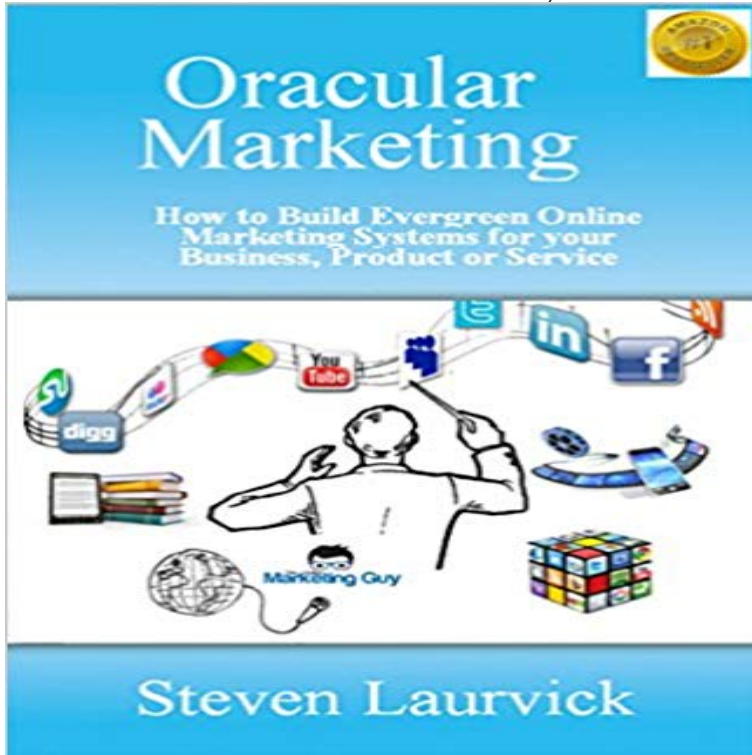


# Oracular Marketing: How to Build an Evergreen Online Marketing Platform for Your Business, Products and Services



So what is Oracular Marketing? Simply put it is an online marketing platform that: (a) Predicts what your avatar (or ideal client) is looking for, and; (b) Puts your business, product or service under your avatars nose no matter where he or she is looking for what they desire or need, and; (c) Sends them to a series of highly targeted, personalized messages that zero in on exactly how to fulfill that desire or solve that problem by taking an action that will result in an immediate purchase or lead to the purchase of whatever it is that you are selling. It is an automated system that saves the business owner and his staff time, and delivers highly targeted prospects to his place of business, cell phone or email. The system is oracular in that it automatically will speak to exactly what the prospect is in need of and nothing more until the prospect is led to take action. It could be called the fairy dust of internet marketing as it seems to magically generate leads and sales when correctly implemented. Assuming of course it is set up for a business, product or service that people actually need. In essence marketing in an oracular way is the process of predicting what problems people will have and solving them before they know that they have a problem at all. It is accomplished by implementing two key moving parts. One part delivers content to all of the channels that people search for solutions to their problems; and the other part gathers the contact information from the folks who discover themselves in need of a solution for their problem, and then automatically gives them the opportunity to resolve that problem either by being led to the purchase of a product or service, or leading them to take an action like calling a business to make an appointment. The sales and closing strategies used in the book are evergreen. I didnt invent them I have simply been using them since the dark ages which ended in 1988 when the United

States government opened up the internet to public use and CERN overlaid with the World Wide Web as public domain property. What has changed, and continues to change every day is the number of channels using the World Wide Web by which people find solutions to their problems.

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