

Nostradamus and Forecasting

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You've no doubt heard of Nostradamus, the sixteenth century physician and seer who made over 6,000 predictions of events yet to come – every one of which has come true. What you may not know is how he came to make all these predictions.



It turns out that Nostradamus was actually a full-time marketing consultant. Working on behalf of important industrialists of the day such as Jean de Bernuy (a pastel dye manufacturer), landowners like Geoffroy L'Aisnier, financiers like the Medicis, and political leaders including King Charles IX and Queen Catherine, Nostradamus was contracted to help these important leaders develop more effective marketing strategies, and maximize the return on their marketing investment (MROI).

For example,

- Nostradamus mapped out a smuggling route that enabled his patron to avoid highwaymen and tolls, as well as a pack of murderous thieves.
- He predicted the Great London fire for a construction company (evidently also selling the same lead to an insurance carrier).
- And he foretold the French Revolution on behalf of several “brainless idiots” who unfortunately refused to heed his warning.

By accurately predicting rainfall, drought, plagues, pestilence, births and deaths, Nostradamus enabled his clients to know precisely what opportunities to pursue,

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and when to pursue them. And even more importantly, he was able to tell them what to avoid – saving them time, money, and potential decapitation.

For his work in forecasting, Nostradamus has become synonymous today with marketing science, and serves as the avatar of leadership in the field.

Market Research Techniques

As an expert in forecasting using tools such as astrology, communicating with the dead, crystal balls and divination, Nostradamus was able to guide his clients successfully through such varied challenges as the Black Plague, the Hundred Years War, the assassination of Arch Duke Ferdinand, the Protestant Reformation, the chaos of the French Revolution, and hundreds of other financial, cultural and political crises and natural disasters.

Practiced, as well, in interpreting ancient texts, throwing lucky charms, and surgery, Nostradamus published dozens of almanacs and guides for practitioners of the forecasting arts that today are as relevant as ever.

Modern Applications

With the advent of the computer and the Internet, Nostradamus's techniques have become more powerful than ever, enabling clients to know precisely where and when to apply their scarce resources. By removing the guesswork from marketing, the current generation of tools such as [MindReader](#) from LeadGen.com can dramatically improve Marketing ROI – often by an order-of-magnitude or more.

Or, as Nostradamus once said, “The present time, together with the past, shall be judged by a great jovialist.”