4 Signs Your Business is Dying & How to Revive It
POPSURVEY

temper

baremetrics
Create Surveys People Want to Take

PopSurveys are beautiful, easy to create and more importantly, fun to take.

Click Here to Try It Risk Free for 60 Days ➤

Virgin Atlantic Customer Feedback

We'd love your feedback about your experience. Please answer just a few short questions so we can improve our service and your experience.

Thanks!

Begin ➤
Improve customer satisfaction over time
Temper measures how your customers feel about your business so you know what to improve

Start measuring & improving customer experience right now.

See How It Works
Dying

ARPU is < $20
Single-digit ARPU’s are a death sentence
Why?
Support
Support work is a cancer to progress
1000 @ $3/mo
30 @ $100/mo
High ARPU means less support for more money
Little money = Little loyalty
ARPU Comparison

TrackThePack: $2
PopSurvey/Temper: $30
Baremetrics: $65
Revive
Charge More
B2B & <$20

Grossly undervaluing product
Won’t pay more? You aren’t solving a big enough pain
Dying

Revenue ceiling is < $100
Good measuring stick for value
Can’t charge > $100?
Not providing enough value
Low value means low loyalty & high churn
The more you can charge one person, the more you can charge the rest
Ceiling Comparison

PopSurvey/Temper: $100
Baremetrics: $700
Revive
Provide more value
Dying Churn is over 25%
1 out 4 customers bailing is not sustainable
Not an easy fix
Fundamental issue of low value
Churn Comparison

Temper: 25%
Baremetrics: 9%
Revive

Increase engagement
More engagement means it’s less disposable
Dying

1 year and < $2000 MRR
Good indicator you aren’t solving a real problem
Not a time to suck it up and push through
Too many easier (and more profitable) pains to solve
Revive

Lost cause
Change product offering, charge more or shut it down
So where’s the hope?
If you keep doing what you’re doing, you’ll keep getting what you’re getting.
Throw as much as you can at the wall and see what sticks
Nothing sticks? Be honest with yourself and move on.
Trudged away on PopSurvey & Temper for 3+ years
Baremetrics surpassed 3 years of work in < 5 months
Which would you work on?
Don’t waste your time on things that don’t make an impact
Josh Pigford
@Shpigford
josh@joshpigford.com
shpig.me/bizdying