

The Keys to Cashing In on the Slipstream

Trying to compete with the hugely successful sites out there is virtually guaranteed to fail. Granted, it can be done and has been done, but why would any rational person try when there's so many other opportunities around?

Method 1. Filling in the gaps.

If the lead vehicle has gaps in it's original concept, create a product or service to fill those gaps.

Lets look at my RSS Exposed ebook and what others did there. It was a simple ebook explaining what RSS was, the concepts behind the technology, how it could be used to improve the marketing and distribution of sites and content, simple implementation instructions and a list of places to promote your newfangled RSS feeds.

The purpose of the book was to get people thinking, to give them ideas.

Those ideas sparked the creation of numerous other ebooks, scripts and courses on specific RSS techniques.

Yes, there were copycats. There were even some where the authors slammed me in public, yet 2 of those copied my salesletter and many portions of the book. They faded away quickly.

It's the ones that expanded on what I wrote, developed their own products and ideas as a result of reading the original. They filled in gaps when people demanded more than I had written. They built their own spinoff markets and achieved success with them.

Method 2. Support products and services.

MySpace clones are largely dead before they even start. Sure, you can take the myspace concept and apply it to specific niches and markets, for example, you could start a social networking site geared around car enthusiasts or people who

have cancer, but they're missing one key element – Mass Appeal. These sites may do well but they'll never be MySpace and will be extremely hard to get off the ground with any degree of success.

But that Mass Appeal can be (and is being) capitalized on by thousands as I write this.

Just go do a search on Google for MySpace Templates, Adder Robots, Friends Lists, etc. Log on to the marketing forums and look at people's sig. files for “How to make money with MySpace” books, reports and programs.

These people are riding the MySpace slipstream by providing support products and services, not trying to set up MySpace clones.

Another example of support products and services in Slipstreams are the ebooks, scripts and software programs out there that help people take advantage of the blog publishing craze. Blogging has been a hot topic for the past 3 years and there are countless slipstream products and support services. Entire markets have been created around it.

Yet another is the Social Bookmarking craze.

What do you think would be easier to make money with:

A. A delicious clone site

B. A software that helps people submit bookmarks to 20 different bookmarking sites.

Support products and services that are positioned in the Slipstream of massive lead vehicles. They feed off the momentum and get sucked along.

Method 3. Talking about it.

What?

Ok, if you follow along with a lot of blogs like I do, or read the major news sites, you'll know that they all talk about what's hot in their respective niches.

Whenever a new consumer electronics product is released, Engadget.com and Gizmodo.com has the scoop on it. Then within hours, sometimes minutes, all the other tech blogs jump on the story because the stage is set. The lead vehicles have left the starting line and the others begin jockeying for position in the

Once you've used your brain to go through everything I've mentioned previously, you should have a good idea of how at least one or two niches tick, and what the people in those communities are passionate about.

Now it's time to determine what type of site to set up.

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