Paul Short's

SLIPSTREAM MARKETING

Creating a Radical Shift in the Internet Marketing Mindset

www.SlipstreamReport.com

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What is a Slipstream?

*"The **slipstream** of a moving object is a region of reduced pressure or even suction (negative pressure), exerted in the neighborhood of the object and in the direction of its movement, and caused by its movement through a medium.*

*The term "slipstreaming" is most often used in relation to objects moving through air, though not necessarily flying. If a following object, moving at the same speed, can position itself within the slipstream, it will require less energy to maintain its speed than if it was moving independently, because the front object blocks a significant amount of air resistance. Using this principle is called **slipstreaming**."*

(The above is from the [Wikipedia Page on Slipstream & Slipstreaming](#))

You've probably heard that while driving on the highway, if you position your vehicle behind another larger vehicle, your vehicle requires less energy to stay it in motion, therefore you burn less fuel.

If you watch car racing, like the Brickyard 400 or Indy 500, you'll notice how most of the cars follow immediately behind another car because there's less wind resistance in those positions. The lead car "breaks a path" through the air for the ones behind. They burn less fuel and in some cases are actually "sucked along" because there's less air pressure.

It's simple physics that can be applied to a lot of different situations. And when applied as a marketing tactic it can be extremely beneficial for both the "lead vehicle" and the ones in the slipstream.

Lets look at an example of Slipstream Marketing in action.

Back in late 2004 I published and released an ebook called RSS Exposed. It was the first ebook ever written on how the use of RSS technology and blogging could be used in a marketing enviroment.

At the time, RSS and blogging was still virtually unheard of in Internet Marketing circles. People didn't understand the technology behind it, or the implications of utilizing it as part of their marketing efforts.

At first, the curiosity seekers purchased this new book. Then, once the lightbulb went off in their heads after gaining an understanding from the book, people started posting about it on blogs and forums and sales ballooned almost overnight.

Within weeks, several other books, reports and courses on RSS popped up on the net and did very well in the wake of RSS Exposed. Many were copycatters with nothing really innovative in them, but many made some incredible improvements which in and of themselves set the stage for producing their own Slipstream products. And we're still seeing the ripple effect of the RSS Exposed phenomenon to this day.

That book isn't being offered any more. Updating it and trying to improve on or create something different and marketable after all that commotion and widespread innovation would be nearly impossible at this point, so I let the project die off.

Another example of Slipstream Marketing in action would be another product I released in early 2005. It was called Content Cash Inferno.

This time, rather than my product being the "Lead Vehicle" that created the initial Slipstream, I jumped in behind a product someone else created. Joel Comm's Adsense Secrets ebook was just gaining momentum in the marketplace and I saw an opportunity to create a product that filled a small void in Joel's product and marketing.

Joel gave a lot of instruction and advice in his book and to this day it's still the #1 adsense book out there, but he concentrated on the techniques he used to create big money with his system. Not a problem, but most people, especially newbies, simply didn't want to or didn't know how to create the long term traffic and profits Joel had built over his many years online. There was a missing element.

There was nothing for the newbies who wanted immediate success; the people who wanted immediate results.

So I filled that gap with Content Cash Inferno by giving people a simple, easy to duplicate plan that was virtually guaranteed to make them small amounts of money with AdSense in the short term. Then, by showing them some simple math and duplication procedures, how those small amounts would add up to a significant income over time. That CCI report made me a LOT of money.

But it didn't end there.

You see, CCI was marketed through a large community of extremely high targeted potential customers. It's a virtual marketing test-bed for any product related to Internet Marketing or making money online. There are people there who range from multi millionaire marketers to people who just signed up today and know nothing about marketing. In a community that large, CCI was able to create it's own mini slipstream of other products and services.

The more savvy marketers in that community stay behind the scenes and simply watch what's going on. When they see an opportunity, they jump into the slipstream and cash in.

After the release of CCI, other products and spinoffs immediately began popping up, both in that community and outside of it. In fact, entire side markets were created.

Some people started offering packages of content for adsense sites, some offered site templates, others offered self-updating sites or the software to do so and yet others started creating PLR (Private Label Rights) packages and membership sites, etc.

There are people out there right now making $20,000+ per month from ideas sparked by CCI, whether they admit it or even remember the sources of their ideas.

They jumped on the Slipstream and are now doing very well.

Note: Cynics will start thinking I'm trying to take credit for other people's success here. I'm not. I'm applauding people on their foresight and marketing savvy.

The ugly side of the Slipstream

It's inevitable. There are a LOT of people out there who simply don't understand the finer points of marketing. They have no original ideas of their own and the minute they see something hot in a market, a little person in their heads says: "Wow! Look at all the money that thing is making. I'm going to copy it and I'll make money too."

Here are some examples of the copycat syndrome in action.

The Million Dollar Homepage

Remember Alex Tew and the Million Dollar Homepage? Remember all the clone sites and scripts that kept popping up?

It was sickening. Everyone and their dog tried to copy what Alex did and not even one of them achieved anything worth while, except to make idiots of themselves. If you're one of those people you know what I'm talking about. Accept it, learn from it and move on.

Do you really think that CNN or the BBC is going to give the same air time and exposure to Crazy Ed's Million Pixel Emporium, immediately after featuring Alex Tew?

No. At best they may run a story on the rash of ripoffs. That's about it.

The problem with all the copying is that everyone was copying the script and the site, not the underlying principles of what made it a success.

Here's an excerpt in Alex's own words, from the Million Dollar Homepage blog:

> *"The idea was unique, my story interesting and quirky, and therefore attracted people's attention. However, as soon as I realised I was creating interest and therefore making money, and that essentially my idea had legs, I began to focus on what steps I could take to maximise that attention, and therefore the likelihood that I would reach my target of $1m (how crap it would have been if I had never quite got to the million dollar target, despite all the interest). What I'm saying, is that I actively promoted and ran the site as a business, because during its revenue-generating days, that's exactly what it was: a business. I gained over 3,000*

customers and over a $1m in revenue, and that required some degree of planning and thought; it didn't just happen! "

And if he had copied someone else's stuff we would probably have never heard of him.

There were a few people who cashed in nicely, though not what I'd call ethically, on the trend. The enablers, or people who wrote clone scripts in anticipation of the ensuing copycat craze. They had the right idea but marketed their wares on the premise that whoever bought their scripts would achieve comparable success to Alex.

MySpace Clones

I won't go into too much detail on this one, but how many social networking monoliths do you know of, other than MySpace?

There are tens of thousands of MySpace clone sites out there all competing for users but how many do you think will reach even 1% of the 100,000,000+ (one hundred million) members mark?

Del.icio.us Clones

Social bookmarking is another hot trend out there right now. Basically, members sign up and instead of having their bookmarks on their computer, they bookmark sites at del.icio.us and other people can view their bookmarks. The software behind the site then counts and sorts how many times a site gets bookmarked, what categories (tags) the bookmarks are under and presents that information in a nice user interface.

There are a few other successful sites doing the same thing, but do you think a clone would achieve anywhere near the success of del.icio.us?

The point is: Copycat sites rarely achieve the same success as the original and in most cases you'll make a fool of yourself by trying to do it.

The users are already loyal to those sites and trying to alter that loyalty and make those people move over to a new site is virtually impossible.

But smart people are cashing in on the success of those larger sites right now, and they're doing it with little or no resistance from the lead vehicle. In fact, they're getting sucked along in the slipstream.

[Ebay](#) Clones

Again, same as the ones mentioned previously. Ebay has been around for years and has built a massive following. Setting up a clone site to compete with them would be utterly ridiculous. But a lot of people are making a lot of money off the Ebay Slipstream.

Entire businesses are set up on Ebay that make multiple thousands per month from their system and user base. Support products and services are too numerous to mention. Those are the proper ways to go about cashing in on the Ebay phenomenon, not copying and trying to compete with the mother ship itself.

Key Point: Why is it that you can go to a site like Hotscripts.com and find clone scripts of all the large sites mentioned here for free? You be the judge.**

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 extremly 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 del.icio.us 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 jockying for position in the

slipstream.

CNN and the BBC are on top of the major news stories and the smaller news sites, TV shows and Newspapers follow suit.

The slipstream wants to be offering their unique take on the stories and news to their readership while the stories are hot. They want to be right there in the search engine results with the big guys when someone is searching for that hot news. They don't want to be left out by not being part of the pack.

Method 4. Slipstream Speculation

Some savvy people have a knack for predicting what will be hot in the future. It's more of a gamble than jumping on existing slipstreams, but if you can position yourself immediately behind the lead car, the one you are confident will be the winner, you can cash in before the rest of the slipstreamers know what hit them.

Apple, the trendy electronics company is a master of promotion. When they have a new series of products coming out, they leak bits and pieces of juicy information to the media and tech blogs to get the pre-release buzz started.

Immediately, people jump on ebay and set up product listings for the soon-to-be-released products.

Immediately, domain names using the new product names are snapped up by speculators who want to be the first in with their sites and blogs, even before the release of the products.

They know the mass appeal and rabidly loyal Apple community and they take advantage of that while the Apple news is still a rumor.

Another good example of Slipstream Speculation, one of the most creative I've seen is done by a fellow marketer. He actually goes to different blogging services like Blogger.com and Wordpress.com and registers accounts there, using the names of next years Hurricanes!

Of course, when those hurricanes hit the coast tens of thousands of people go online and start searching for information, and his blogs and sites are already firmly entrenched at the top of those search engine results.

Slipstream Speculation can be applied to a lot of things.

For example, this year's supporting actress in a mildly popular movie could be

next years Paris Hilton, and your well aged site can be the first people see. Sports stars? The next video game release?

How to find Slipstreams

They're all around you right now and the opportunities to take advantage of them are endless.

Look Close to Home.

If you don't know where to start, look at the online communities you are already a part of. Are you a member of a few forums? Are you using any of the huge popular online services or part of their communities?

If so, what's the hot topic in those communities right now? What are the questions being asked and what are the other members of the community recommending to people? How are those products, services or information sites being marketed, if at all?

Without copying another member's stuff (you won't last long if you do) is there anything you can create, like a special report, article, software script, etc. that fills a gap in what's available to that community?

Do you see trends developing that you can take advantage of? Is there an opportunity to start your own trend that other members will see as an asset and rave about?

Key Point: Having others within a community talk about and rave about or recommend your stuff goes a long way toward establishing yourself as an expert. You get a strong foothold in the slipstream and can eventually create your own mini slipstreams.

Look in the Major Media.

Especially for things you're interested in.

What are the major sites or online services that are rapidly gaining ground right now? The more people are talking about those sites, the more popular they will become and if you can come up with a way to create a product, service or even a blog post to get a bit of traffic from the topic, you'll be well on your way to riding in it's slipstream.

Give this a try – if you have a blog, do a post and mention the name Paris Hilton a few times. Put her name in the title of the post and include a photo of her. In a short period of time, you'll start getting some traffic from search engines for the term "Paris Hilton."

Since we're on the topic of celebrities in the news, who's your favorite actor or sports star? Who's your favorite singer that's in the media right now? Are you a big enough fan to start a fan site or blog about that person? If you write a lot of original material about them and present it in such a way that other fans will like it as well, your site could be a front runner in that celebrities slipstream.

Research.

As I said above, Slipstreams are all around you. One of the best ways to find them is to do some research and find out what everyone else is searching for online. However, always remember these 3 crucial points when doing your research:

1. They're community or user driven by a massive group of passionate people and there's usually a large gathering place where the community interacts with each other.

2. The sites and communities are big enough to get regular media attention, whether it be from huge news sites like CNN or PCMag, or a large group of blogs or forums outside the communities themselves.

3. There has to be an opportunity to create products, services or content and market it to the community itself, without encountering resistance from the community. The product has to a) already be in demand, or b) you can easily create a demand.

Trend Watching

One of the best and most powerful ways to figure out what's hot is to get an idea of what people are passionately searching for online. The top sites I find for doing this are:

1. **Google Zeitgeist**

Google has this nifty little habit of tracking search trends over time and posting the results of that tracking on a site called Google Zeitgeist. As you can see from the diagram on the right, the top gaining search phrases for the week ending August 21, 2006 show what people are searching for the most.

Those are the current trends, but they may fade away over the coming weeks or months.

Zeitgeist This Week
Gaining Search Queries: Week Ending August 21, 2006

1.	jonbenet ramsey	9.	heidi klum
2.	pga	10.	teen choice awards
3.	snakes on a plane	11.	natalie pinkham
4.	dell battery recall	12.	jessica biel
5.	bruno kirby	13.	miss teen usa
6.	john mark karr	14.	wentworth miller
7.	hurricane	15.	tamara hoover
8.	america's got talent		

The key is to find longer term trends which means they have sustained public interest over a longer period of time. If you go to the link above, there are links leading to monthly and yearly trends. Usually if something shows up on both the current trends list and the long term trends lists they have staying power. There's long term interest.

2. **The Lycos Top 50**

The Lycos Top 50 is much the same idea as Google Zeitgeist. It lists the top 50 most popular or most searched for subjects on the Lycos search engine and it's partner sites.

But one important thing you'll notice when visiting the Lycos link above is the site is set up like a news portal that lists the daily gaining search terms as well. These mini news stories go a little more in-depth than a simple list can by talking about the search trends and giving you some insight as to why people are searching for that info.

This is valuable for you to know in that it'll give you a better understanding of the reasons behind such trends. For example, look at #12 on the list and it explains in a few words why Britney Spears is so popular right now.

This Week's Lycos 50

Here are the **top 50** searches on **Lycos** for the week ending August 12, 2006:

	SEARCH TERM	CHANGE	LAST WK	WEEKS
1	MySpace Make Friens	↑	3	13
2	Poker Texas Hold 'em	nc	2	★ 139
3	Pamela Anderson Play Poker with Pam	↓	1	★ 358
4	Paris Hilton A Singer?	nc	4	★ 120
5	RuneScape Rune Ruins	nc	5	13
6	Pokemon Gale of Darkness	nc	6	★ 84
7	WWE Wrestling	↑	9	★ 358
8	Naruto Games	nc	8	★ 84
9	Spyware No!	↓	7	11
10	Dragonball Let's Fight	↑	11	25
11	Zac Efron His Hairstyle sweeps America	↑	15	15
12	Britney Spears Bringing a Second Child into the World	↑	13	★ 358

So why is it good to know? Because if you run a fansite or entertainment blog, you know WHY people are searching for Britney Spears right now, and you can tailor your content to appeal to those people.

3. **Yahoo Buzz Index**

Yahoo's Buzz Index is similar to the Lycos Top 50 in that it also covers news and analysis of why the search terms are popular, but it's also organized into categories, making it easier to use.

If you go to the site you'll find it is organized like a news portal or blog. The coverage is more extensive on the individual search terms as well.

top movers			
	Rank	Subject	1-Day Move
Overall	1	Natascha Kampusch	Breakout!
Actors	2	Pluto	955%
Movies	3	John Krasinski	919%
Music	4	Brown Recluse Spider	861%
Sports			
TV	5	Clinical	781%
Video Games	6	Iwo Jima	686%
	7	Plan B	678%

4. **Technorati**

Technorati is perhaps one of the most useful research sites out there in terms of finding out what people are *talking about*, not just searching for.

Technorati aggregates or collects information on what 52 million+ blogs and bloggers are writing about. They then analyze and publish their findings within minutes. By watching that site you know what large groups of people are interested in right now.

There are many other sources of trend data online that are just as good or better than the ones mentioned here, but for now those cover infinitely more than most people will ever use to do online research.

So lets move on and tie all this together.

What's the Buzz

Currently tracking 52.2 million blogs

What people are searching for:
1. Pluto
2. John Tierney
3. Google
4. Video
5. Kiko
6. Youtube

More top searches »

What people are writing about:

Bush Education Flickr Iran
Iraq Israel Japan Katrina
Lebanon Mac Microsoft
Online PLUTO Politik Review

More top tags »

How to use your research

Now that you know *where* to do your research, it's time to go into *how* to use that research for maximum benefit.

The first thing you do is go into the sites listed above and get used to using them. If they have archives of their statistics, study them and see if you can come up with useful trends yourself. For example, don't just look at the lists of keywords. Look at all the other info as well. Like the news stories, the analysis, etc. and make a list of topics that interest you personally.

Now take that list and read up on all the latest news you can find on the subjects. Technorati is great for this, since you can visit the blogs linked to in their site and actually get a feel of how passionate those bloggers are about the subjects.

How big is the community around the subject? Are there frequently updated forums or fan sites out there with large memberships of active users? Is the subject talked about in the mainstream media and online news? Are there hundreds of independent sites on the net that are current or updated frequently?

Use all this to gauge the popularity of the subject.

Key Point: *Forget about the standard "keyword research" you've learned about or heard about for now. What's more important than keywords is the people and the passion in the community.*

By now you should have a pretty good idea of what's hot right now and what has been consistently hot over the long term. Now use that research you've already done to scope out what's already available online in the niches you've been researching.

How are other people setting up their sites? Are the most popular sites in the niche forums, blogs, info sites, online stores, social networking sites, spinoffs of social networking sites, etc.?

What other slipstream sites are out there? Are there news sites that feed off the popularity of the subject or niche? Are there people offering support services or products to that community already?

Use your imagination and do exhaustive research of the community. Forget about the hard stats right now. Get a feel for the people.

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.

Jumping Into The Slipstream

Key Point: *Do not try and copy the popular sites in the niche. All you'll be doing is creating your own competition that way. Rather, play off the success of the big picture to come up with something the community can't help but to want.*

All the while you've been doing your research, you should have been doing most of it from the inside out. What do I mean by that?

You should have been signing up for all the forums, reading and commenting on all the blogs, subscribing to all the RSS feeds and newsletters and generally immersing yourself in that niche. You should already have started getting to know some of the people in that community. After all, the best ways to find out what people are thinking is to talk to them one-on-one or in small groups.

You should already know what these people want. You should already know what the community, the very slipstream you're getting into, wants from new people and sites entering that niche.

If you don't, go back to the beginning of the research chapter and start all over again and don't stop researching until you do.

Now that that's out of the way, lets look at what types of sites you can create.

Probably the easiest site to begin with is a blog. Get yourself a cool domain name related to that niche, get hosting, [download Wordpress](#), find a cool template that reflects the subject matter you'll be writing about (something you know the community will think is cool) and start posting.

You already know almost everything you need to know about that niche, where to get fresh news to talk about, what the community likes, dislikes and are concerned about... from all that research you've done right? ;-)

Key Point: *Don't look at the community as a group of people to sell stuff to. Look at them as your peers, as friends and real people. You know them and they'll be far more open to visiting a friends site than a marketers site. Get it?*

Which brings me to this point – how do you get that initial traffic to your blog?

Why, you tell all your *friends* about it, *of course!*

Now, you have to keep those friends interested enough to keep coming back to

your site over and over. You have to impress them enough to make them want to tell their friends about it. They need to want to blog about it, email or IM their friends and let them know about it, etc.

The best way to do that, is to write something new and interesting at least once or more every day. Write something that you know will get people interested, like what's really hot in that niche right now and your opinion of it. Write about a subject you saw on a forum post and expand on it. Write about the issues facing the community, etc.

For the first few weeks you write that blog, be part of the community. Be one of them and be the coolest or most controversial or most agreeable, just pump out really great content to keep them coming back for more.

Notice how I haven't even mentioned money yet?

That's because most tight knit communities totally shun anyone trying to sell them something or make money off them. And that's a fact.

Your goal with that new site is to get yourself a following, to become a voice that community will listen to. Once your traffic starts building and you've built trust, then you can start recommending the odd product or service based on how useful you found it when you used it.

Test the waters that way first to see how receptive your followers are to product or service recommendations.

Then, all the while you're blogging, think about what other things you can do to increase your exposure. Could you add a forum to your site so your visitors can interact amongst themselves? Is there some free resources or could you give something away that can turn viral and shoot more traffic your way?

Use your imagination.

I'll stop right here, because from here on in it's pointless for me to speculate on what you should be doing. That can only be determined from each individual persons experience, but let me leave you with this -

The possibilities for jumping onto Slipstreams is endless. If you can't find a niche or something to write about or a product or service or communities to rally around you, Burger King and WalMart are probably hiring.

Recap

In case you've missed the whole point so far **wink** Slipstreaming is when you follow along in the wake created by someone, or something else because the path has already been beaten and is much easier to follow.

Slipstream Marketing is where a large online company or site has done all the work to make something wildly popular, and you move into that company's slipstream and introduce your related site, complimentary product or support service to that community.

In order to find popular slipstreams, you do research on current and growing trends to find out what's hot at any given point in time.

You go more in-depth with your research by actually becoming a part of slipstream communities that are large enough to sustain smaller (relatively) sites or products and services.

You become an active member of those communities and after you have a feel for the members and are confident in your research enough, you become a voice in that community. You become a voice and your friends propel you and your new site to (relative) stardom.

Only then, after people know you do you test recommending products you've tried yourself. Once you know how to sell to that community, you create your own products or services, promote others, sell ad space on your site, etc.

Simple eh?

Sincerely,

Paul Short

P.S. Obviously, I could have gone a lot more in-depth with this report. I could have turned it into a huge marketing product and sold it for hundreds of dollars, but rather than do that, I believe people learn better by doing things on their own than having everything handed to them on a silver platter.

Take this report and use the principles to carve out your own niche in the Slipstream. Be creative and you'll prosper.

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