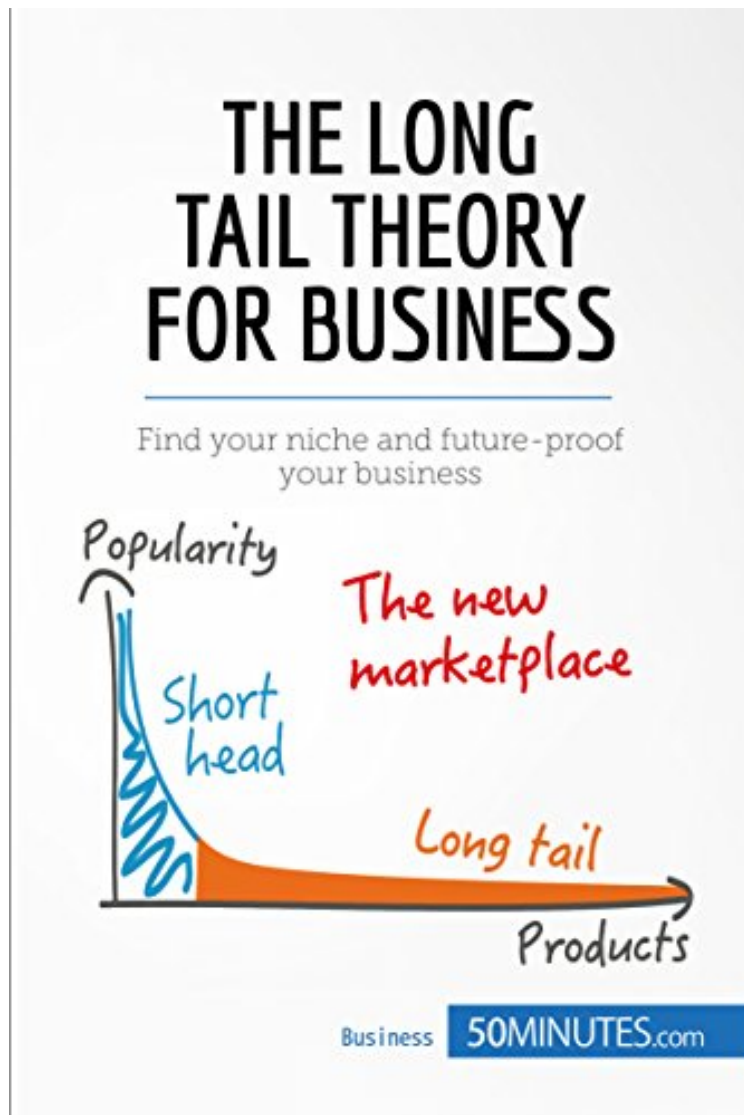


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- Understand the uses of the long tail theory in the digital product market and how you can use it to sell products and for search engine optimization
- Identify the products in your portfolio that make up the 'head' and 'tail' sections of the long tail theory and use these findings to form your strategy
- Learn about how you can increase future profitability using Chris Anderson's strategy of 'selling less of more'

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