



# 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](#)

## **Editorial Review**

### **Users Review**

#### **From reader reviews:**

##### **David Lucero:**

Reading a guide can be one of a lot of activity that everyone in the world loves. Do you like reading book thus. There are a lot of reasons why people love it. First reading a reserve will give you a lot of new details. When you read a guide you will get new information simply because book is one of many ways to share the information or even their idea. Second, reading through a book will make a person more imaginative. When you reading a book especially tale fantasy book the author will bring someone to imagine the story how the characters do it anything. Third, you are able to share your knowledge to other individuals. When you read this The Curve: How Smart Companies Find High-Value Customers, you are able to tells your family, friends along with soon about yours reserve. Your knowledge can inspire different ones, make them reading a reserve.

##### **Lori Roth:**

Can you one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Aim to pick one book that you never know the inside because don't determine book by its handle may doesn't work here is difficult job because you are frightened that the inside maybe not as fantastic as in the outside appearance likes. Maybe you answer may be The Curve: How Smart Companies Find High-Value Customers why because the amazing cover that make you consider about the content will not disappoint an individual. The inside or content is definitely fantastic as the outside or cover. Your reading sixth sense will directly show you to pick up this book.

##### **Patricia Glover:**

Beside this particular The Curve: How Smart Companies Find High-Value Customers in your phone, it can give you a way to get nearer to the new knowledge or info. The information and the knowledge you will got here is fresh from oven so don't become worry if you feel like an old people live in narrow community. It is good thing to have The Curve: How Smart Companies Find High-Value Customers because this book offers for your requirements readable information. Do you at times have book but you seldom get what it's facts concerning. Oh come on, that will not happen if you have this with your hand. The Enjoyable agreement here cannot be questionable, just like treasuring beautiful island. So do you still want to miss that? Find this book along with read it from currently!

**Jesse Eriksen:**

Reserve is one of source of information. We can add our understanding from it. Not only for students but in addition native or citizen require book to know the upgrade information of year to year. As we know those guides have many advantages. Beside most of us add our knowledge, also can bring us to around the world. By book *The Curve: How Smart Companies Find High-Value Customers* we can have more advantage. Don't someone to be creative people? To be creative person must love to read a book. Simply choose the best book that appropriate with your aim. Don't always be doubt to change your life at this book *The Curve: How Smart Companies Find High-Value Customers*. You can more pleasing than now.

**Download and Read Online *The Curve: How Smart Companies Find High-Value Customers* By Nicholas Lovell #PO61TR905VC**

## **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**

**PO61TR905VC: The Curve: How Smart Companies Find High-Value Customers By Nicholas Lovell**