

# Okay What Is ClientPlaza Really???

ClientPlaza is really a subversive attack on the advertising industry.

ClientPlaza shows the way away from the old advertizing model, towards the new world in which everyone realizes what they need, calls for it, and gets it almost in real time.

The old advertizing model is fully dependent on mass media. What we normally mean by that is media outlets transmit a message from one company to the masses.

ClientPlaza stands for a world in which that model is turned around, in which people decide what they want without restriction, and without having their options filtered by unseen, unelected, forces. Democratically, if you will.

ClientPlaza allows one person to broadcast to the masses of companies.



More precisely: ClientPlaza allows one person or company to transmit their needs to large numbers of potential suppliers, professionals, retailers, and all the rest.

Then one of those "masses" will deliver the product or service as requested.

Right now, ClientPlaza serves people and companies when they need professional Service Providers. Later, we will facilitate the summoning of products.

The old way is when you want an accountant, and Google shows you hundreds of them, and a few pay for prominent display, and you have to pick one and hope they serve your particular needs, and they're not too busy. And if you didn't pick right, you have to go back to the hundreds of accountants in the search results and pick a different one. That's the advertizing model.

The new way: Let's say you want an accountant, maybe for your new business, in your specific industry and location. Now you can tell every accountant in the area... and one calls you, and they already know what you want and that they can serve you well.

That's the On-Request Broadcast Model. The opposite of mass-media.

**Who's on board?**