I get, it's Bookeroo. It's a subscription for my two-and-a-half year old, and they send a curated set of cardboard books for my son every single month. And every single month it comes in, there is an insert in the box that tells me exactly why the books were chosen, who the authors are, what else they've written, what they have in common, what they're going to teach my son. But then the books themselves, they're individually wrapped and my son gets super-excited opening each one of them like it's Christmas morning or something.

Robert: Yeah.

Amir: And they've put some much thought into the actual product experience and the product quality. And then the third point is value. If the book were to show up and I were to say, hey I was just at the bookstore the other day and these books look like they cost probably about \$7 a piece, but I paid \$40 of subscription, I would cancel because I would just feel taken advantage of and so the best merchants actually spend a lot of energy negotiating ... Using their increasing scale, which is actually increasing leverage with their supply chain to get better, and better rates for their subscribers.

Robert: Nice. There're a lot of big publishers, they already have a list maybe hundreds of thousands, maybe thousands of people who are already buying from them, whether it's a publication or a subscription of some sort. How have you seen those types of kind of traditional publishers

in the subscription space transition successfully into the subscription box world?

Amir: Yeah, so actually we've seen it go very well, or very poorly. So the people that it went very well for, they already had a purchase relationship with the consumer, meaning they didn't just have a list of email addresses that they got from their website or something like that. They had a list of people who had already paid them for something at some point. And when they provided a good product to those list of people that already had a happy purchase relationship with them, they saw high conversion rate to paying subscribers and a correspondingly high retention rate. What we saw people do poorly is when they had a fairly unengaged list, so we had a person with 10 million followers on Instagram launch a subscription and get no sign-ups, and it was because they had no purchasing relationship. They had no reputation as a merchant with their audience at all, and the assumption they made was that they could launch anything and some percentage of those people would actually purchase.

And it's simply not true, right-

Robert: Why won't the one percent buy? I'll be rich.

Amir: Right, they got zero percent to buy. There was a lot of things wrong with it, but one of the things that they didn't do is they didn't do any research within their audience about what they wanted if they were going to purchase. The product they put out there, they sort of announced it one day and it was available for purchase, and it was just miss-targeted. It wasn't what the audience was looking for. And further the merchant had no reputation as a merchant. The audience didn't feel that sort of trusting relationship with those people in terms of being a provider of goods. So it just didn't work that well. But the other people who have done it really well, they understood their audience, they knew the product that they needed to launch into that audience, and the audience had already given their credit card at some point in their life, so they felt pretty comfortable doing it again.

Robert: So one of the things ... A lot of these publishers, they've got writers, they have a printer or maybe they're sending these products via email, or posting them on a membership site, or publishing magazines or what have you to their subscribers but the whole idea of curating items, warehousing them, somehow getting them into a box and sending them out to some number of customers, hundreds, or hopefully thousands of customers, just hurts their head. How does somebody get a grip, a handle on what it would take physically to go from publishing a magazine or a newsletter and then having a subscription box offering?

Amir: Yeah, well actually my advice to publishers and established brands ... Publishers will be able to get rights holders, IP rights holders, who are looking to monetize that audience or that asset and my advice to them has always been, don't do it in-house. I've seen it go pretty poorly when trying to get it done in-house, because it's just a fundamentally different muscle that needs to get exercised and they've never done it before. It's just hard to cold-boot that without the experience. I would say partner with somebody who's done it before. We partner with people to help them start their subscriptions, and there are other companies that do the same thing. They can help you understand what the logistics, and supply chain and fulfillment, all of that sort of stuff is, they can help you understand how to price, how to minimize your inventory risk, they can help you reduce the customer support burden because there will be one. They can help you with all of these things, that otherwise you have to stumble through on your own, and frequently it doesn't go super-well if there's nobody inside the organization that never scaled out an e-commerce business before.

So I would say partner, don't build inside the organization if possible.

Robert: And for a company that maybe already has a publication with advertisers, or maybe they've sponsors for a conference or something that they're putting on, are they able to source products maybe that are sponsored? Or are most of these boxes, are they having to purchase all of the products that go into the box?

Amir: So, what I've seen work is ... So first thing Robert, the most important thing is optimizing for the quality of the product experience that the consumer's going to be receiving. So, it's actually wrong to think about what do I have access to, and then plan from there. Instead, think what do my consumers want? And then figure out how to give them that. So what I've seen work, is I've seen where people existing businesses start by using the size of their audience below wholesale prices for products, that their consumers want and then over time, and that's how they start, so their buying things below wholesale so they get great margins from the beginning and since they have a demonstrably large audience these wholesales will work with them. Then over time as they start to achieve scale they're able to cut deals with advertisers and run all sorts of specials and sometimes those products that their advertisers sell actually make sense inside the box.

Sometimes their advertisers say things like, oh we are actually launching a new product line, we've got 100,000 samples of the new pudding that we're coming out with. Would that make sense to your audience in the subscription box? So you start seeing that sort of stuff over time. But what I've seen do poorly is when they say okay well, we have access to these four products, so these are the products that we're going to put in our subscription box. It's like yeah, that's not true North. True North is whatever consumers want to get.

Robert: That is brilliant. So obviously Cratejoy is a terrific option for hundreds of subscription boxes already are utilized-

Amir: Thousands.

Robert: Thousands, thank you, of subscription boxes are already using the Cratejoy platform, back-end partner. What does it look like to partner with Cratejoy? How would somebody go ahead and get started if they wanted to begin that process and start getting information about Cratejoy and what they can do to create their own subscription box?

Amir: Well so most folks who want to get started with a new business, they don't have an existing brand, they don't have existing audience. The right thing to do is just go to Cratejoy.com and start a trial on our platform, and you can start setting up the business right there. There's a lot of educational materials at subscriptionschool.com, which is a free website we run where we put data, interviews, interesting content for people who might want to start a subscription box. Answers questions like, how do I buy boxes, and things like that. So those two resources are enough to get going for a brand new business. For an existing business that's looking to add a subscription box as a product line, I urge them to email me here at Cratejoy, or email sales at Cratejoy and our sales manager will get back with them and we can discuss what our partnership would look like.

Robert: Brilliant, that's wonderful. It's great advice, what you have is the three criteria, the three big pieces of subscription boxes that grow, and I'd absolutely agree that the target market is crucial and if you don't understand who you're selling to and have access to them, you really are not going to be successful no matter what type of subscription that you are offering. That unboxing experience, making it amazing, you can absolutely tell the difference between boxes that ... You know even though the items might be great, the way their packaged, the way that the customer experiences them when they open the box. It could be completely different, even in the same niche, two boxes can have a very, very different experience. One good, the other not as exciting and interesting and of course that whole subscription box, that gift of feeling is what you're trying to go for. And then also the inherent value of the products that you are delivering.

Amir any other advice or tips for somebody that's in the subscription box world and looking to grow their business?

Amir: Well so the one tip that I have, and I'm always surprised when I find out people don't already do this, but if you are in the subscription box space, or looking to be in the subscription box space, you need to get subscription boxes. You need to have subscriptions. You need to have

them show up at your house. You need to experience what it's like to open them, and you need to see the difference between bad and good. You need to understand the content that's coming along with the products itself. It's not just about the products. You need to see how they make you feel - the value and the sort of hand-picked and personalized effort that's gone into each box, or they don't, and then you cancel, right? You need to actually experience that, so I always urge people to have subscriptions. At any given time, I have 20+ active subscriptions.

And you just see ... It's really obvious when they show up at your house, the ones that are doing a good job, the ones that are doing a bad job, and you also learn a lot about where the industry is going by watching what people are doing with the subscriptions. So, if you don't have any active subscriptions, go get some. Cratejoy.com has 3,000 merchants to choose from, go get some subscriptions, gift some subscriptions to friends and get their feedback and just start to understand what the lay of the land looks like.

Robert: Yeah I couldn't agree more, and I got all these subscriptions for dog stuff, I don't have a dog but I certainly make the folks around here at this office, my office feel great because I ... Here are three dog boxes that I'm done with and you can now share with your pet, they think it's amazing. But no, getting those subscriptions is smart. Not only in boxes, but also look at the publishing world, and see what they're doing because while the subscription box niche is massive, and probably one of the fastest growing segments of the subscription world, there's publishers who've been around for decades and understand what it takes to get subscribers and renew them. So absolutely take a look at Cratejoy.com, also take a look at subscriptionschool.com to learn more about subscription businesses, and for all you big guys looking for partnering opportunities, send a quick email to sales@cratejoy.com, or amir@cratejoy.com, and follow up with opportunities for creating subscription boxes to your subscriber list.

Amir Elaguizy, thank you so much for being my guest today at Membership and Subscription Growth, and what great information for folks really of any subscription, but in particular subscription boxes. Thank you.

Amir: Yeah of course Robert, thank you.

Robert: Thank you for listening to today's episode of Membership and Subscription Growth. Next week my guest is Dustin McAdams of Pupjoy. I think you're really going to like this show, because Pupjoy is one of the most competitive niches on the planet. It's a subscription box serving pet owners, in particular dog owners, and yeah there's a lot of competition in the dog owner niche, a lot of noise, a lot of people trying to get their message across. I want to talk a little bit about how Dustin McAdams gets his message heard and stands up through all the noise and gets noticed and gets subscribers for his subscription box. We're also going to talk about the most important aspect of the customer experience for the subscription box and how to educate consumers about customization options that they have with their subscription box. Plus, Dustin is really working to create the subscription box as a platform to grow a full-scale retail business for pet owners.

So, it's really fascinating to see his thinking of beyond the box, what's going to happen two, three four moves later and for anyone who has a subscription program or a subscription box, understanding the next steps of using the subscriber base. Not only to grow it, but also to grow a much bigger business. All that and more with Dustin McAdams on our next episode of Membership and Subscription Growth.

Did you like today's episode? Subscribe and give us a review on iTunes. Love to hear from you and get your feedback. Well, thank you very much for listening to Membership and Subscription Growth. We'll see you next time on our next episode with Dustin McAdams with Pupjoy.

Too Many of Your Members Quit I Can Help You Stop Your Members from Quitting



Members quit. And most people's attempts to lower member churn rates only make it worse. I can help you stop your members from quitting.

For 20 years I have focused on getting and keeping numbers. I come alongside you and your team to stop your members from quitting, and help you grow your membership.

You are investing a lot of time and money to grow your membership. Let's stop your members from quitting so your program will grow as fast as you deserve. I help you grow your membership with my systems for attracting, welcoming and retaining your members.

I can assess your membership program to identify your fastest easy wins.

Get started by requesting an assessment for your membership program today. ●

Visit www.RobertSkrob.com/Assessment/
so I can help you stop your members from quitting.

Visit www.RobertSkrob.com/Assessment/
to get your customized member retention assessment
to double your membership programs in 2017.



Increased Membership by 156%

"Working with Robert Skrob and implementing his strategies we've increased the size of our alumni program 156% generating an additional \$1.4 million annually. Plus, our average lifetime customer value increased by 37%! Robert is my go to expert for forging a stronger relationship with our customers to provide them with greater value so they become more valuable, long-term customers."

Richard Meneg, President, Automotive Training Institute

Doubled Conversion and Doubled Retention

"After I made the changes Robert suggested during our consulting day, my new member sales conversion rate doubled! In addition, in the months since, my member retention rate has doubled as well. With Robert's help I've completely transformed the growth rate of my business."

Jim Augustus Armstrong, Flooring Success Systems



Sold \$120,000 within 4 Hours and Launched Membership Program

"It's been a whirlwind! We did so much. I basically crammed a years' worth of work (probably more) into 60 days. I remember our weekly coaching calls and how overwhelmed I was until Robert explained every step that needed to be done before the next step. Very, very detailed oriented. I was able to pull off something I thought was impossible. Actually,

it wasn't even on my radar and that was being able to sell \$120,000 worth of product (@ \$297) in 240 minutes with a built-in monthly membership piece. UNBELEIVABLE!"

Michael Rozbruch, Roz Marketing Group

An Additional \$2-3 Million in Revenue

"I spent the day with Robert Skrob to learn how to increase the retention in my membership program. During the time we spent together we created \$2-3 million dollars in revenue. If you have any intentions of increasing your membership retention, Robert is the guy. You better get ahold of him as soon as you can."

Ron LeGrand, Global Publishing



Membership Services, Inc
New + Retention = Growth!

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