

Targeted Traffic Simplified

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Introduction

Exponential resource management isn't just a fancy name. It's a really underestimated, under used marketing method that works incredibly well. So much so, this section is one of the main reasons we're only letting 500 copies of this go. I don't want my competition to be able to manage their customers correctly if it means I'm going to get them instead.

What we're looking at here are your five primary resources, the lifeblood of any online business. That's your affiliates, your list, your customers, long term customers, and joint venture prospects, all of which we'll refer to from this point onwards as your resources, or your promotion power.

Each one of the big five have the power to make you sales, and thus big profits. However, imagine being able to take those five and manage them in such a way that you never have to carry out the expensive act of paying for new customers, a bigger, list, more affiliates or JV contacts ever again, but still having countless thousands of them flowing into your lap.

It sounds unthinkable, but with the right management of your resources, you're going to be seeing their usefulness double, multiply by three, four, sometimes even five. What does this mean for your profits? Well, have you ever worked it out in your head how much you'd make if you doubled a penny every day for a month or two? The principal here is the

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