

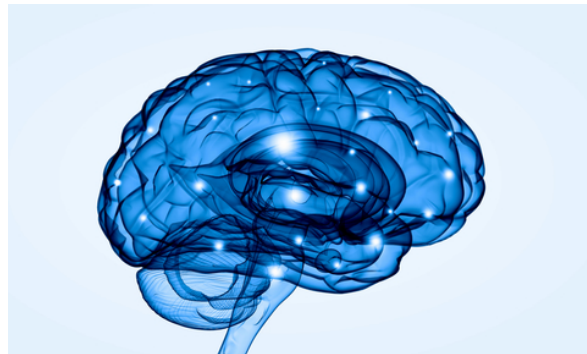
# Introducing: MindReader

By Jeff Josephson

How many times have you tried to stimulate demand for your products or services, only to find that you just spent a lot of time and money on marketing tactics that generated precisely zero ROI? If you think you're alone, think again.

Just in the past month I've spoken to over a dozen CEOs who have collectively spent millions of dollars in the last year on email marketing, inbound marketing, content marketing, pay-per-click, SEM and even telemarketing, only to watch all of them fail to deliver results. There are a few consistent reasons why this is happening, such as there simply being too much clutter in the media, and enablement technologies that don't actually do any marketing. But the fact remains that, for many companies, traditional B2B marketing methods are failing.

We first started seeing this trend as we were coming out of the recession. So we decided to develop a solution: A solution that could read the minds of our clients' prospects - which we have now built, called MindReader.



The Brain: Home of the Mind

The concept, it turns out, is really quite simple. By reading people's minds, we can now tell our clients who currently needs their specific products or services, so we can call these people and ask them for an appointment to discuss it. By using MindReader, we can therefore lower our clients' cost-per-lead, while increasing their sales, their market share, and their Marketing ROI.

Reading people's minds with MindReader can enable you to know who to target, and when to target them, so you can minimize waste. It also enables you to talk to prospects about things that are important to them, instead of talking about "the weather," or about features of your products that aren't relevant to their needs.

Reading people's minds, we've found, is much more efficient than guessing who needs your product. It's also faster than calling through a list of suspects with brute force, 98% of whom have no need. It's also much easier than trying to track

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down a visitor to your Web site based on their IP address. Instead, with MindReader you can simply call the person on the phone - because, by virtue of reading their mind, you also already have their telephone number.

With MindReader on your side, you can instantly establish rapport and credibility because you know what they're thinking, and what they're worried about. And you can even call people while they're thinking about the very problems that your product or service can address, because - as they say - timing is everything.

If you want to get real results from your marketing program, MindReader can take you to places you've never been before - into the mind of your prospect - so you can take your business to where you want it to go.

MindReader: We know what they're thinking.