

# Subscription Marketing Manifesto

I have a subscription or membership component to my business, even if the subscription part isn't part of the actual revenue model. I recognize that relationships are the most important competitive differentiator my business can have.

I'm building something for the long haul. Whenever I'm tempted to pursue short-term gains at the expense of my subscribers, I resist.

Instead of focusing only on how fast I can grow, I look at whether I'm attracting the right subscribers—the ones who get the most value from my business.

I try to add value to every interaction with subscribers—even mundane interactions like shipping notices or welcome emails.

I make it easy for subscribers to leave if and when they need to. I don't hide the Unsubscribe button, and am quick to honor their requests to leave.

I *listen* to existing subscribers. Although I cannot act on all of their feedback, I hear and thank them.

I spend as much time thinking about how to best serve existing customers as I do about getting new ones.

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For more on the ideas behind the manifesto, see the book *Subscription Marketing: Strategies for Nurturing Customers in a World of Churn*.