



The Curve: How Smart Companies Find High-Value Customers

By Nicholas Lovell

Download now

Read Online ➔

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell

It's the ultimate business question of our time: How do real companies make money when customers expect (and often get) products for free?

There are millions of potential customers in the world. Most of them won't pay anything for your product. But some will pay almost anything. The

challenge is to find the latter without wasting time and money on the former.

In *The Curve*, Nicholas Lovell weaves together stories from disparate industries to show how smart companies are solving this puzzle. From video games to pop music to model trains, the Internet helps businesses forge direct relationships with a vast global audience by building communities and offering bespoke products and experiences.

In many cases, businesses can win by sharing their product (or a version of their product) for free, allowing it to spread as widely as possible. Eventually, a huge number of freeloaders spread the word to the superfans who value that product the most. And a small number of superfans will love a product so much that they will spend substantial sums of money on it—given the chance. These high-value customers are enough to fuel a profitable business. For example:

- Nine Inch Nails front man Trent Reznor gave away his album for free to find the 2,500 hardcore fans who wanted the \$300 limited ultradeluxe edition.
- Bigpoint, an independent game developer, released three adventure games to 130 million users—and made 80 percent of its \$80 million revenue from just 23,000 users, who spent money to upgrade their game-playing arsenal.
- King Arthur Flour shares useful recipes and tips on its Web site, enchanting a cult of devoted bakers, many of whom happily travel to its Vermont headquarters for expensive specialty baking classes.

This approach doesn't apply just to digital products anymore. With the advent of 3D printing, customization of physical goods is easier and cheap, and companies can truly tailor their offerings to their customers. A doll company can personalize everything from hair color to eye shape, and automakers

and technicians can create laser-scanned replacement parts for classic cars. Although the potential for piracy will spread to industries that believed they were immune to such disruption, businesses have an opportunity to make money in this new paradigm by offering variety, complexity, and flexibility at little to no extra cost.

What Lovell calls the Curve is a ranking of your company's potential customers from those most likely to least likely to pay for your product or service. It charts their interest against the amount they are prepared to spend—be it nothing at all or thousands of dollars. The curve itself separates your revenue

opportunity (willing big spenders, your superfans) on the left from your marketing opportunity (freeloaders, whose only acceptable price point is \$0) on the right. The area under the curve is the total amount of money you might be able to get from your customers or fans.

Lovell offers a strategy to draw more people into your orbit than was possible when physical costs limited your ability to expand. *The Curve* heralds a new era of creativity and business freedom.

 [Download The Curve: How Smart Companies Find High-Value Customers.pdf](#)

 [Read Online The Curve: How Smart Companies Find High-Value Customers.pdf](#)

The Curve: How Smart Companies Find High-Value Customers

By Nicholas Lovell

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell

It's the ultimate business question of our time: How do real companies make money when customers expect (and often get) products for free?

There are millions of potential customers in the world. Most of them won't pay anything for your product. But some will pay almost anything. The

challenge is to find the latter without wasting time and money on the former.

In *The Curve*, Nicholas Lovell weaves together stories from disparate industries to show how smart companies are solving this puzzle. From video games to pop music to model trains, the Internet helps businesses forge direct relationships with a vast global audience by building communities and offering bespoke products and experiences.

In many cases, businesses can win by sharing their product (or a version of their product) for free, allowing it to spread as widely as possible. Eventually, a huge number of freeloaders spread the word to the superfans who value that product the most. And a small number of superfans will love a product so much that they will spend substantial sums of money on it—given the chance. These high-value customers are enough to fuel a profitable business. For example:

- Nine Inch Nails front man Trent Reznor gave away his album for free to find the 2,500 hardcore fans who wanted the \$300 limited ultradeluxe edition.
- Bigpoint, an independent game developer, released three adventure games to 130 million users—and made 80 percent of its \$80 million revenue from just 23,000 users, who spent money to upgrade their game-playing arsenal.
- King Arthur Flour shares useful recipes and tips on its Web site, enchanting a cult of devoted bakers, many of whom happily travel to its Vermont headquarters for expensive specialty baking classes.

This approach doesn't apply just to digital products anymore. With the advent of 3D printing, customization of physical goods is easier and cheap, and companies can truly tailor their offerings to their customers. A doll company can personalize everything from hair color to eye shape, and automakers

and technicians can create laser-scanned replacement parts for classic cars. Although the potential for piracy will spread to industries that believed they were immune to such disruption, businesses have an opportunity to make money in this new paradigm by offering variety, complexity, and flexibility at little to no extra cost.

What Lovell calls the Curve is a ranking of your company's potential customers from those most likely to least likely to pay for your product or service. It charts their interest against the amount they are prepared to

spend—be it nothing at all or thousands of dollars. The curve itself separates your revenue

opportunity (willing big spenders, your superfans) on the left from your marketing opportunity (freeloaders, whose only acceptable price point is \$0) on the right. The area under the curve is the total amount of money you might be able to get from your customers or fans.

Lovell offers a strategy to draw more people into your orbit than was possible when physical costs limited your ability to expand. *The Curve* heralds a new era of creativity and business freedom.

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell Bibliography

- Sales Rank: #1402099 in Books
- Brand: Brand: Portfolio Hardcover
- Published on: 2013-10-03
- Released on: 2013-10-03
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 1.00" w x 6.25" l, 1.00 pounds
- Binding: Hardcover
- 256 pages



Download [The Curve: How Smart Companies Find High-Value Cus ...pdf](#)



Read Online [The Curve: How Smart Companies Find High-Value C ...pdf](#)

Download and Read Free Online The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell

Editorial Review

Users Review

From reader reviews:

Sarah Maddocks:

Book is actually written, printed, or illustrated for everything. You can understand everything you want by a reserve. Book has a different type. To be sure that book is important matter to bring us around the world. Close to that you can your reading ability was fluently. A reserve The Curve: How Smart Companies Find High-Value Customers will make you to become smarter. You can feel much more confidence if you can know about almost everything. But some of you think in which open or reading some sort of book make you bored. It is not make you fun. Why they might be thought like that? Have you looking for best book or suited book with you?

Steve Diaz:

The book untitled The Curve: How Smart Companies Find High-Value Customers is the guide that recommended to you you just read. You can see the quality of the publication content that will be shown to an individual. The language that article author use to explained their way of doing something is easily to understand. The article writer was did a lot of study when write the book, hence the information that they share for you is absolutely accurate. You also might get the e-book of The Curve: How Smart Companies Find High-Value Customers from the publisher to make you much more enjoy free time.

Brenda Lee:

The book The Curve: How Smart Companies Find High-Value Customers has a lot associated with on it. So when you read this book you can get a lot of help. The book was published by the very famous author. Mcdougal makes some research prior to write this book. This kind of book very easy to read you can obtain the point easily after reading this book.

Denise Wentzel:

What is your hobby? Have you heard this question when you got college students? We believe that that issue was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. Therefore you know that little person similar to reading or as reading become their hobby. You have to know that reading is very important as well as book as to be the issue. Book is important thing to provide you knowledge, except your current teacher or lecturer. You find good news or update with regards to something by book. A substantial number of sorts of books that can you go onto be your object. One of them is niagra The Curve: How Smart Companies Find High-Value Customers.

**Download and Read Online The Curve: How Smart Companies
Find High-Value Customers By Nicholas Lovell #RY5783V0UG6**

Read The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell for online ebook

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell books to read online.

Online The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell ebook PDF download

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell Doc

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell Mobipocket

The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell EPub