

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



Josh Pigford
@Shpigford

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 >](#)

Try a sample
popsurvey



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 >](#)

Intro

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](#) >



As someone in a Support leadership role, it means a lot to get my team more insight into how their hard work translates into a happier experience for our customers. Using Temper **helps us know where we can improve** rather than

\$13,904

^ 66.9%
PREVIOUS 30 DAYS

Monthly Recurring Revenue

\$14,102

^ 70.5%
PREVIOUS 30 DAYS

Net Revenue

\$485

^ 74.5%
PREVIOUS 30 DAYS

Fees

\$66

v 0.6%
PREVIOUS 30 DAYS

Average Revenue Per User

\$167K

^ 66.9%
PREVIOUS 30 DAYS

Annual Run Rate

\$637

^ 16.0%
PREVIOUS 30 DAYS

Lifetime Value

baremetrics.io

10.4%

^ 18.3%
PREVIOUS 30 DAYS

User Churn

13.7%

^ 14.8%
PREVIOUS 30 DAYS

Revenue Churn

210

^ 68.0%
PREVIOUS 30 DAYS

Customers

14

^ 133.3%
PREVIOUS 30 DAYS

Upgrades

Live Stream

REFUNDED A Person was refunded \$29 an hour ago

CANCELLATION Company Corp cancelled their Hobby (Monthly) subscription, which removes \$29 in MRR an hour ago

CHARGE \$29 from Someone Else 2 hours ago

CHARGE \$154 from Someone Else 9 hours ago

FAILED Another Guy \$249 payment failed. 11 hours ago

CHARGE \$49 from A Person 11 hours ago

FAILED That Company \$29 payment failed. 20 hours ago

NEW Someone Else subscribed to the Hobby (Monthly) plan , which has an LTV of \$213 20 hours ago

CHARGE \$29 from That Person 20 hours ago

NEW That Company subscribed to the Startup (Monthly) plan , which has an LTV of \$462 20 hours ago

CHARGE \$79 from A Person 20 hours ago

CHARGE \$29 from Someone Else 23 hours ago

NEW That Company subscribed to the Hobby (Monthly) plan , which has an LTV of \$213 23 hours ago

REFUNDED Someone was refunded \$149 a day ago

REFUNDED Someone was refunded \$149 a day ago

CANCELLATION Company Corp cancelled their Hobby (Monthly) subscription, which removes \$29 in MRR a day ago

CANCELLATION Someone cancelled their Professional (Monthly) subscription, which removes \$149 in MRR a day ago

Death / Revival

How to spot it & what to do



Dying

ARPU is $< \$20$

**Single-digit ARPUs
are a death sentence**

Why?

Support

**Support work is a
cancer to progress**



1000 @ \$3/mo



30 @ \$1000/mo

**High ARPU means less
support for more money**

A grayscale photograph of a person in a business suit, seen from the waist up. They are holding a dark-colored garment, possibly a jacket or sweater, in front of them with both hands. The person is wearing a watch on their left wrist. The background is a solid dark gray.

Little money

=

Little loyalty

ARPU Comparison

TrackThePack: \$2

PopSurvey/Tempor: \$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 $< \$1000$

**Good measuring stick
for value**

Can't charge > \$1000?

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/Tempor: \$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 < \$20000 MRR

**Good indicator you
aren't solving a real
problem**

**Not a time to suck it
up and push through**

A school of striped fish, possibly surgeonfish, swimming in a dark, underwater environment. The fish are arranged in a loose formation, moving towards the right. The background is a dark, textured grey, suggesting an underwater scene with some light filtering 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**

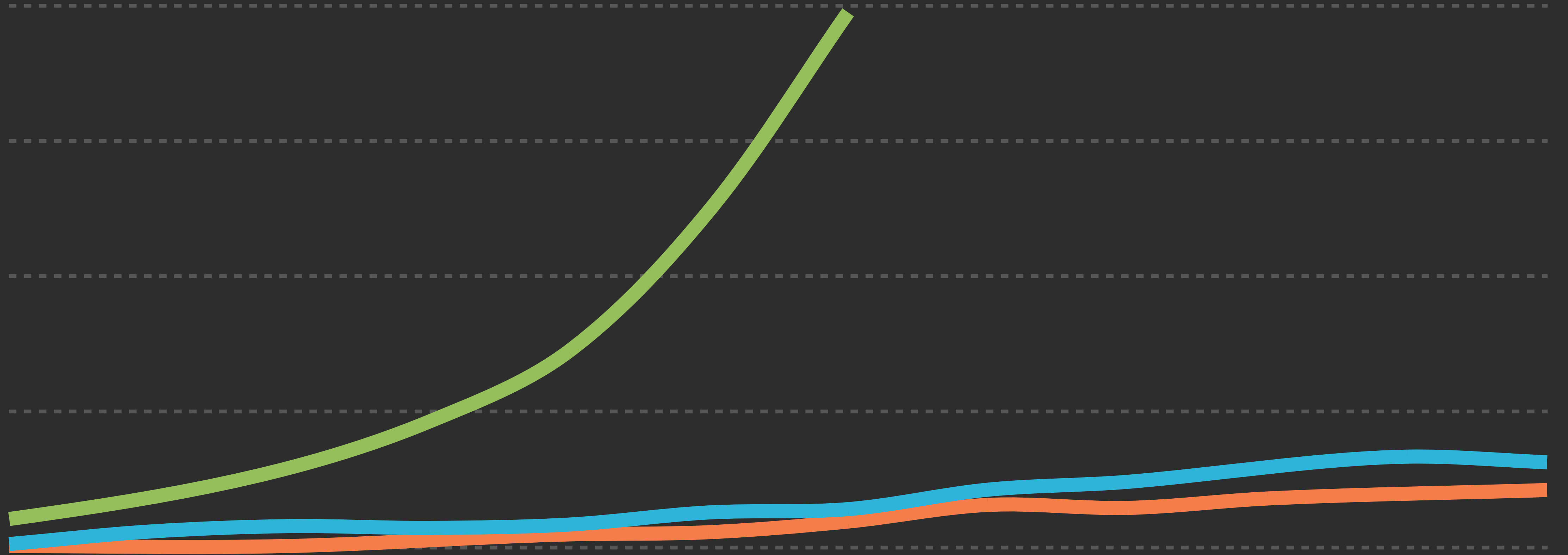
**Throw as much as you
can at the wall and see
what sticks**

**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