

"Your Mother Was Right"

Why listening to your Mother will make you more money online.

By Scott Trimble and Halfagain.com

From [WorkAtHomeTruth](#)

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It began with some annoying advice

My name is Scott Trimble and my mother, like many, likes to dispense unsolicited advice. 'Don't cry over spilled milk.' 'If everyone jumped into a well, would you jump too?' 'If you don't have something nice to say, don't say anything at all.'

When I was a kid and usually coming at the times I least wanted it, her motherly advising drove me nuts. As I grew though, I learned to appreciate it. Even now, busying myself with day to day tasks, her voice will creep up on me and deliver some, forgotten motherly truism. And sometimes, it can actually be pretty helpful.

A while back, my mother's advice (from 20 years prior) and my online business collided...

I happened to be looking at a few of my websites' statistics (affiliate product based sites) and was pretty unhappy with what I saw. From website to website, the story was the same. I asked my partners if they noticed the same trend with their own affiliate sites and they concurred. I then started asking more website owners and the story was the same with them also. I found that this 'problem' was practically a universal. If you currently have a website, you'll undoubtedly recognize it also...

A nasty dose of reality.

Most people that come to my site (and likely yours also):

- leave quickly.
- don't buy anything through my affiliate links.
- don't click my pay-per-click ads.
- don't find what they're looking for.
- don't come back.
- don't do anything more than burn my bandwidth.

Now, don't get me wrong. All of my sites are generating some revenue. They're making some sales, getting some clicks and garnering some page views for the ads I run. However, the problem here is 'some'. Some, at least in my book, doesn't cut it.

After mulling over this dilemma, the words of my mother came echoing back to me from the past. I was about 8 years old and had poised myself over the kitchen trash can, readying to dump half of my dinner into the garbage. My mother, who'd become wise to my ways, snuck up behind me and roared STOP! I froze like a deer in the headlights. She proceeded to lecture me on the cost of food, how hard she and my father worked to put it on the table and the perils of wastefulness. She ended, with the timeless expression that brought us here. "Waste not, want not."

20 years later, it was like my mother leapt out of my computer, slapped me in the face, pointed at my website stats and exclaimed "You're wasting all of this valuable traffic. There are starving people in (name a place) that would give anything for this traffic!".

And it occurred to me that I am wasting a lot of valuable traffic. As I mentioned above, most of it leaves my site without doing ANYTHING. No clicks, no purchases. Warm blooded bodies with a credit card in their pocket are just asking me to give them a reason to buy something and I'm not doing it.

Unfortunately, this is the story for MOST sites out there. Most website owners simply roll over and take this 'traffic waste' as the status quo. Most of their traffic doesn't convert to anything, so the answer is to get more traffic to make up for it.

But this logic is all wrong. And shortly after realizing this and brainstorming with my 2 partners, the solution presented itself. A simple change that any website can make, that can have a dramatic effect on sales and revenue. ALL done with the same website and the SAME traffic. No new traffic acquisition. No messing with search engine optimization, link campaigns for advertising. A stupidly simple, but as testing has shown, incredibly powerful tweak that makes the website owner more money, with what they already have.

But I'm getting a little ahead of myself. First, some explanation is in order...

Don't have a website yet?

Maybe this is all greek to you. You might not even have a website yet. In that case, check out the list under "A nasty dose of reality" again. As things currently stand (if you're doing things the way everyone else is) this is the future you have to look forward to.

Poor website monetization is a huge (to put it lightly) problem on the web. Sure, getting traffic can be a pain in the butt. But making the most of this traffic seems to be the REAL stumbling block to many websites.

So, let's first look at your current standing and what's wrong with it.

The 9 reasons your website is losing money:

If you're not convinced you're losing money, get so. That traffic that leaves your site after less than a minute of reading? Wasted. The traffic that doesn't click through your affiliate links and make a purchase? Wasted. The traffic that... ok, you get the point. Here are the 9 reasons it's happening:

1. People aren't finding what they want on your site.
2. Your site isn't 'the' authority on your subject matter.
3. People have no reason to come back to your site to make a purchase.
4. People have no reason to refer their friends to your site.
5. Your site isn't offering as much information as someone else's.
6. You're not a one-stop-shop.
7. Many of your sales methods are being overlooked and ignored.
8. Surfers can't see ALL of the latest product offerings in your site's niche.
9. Buyers want to compare features, pricing, etc on all the products out there, to feel like they're getting the best deal possible. On your site, they can't.

Why are these SO important?

These are the criteria by which consumers judge your site and choose to make their purchases. The formula is out there, for anyone to see. The websites that incorporate these criteria make the sales. Those that don't, don't.

The rules of on-site monetization:

***Repeat visitors are where the money is.

If people don't find what they want on your site, they'll leave. And they'll never come back. A study released by Marketing Sherpa entitled "Digital Window Shopping: The Long Delay before Buying" found that it's taking an average of 34 hours for a browser to become a buyer. This is nearly double what it was 2 years ago (19 hours in 2005).

The moral: You NEED people to come back to your website because the vast majority of people won't buy on their first visit. You must give them MORE of what they're looking for and more value to give them a reason to come back and make that purchase.

***Consumers want options (and the more the better).

Why are ebay, amazon, overstock, and the hundreds of other mega-sites so damn popular? Because people like a variety of choices. These sites catapulted to the top because the possibilities they offer are endless and they're constantly being updated with new offerings. It's an undeniable fact of the way people buy.

The moral: Buyers want options.

***People buy from websites that exude authority; experts in their field.

Marketing Sherpa Content Director Anne Holland recommends accompanying products with as much relevant information about them as possible. Your surfers buy on trust and the more information you give, the more trust they will have in your website.

The moral: Pardon the assumption, but your website probably isn't the noted 'authority' in your niche. As a result, your surfers don't trust you, are leaving your site and buying from other websites that they do.

***People buy from those that give them information.

It's a loose extension of buying from an expert. Experts do two things. They make buyers feel comfortable (because they know more and have a more valuable opinion), but often, they also give the consumer a LOT of information to digest. Think about it this way...

You're about to buy a house and you have the choice between two mortgage brokers.

Broker A: Tells you which loan option you should go with because it's simply "the best".

Broker B: Gives you a wealth of information, lays out all of your options and gives you background on why you'd go with one over the other, giving you what you need to make an educated decision.

Which Broker do you think would get the sale?

The moral: Information turns surfers into buyers.

*****People are smart - they're ignoring your sales pleas.**

Users know what ads are. And they hate them. From useit.com - Banner Blindness: Old and New Findings...

"The most prominent result from the new eye tracking studies is not actually new. We simply confirmed for the umpteenth time that banner blindness is real. Users almost never look at anything that looks like an advertisement, whether or not it's actually an ad. (Indeed, banner blindness is moving beyond the online realm, for example into ballot design.) On hundreds of pages, users didn't fixate on ads."

The moral: Banners and traditional ads are getting less play, so you NEED to do something different.

*****People love new stuff.**

It doesn't get any more basic than this one and there's plenty of anecdotal evidence out there to support it. People love new stuff. They want the newest information, latest products and most recent opinions.

The moral: Websites that continually update and give their readers the newest of what's out there, win.

*****When surfers don't find what they're looking for, they leave ... quickly and forever.**

The web has changed business dramatically. If you don't give your readers what they're looking for, they'll easily find it elsewhere - in less than 5 minutes. Finding what you're looking for on the web is getting easier and easier and consumers know it. Bottom line, if you don't give them what they're looking for (and fast), they'll leave your site and never come back.

The moral: You have only one chance to give your readers what they're looking for.

Here's a quick recap:

1. Repeat visitors are where the money is.
 2. Consumers want lots of options to compare.
 3. People buy from sites that 'exude' authority.
 4. People buy from sites (and people) that are information rich.
 5. People are smart and are privy to your tired sales please.
 6. People love new stuff.
 7. When surfers don't find what they're looking for, they leave.
- Got it? Now lets look at how one makes money - knowing all of this...

2 simple steps of making money from your website.

Making money on the internet consists of two extremely simple things. Getting traffic to your site and then getting it to either; buy something, click an ad, buy something from someone you link to, or view your site's pages. For these actions, you'll either make a sale, get a very small commission for the click, an affiliate commission for the product sold or impressions for your ads. So really, the formula is broken down to doing two things:

- #1 Get traffic to your site (off-site monetization / marketing)
- #2 Get traffic to perform an action (on-site monetization)

'Waste not, want not' - Mothers agree: your on-site monetization is more important than... anything.

Who knew that when I was 8, Mom's advice would ring so true -

Through our own analysis and some pretty compelling anecdotal evidence, we've found that most website owners could make more sales with simple changes to their current site (at their current traffic levels). By operating more efficiently, they could be generating more revenue, without the pains of advertising, link building, and other means of traffic acquisition!

Don't believe me? Here's why...

Let's say you want to increase your income by 3x...

To increase your income by 3x with traffic alone is a massive endeavor. It takes time, effort and dollars to create link bait, link campaigns, advertising campaigns and partnerships and in the end, it's risky, because the 'quality' of new traffic sources can be questionable.

Increasing your income with on-site monetization is often much easier, takes less money, less time and is less of a gamble (you're dealing with your current traffic sources, not new, untested waters).

By far, an easier, more effective strategy.

Of course, it doesn't end with on-site monetization. Follow the steps logically. First make the right monetization changes on your site, increase and finely tune your conversions to make more from the traffic you have, and THEN increase your traffic. If you increase the conversions on your site by 3 times and then (by working on your original goal) increase your traffic by 3 times, you'll earn 9 times as much as you are now!

This is true optimization. So, spend your time where it counts. Concentrate your initial efforts where you'll make the most money with the least effort - your on-site monetization.

On-site monetization - a short-list of ways to...

Here are a few ways you should be monetizing your current traffic. Some of these may be new to you. Others may not. All of them you should be using (or have good reasons you're not):

- Selling text links
- Pay-per-click ads
- Affiliate product sales
- Direct sales of your own products
- Selling adspace/banner ads
- Upsells to affiliate products (affiliate marketing)
- Paid reviews
- name/email collection (and later upsell/email marketing)

- CPA offers

Generally speaking, the more ways you have to monetize your traffic, the more sales and money you'll make. Each monetization strategy stacks upon the next for more sales.

For example: Putting prominent 'buy' buttons on your site - this is one monetization strategy. Providing a reason for readers to give you their name and email and putting them on a mailing list to get updates, discounts, etc - this is another. Doing one or the other will mean a few sales. Doing both on the same site will mean many more. Long story short, the more monetization strategies you have embedded in your site, stacked on top of each other, the more sales you'll make.

The REAL meaning of 'Content is King'.

Everyone's heard the adage "Content is King". It means that your content is responsible for giving your readers what they want, keeping them reading, getting lip service (word of mouth) and convincing them they should buy or click. This means your content IS your monetization. It's what draws people to your website. It's what spreads kick starts word of mouth, gets people to come back and ensures those nice search engine spots. Most importantly though, your content is what converts surfers into dollars.

When done right, there's virtually no line dividing your content and your monetization. The greatest sales pitch is one where nothing is blatantly 'sold' - the buyer makes their purchase simply because it's the smartest move, given the information and options they've been presented.

Three principles you must digest:

- 1) Concentrate your efforts on your site first. On-site monetization is the easiest, most cost effective and profitable way to make money fast. In the words of some grizzled gold miner from the 1800s, "There's gold in them hills".
- 2) Stack as many monetization strategies on top of each other as you can. Each additional strategy will make you more money.
- 3) The better you combine site's value and monetization, the more money you'll make.

Now, let's dig a little into affiliate marketing and tie all of this together.

Affiliate Marketing- how it's done and why you're losing money doing it.

If you've done more than 2 seconds reading about internet marketing, you've come across affiliate marketing and, undoubtedly, its benefits. Without wasting a bunch of time with regurgitation, here's the scoop...

Affiliate marketing is a great deal for both parties, the affiliate and the affiliate program. The affiliate collects and sends interested traffic (through an encoded link) to the affiliate program's site and if a purchase is made, the affiliate gets a cut. Commissions can vary anywhere between 1% and 90%. Billions of dollars have been made through affiliate marketing - it's proven itself many times over to be one of the most successful site monetization strategy. However, it's not all peaches...

Affiliate marketing, as it's traditionally done, can cost the affiliate thousands of dollars in lost income. **Here's why:**

1. It's virtually impossible to list all of the products your audience will be interested in. No product of interest = no sale.
2. Maintenance of the products you DO list takes too much time.
3. Finding and testing of new products also takes WAY too much time and is more risky than it needs to be.
4. Displaying products in an easily shopped, searchable format (for your readers) can take coding expertise or a serious handle on content management software - both of which, most website owners lack.
5. Updating your site with new offerings is also extremely difficult. Most consumers like what's new and if you're not on the ball with new products in your market, they'll move on to who is.
6. Though not directly related to affiliate marketing, to become competitive quickly in today's SEO market, you need lots of well linked pages with low fruit keywords and without using some crazy blackhat seo technique, this can be difficult.

The current climate of affiliate marketing just isn't cutting it. It takes too much time, too much effort and the limitations, without a programmer on hand, are enormous.

Oh my God , now we have two problems.

#1 Traffic waste - not making the most of the traffic you have.

#2 Limitations to affiliate marketing - your hands are relatively tied given your current options.

How are these related?

Once my partners and I heeded my Mother's advice and faced the problem of traffic waste, we found that the common issues associated with affiliate marketing were closely related. And both turned out to be fixed with the same solution...

The Mother-inspired solution.

To be honest, her advice was more of a catalyst, than the solution itself. However, through brainstorming, months of life donated by our team of programmers and plenty of testing, we found a way to...

- offer more value to our readers.
- allow us to exist as THE authority and expert on our topic.
- become a one-stop-shop for everything in our niche.
- get more repeat visitors.
- get more reach with more word of mouth recommendations.
- allow our readers to choose from hundreds of relevant products (where we'd earn affiliate commissions on each).
- allow them to easily find and compare products (again, ALL products would have our affiliate links embedded).
- easily update our product offerings whenever you want to reflect virtually anything that's new on the market.

We call it StoreStacker and it's changed everything about the way we see and do affiliate marketing.

StoreStacker in a nutshell

The concept is simple, but the outcome is quite extraordinary. StoreStacker allows you to create your own

niche affiliate store anywhere you want - any website or blog, either new or existing, enabling you to offer a highly targeted selection of products to your audience.

"Hey!" you say, "I've seen something like this before". "Ha!" we say, "this is no ordinary online store". Based on what your site is about (your target market and subject matter), StoreStacker will pull products from both Ebay and Amazon (with Clickbank and Overstock to come), literally 'stacking' these products together, with product pictures, descriptions, pricing and automatically inserting your affiliate ID into the product links. allowing readers to easily shop your product selection. Your store looks good, and makes it easy to shop, compare and purchase the products you feature.

The massive benefit of stacking

I thought I should point this out before we get deeper into the benefits of using this system. As stated above, StoreStacker stacks niche products from ebay, amazon and more, into one place. This means that your site would be one of, if not *the* largest source for products in your niche. You have the combination of all of these sources of products, meaning **you have more than each individually**. Powerful? Yes.

7 reasons the StoreStacker system changes EVERYTHING.

#1 Affiliate marketing made ... easier.

All of the traditional problems of affiliate marketing are virtually erased with the addition of StoreStacker. No more:

- Constant searching for products that will fit your audience.
- Spending hours placing the products on your pages with correct links, typing product descriptions, etc.
- Fiddling with formats and the 'best' way for your site to display products.
- Doing the same as above when trying to test new products.
- Managing all of these product offerings and keeping them up to date.

#2 Give your surfers exactly what they want; MORE products to choose from and more options to compare.

How do we know your surfers want more choice in the products than what you're currently offering them?

Other than the internet itself as the paramount example of 'the people' voicing their desire for a lot of options and plenty of evidence stating that you sell more when you offer options, here are a few more...

Ebay auctions work. The Amazon.com model WORKS. Overstock makes a killing. What do all of these websites have in common? They offer their audience a LOT of options. Why re-invent the wheel when you can use the EXACT model that has made the internet giants what they are today? Don't argue with your consumers...

Consumers LOVE to peruse wide assortments of products.
Consumers LOVE reading reviews and information about products.
Consumers LOVE looking for good deals.
Consumers LOVE comparing products.

The business models above give people EXACTLY what they want. StoreStacker allows your site to do the

same. You become THE one-stop-shop in your category.

Besides, should this even be a question? Most people are leaving your site. If you gave them what they wanted, do you think they'd be leaving without making a purchase?

#3 Your website instantly exudes authority on its subject matter.

Big sites that offer LOTS of information, LOTS of products and LOTS of options (especially if focused in a niche). What do they say? Metaphorically I mean...

They don't say authority, they scream it. People buy from sites that are authorities on their subject matter. People come back to authority sites. People refer others to these sites. Bottom line, people trust them. Putting out that authoritative 'vibe' means more profit.

Which site seems like more of an authority on its subject matter?

Site A: Includes 20 articles on choosing good dog toys and 3 affiliate products.

Site B: Includes 20 articles on choosing good dog toys but, also offers 500 different affiliate products including dog toys, books on dog toys and how to play with dogs, dog treats and more. All purchasable, all of which YOU will receive a commission on.

Which site sounds like more of an authority, which will shoppers come back to, refer their friends to and make you more money?

#4 StoreStacker makes it EASY to test and find new products that interest your readers.

Want to test a new set of products on your audience?

Have a feeling that a certain kind of product will make a splash?

Testing new product genres is EASY, is done all at once, all from one place. Kathy has a website about cooking with hot peppers. With StoreStacker, she currently offers books about and cookbooks that deal with chiles. But, she has a feeling that pepper merchandise (chile Christmas lights, pepper trinkets, chile clothing, etc) will make a big splash with her audience during the holidays. In less than 3 minutes, she can import ANY chile merchandise (with affiliate links already embedded) into her site. Product pictures, descriptions and pricing - easily searchable and shoppable by her readers.

#5 Kick butt for low fruit search engine ranks.

StoreStacker is a juggernaut in the search engines. Why? Because it adds a horde of product based, low-fruit keyword content to your site. For each product that's added to your site, a new page is also added with all on-page optimization already dialed. More targeted keywords and more automatically optimized pages mean your site's search engine ranks come easier and your traffic comes more targeted. Not too shabby, eh?

#6 It's perfect for niche marketing.

Want to offer a certain type of product on your website? Or build a website entirely out of a specific genre of products? This is what StoreStacker does best. Its 'bread and butter', if you will. You can build your site around virtually any topic you want and offer targeted products to your readers.

#7 Give people more reasons to come back and refer their friends.

It's a pretty simple formula and has been tried and proven many times. Create something valuable and people will come back and tell their friends about you. All the marketing in the world doesn't come close to the

power of a truly valuable product that people need.

A Nielsen Online Global Consumer Study done in April of 2007 found that 78% of respondents found word of mouth recommendations the MOST credible of any form of advertising. As if it was ever a question, harnessing the power of word of mouth is unequivocally the most effective form of marketing.

Don't have a website already?

StoreStacker can be either embedded in your existing site or be used as your primary site builder. This means that if you have NO SITE, you can build the entire website with this system. Create a site with articles, information, etc and center the whole thing around your affiliate product listings.

StoreStacker ushers in a new era of affiliate revenue generation.

In the end, it seems we should have been listening to our mothers all along. But, as they say, better late than never. This 'result' of my Mother's nagging did everything for our websites and revenue that we couldn't on our own.

StoreStacker works for any website or blog in virtually any market. It gives your readers more of what they want, a better selection, an easy way to compare products, gives your site the authoritative edge, gives people a reason to come back and refer their friends, keeps your site updated with the new products in your niche and gets you more traffic from the search engines. Most importantly, though, it brings in more commissions from otherwise lost traffic.

So, in the end, we have to say - thanks Mom, the advice payed off.

To see how StoreStacker can work for you, [Click here](#). (Site opens April 1st, sign up to get on the list).

Scott Trimble