

# Why *Guess* Who Wants to Buy When You Can Actually *Know*?

By Jeff Josephson

Knowing the unknowable used to be the domain of prophets, seers and witches. For example, Moses foretold the ten plagues that brought the Egyptians to heel. Spurinna warned Caesar about the Ides of March. And the Mayans predicted that the world would come to an end on December 21, 2012 – a full five hundred years before the movie came out!



Clearly, these valuable insights – the kind that could make sales and marketing a lot easier – are available to those with special talents, as proven over thousands of years.

In the 1930s, however, so-called professional economists entered the field. They tried to convince businesses, the public and the government that traditional methods like throwing chicken bones, gazing into crystal balls, and talking to burning bushes simply weren't up to the task of planning in a vast capitalist system. Instead, they claimed that we should use data, logic and complex mathematical formulas as the foundation for planning – not superstition, myth or magic.

Over time, however, epic failures such as the Great Depression, the Stagflation, and the Great Recession proved conclusively that this approach was flawed; as the continuing boom-and-bust of the Business Cycle reminds us daily that "It's hard to make predictions, especially about the future."

The failure of science to understand markets, though, extends well beyond economics to include such "surprises" such as 9/11, WMD, and Hillary Clinton in both 2008 and in 2016.

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Regrettably, this failure also impacts even individual businesses. Marketing catastrophes such as New Coke, the Edsel, Google Glass and Astro Pants – the see-through leggings from Lululemon – all came about as a result of this same sincere, if misguided, use of data to predict what customers wanted. Instead of consulting an oracle, a mystic or an ancient text, they did market research, and reaped the whirlwind for their efforts.

Ironically, while many investors, customers and partisans lost their jobs and often their fortunes as a result of this misguided faith in math, most economists and marketing scientists emerged from these episodes unscathed. So while today the field is growing at a rate of 6% per year, if it were 500 years ago these people would have been burned at the stake!

Considering the dismal performance of predicting markets using science and economics, it's clear that we need to get back to our roots – before the next Pets.com happens.

Fortunately, with today's advances in crystal spherology, parapsychology, faith and divination, seers of every stripe are now able to forecast everything from new market opportunities and objection handles to stock plays and competitive weaknesses. And so it is time to bring your marketing into the 14<sup>th</sup> 21<sup>st</sup> century.

### **Ancient Techniques for Today's Marketing**

While the applications of clairvoyance and tools like [MindReader](#) are vast, among the most important is target marketing. This is because knowing what markets, and which prospects, to go after can save millions of dollars in wasted time, effort and money, while concentrating resources where they can do the most good.

Instead of hiring market researchers or buying mailing lists, among the skill-sets you should be recruiting to your team, at a minimum, are the following:

- Impalement artists who can shoot an apple off your head with their eyes closed can easily identify your optimal target markets.
- New-Age gurus, although expensive, can reliably identify people's needs and wants, enabling you to quickly find the most qualified prospects.
- And a well-trained enchantress is invaluable for summoning potential users to your Web site, maximizing traffic and – ultimately – driving conversions.

Each of these skills, of course, can also be outsourced, as they often form the core of your typical list vendor, marketing consultant, and Inbound Marketing company. But whether you do it in-house or outsource it, remember that if you put your faith in faith, you're guaranteed to get what you deserve.