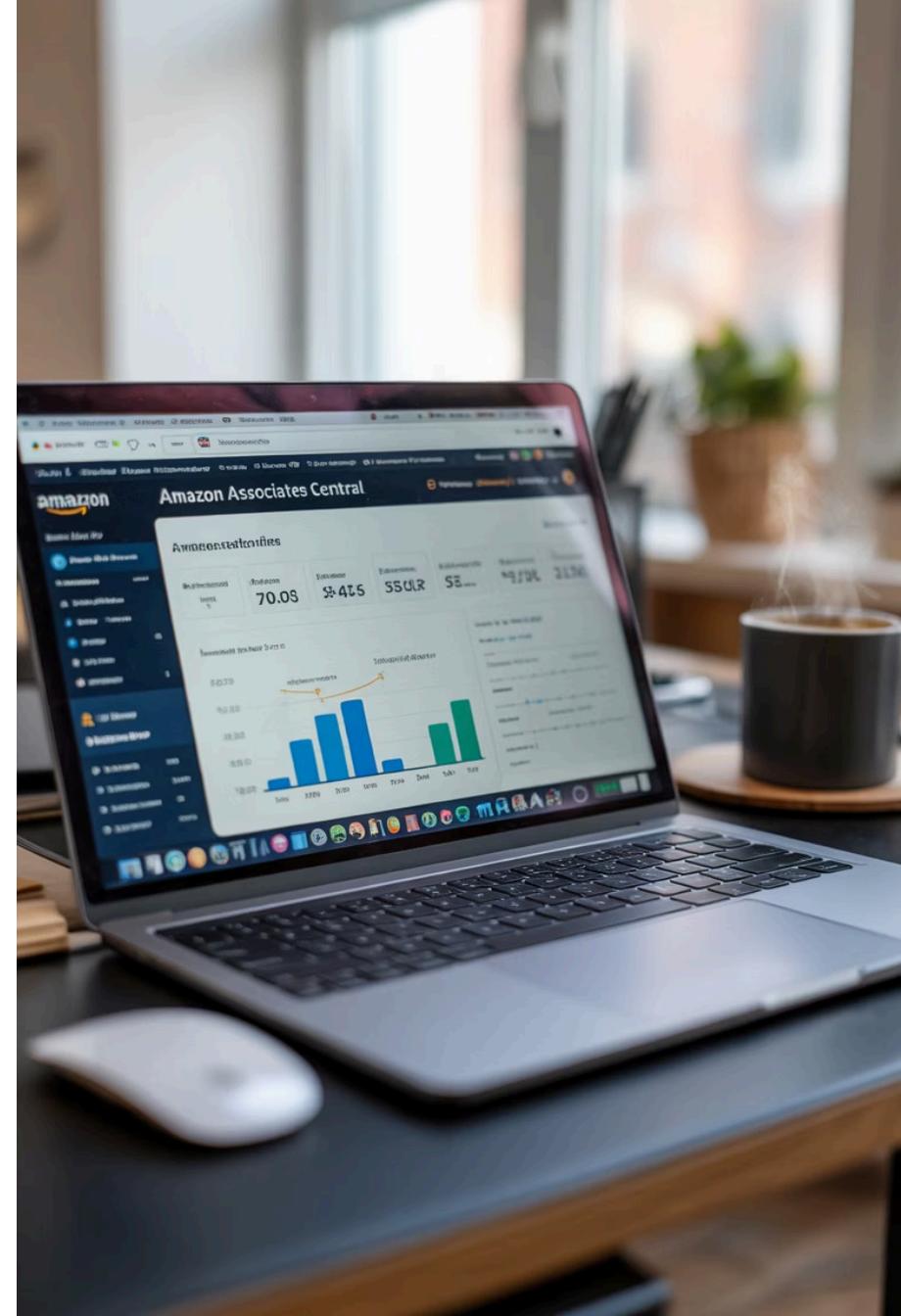


# Amazon Affiliate Program

## How Aging in Place Professionals Can Earn Extra Income the Smart Way

Transform your product recommendations into a steady income stream while serving your clients better



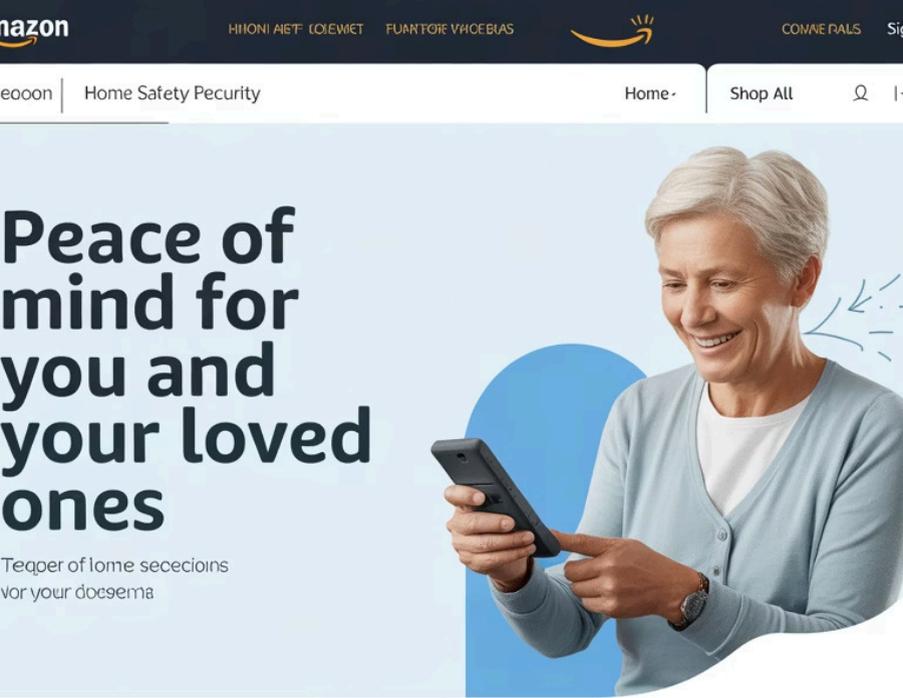
# Welcome to Your New Income Stream

👏 Welcome, everyone! Today we're diving into a topic that can help you add another stream of income to your business, the **Amazon Affiliate Program** (officially called *Amazon Associates*).

This isn't about becoming a salesperson. It's about making helpful recommendations to your clients and community, and earning a little commission along the way.

Think of it like this: you already share product suggestions all the time, grab bars, non-slip rugs, senior-friendly tech. Why not earn a thank-you check from Amazon for doing what you're already doing?





# What Is the Amazon Affiliate Program?

**Simple Definition**  
Amazon's program that lets you earn a commission when someone clicks your unique link and buys a product

- Perfect for Your Business**
- You already recommend products
  - Amazon has almost everything your clients need
  - Low-barrier, beginner-friendly

**Real Example**  
Share a link to a shower chair → client buys it (or anything else) → you earn commission

✔💡 **Pro Tip:** Even if they buy something completely different after clicking your link, you still earn commission! As long as they don't leave and go to someone else's Amazon link. This is due to something called Cookie.



# What Is A Cookie?

A **cookie** is like a tiny note that Amazon puts on a shopper's computer when they click your special link.

That note tells Amazon, *"Hey, this person came from Sarah's link!"*

If the shopper buys something within 24 hours, Amazon checks the note and says, *"Great, give Sarah the credit."*

So basically, a cookie is just Amazon's way of remembering **who sent the shopper to their site.**



# How Amazon's Cookie Window Works Today

At the heart of Amazon's affiliate program is a simple but powerful tracking system. While the cookie window may seem short — just 24 hours — there's a smart twist.

If a shopper adds an item to their cart during that time, you can still earn a commission even if they complete their purchase days or even weeks later.

This unique setup makes Amazon's program both accessible and rewarding for affiliates who understand how to use it to their advantage.

## 1. 24-Hour Tracking Window

When someone clicks your Amazon affiliate link, a cookie is placed in their browser. You earn a commission only if they add items to their cart within 24 hours of clicking the link, and no other associate's link intervenes during that time.

## 1. 90-Day Cart Extension

If that visitor adds items to their Amazon cart within that 24-hour window, your commission is safe, even if they don't complete the checkout immediately. They have up to 90 days to complete the purchase, and you'll still get credited for items that were added during that initial 24 hours.

Put simply:

Click → add to cart within 24h → commission applies on purchase even if they buy up to 90 days later.

Add to cart after 24h or click a different associate's link → commission is lost.

# Sign Up Process: Step-by-Step

01

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## Visit Amazon Associates

Go to [affiliate-program.amazon.com](https://affiliate-program.amazon.com) and click "Sign Up"

02

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## Use An Amazon Account

Create a new Amazon account with your business email and login.

03

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## Complete Your Profile

Enter business info, website, or social media (Facebook page or LinkedIn works too!)

04

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## Explain Your Purpose

Tell Amazon how you'll use the links (website, blog, email newsletter, etc.)

05

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## Submit and Get Approved

Usually quick approval, but you need **3 sales in first 180 days** to stay active.

**Caution: DO NOT USE YOUR PERSONAL AMAZON ACCOUNT!** The reason is that it is against Amazon's terms of service to purchase products for yourself through your affiliate program.

# Critical Rules You Must Follow

Amazon is strict about compliance. Here are the essential rules to keep you in good standing:

## Email Links

Amazon allows affiliate links in emails - but not if it's cold emails or unsolicited messages. So, only emails to folks who have signed up to receive your emails.

## Print Material

Affiliate links must not appear in *offline* materials or communications where the user didn't explicitly consent.

## Always Disclose

Every page or post with links needs this statement: *"As an Amazon Associate, I earn from qualifying purchases."*

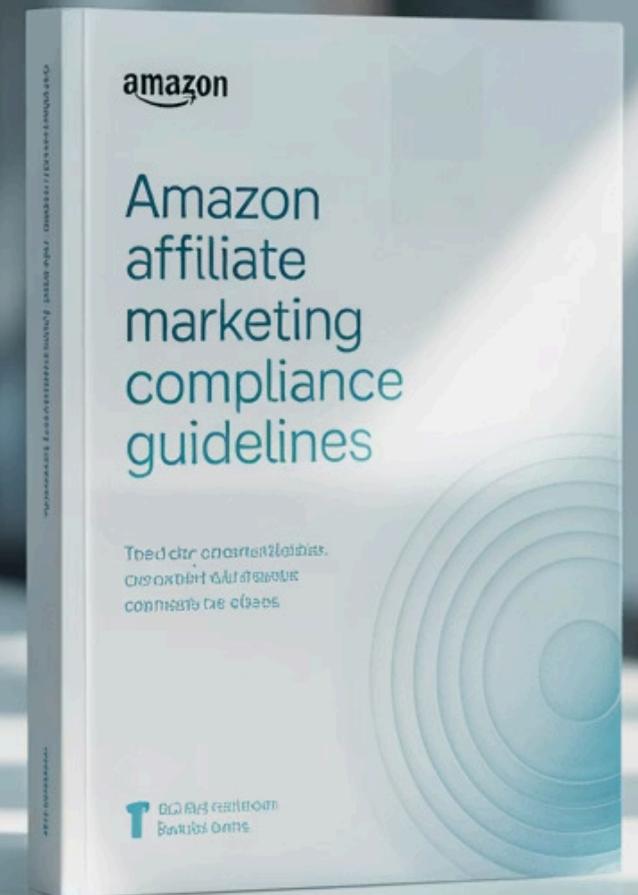
## No Link Cloaking

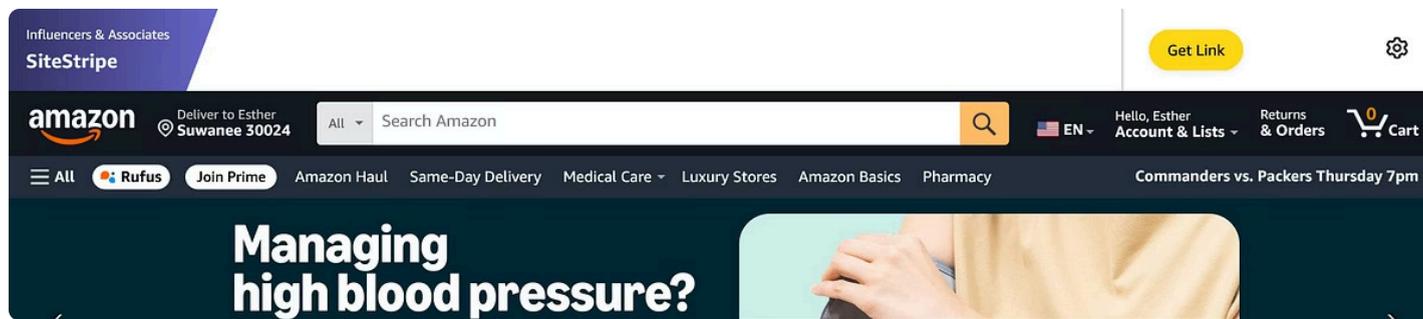
Don't hide or shorten links in ways that disguise they're Amazon affiliate links. You can use Amazon's own shortened link though.

## Stay Professional

Be clear and honest - never promise products will solve medical issues. What I do is that I never make statements like "this will", etc. Instead you want to use statements like "this can".

⊗ Think of it like professional ethics in your discipline — follow the rules, and you'll be fine.





# About SiteStripe

Once you're approved for the **Amazon Associates (affiliate) program**, SiteStripe is automatically enabled on your Amazon account.

- When you log in to Amazon **using the same account you used for Associates**, you'll see a **thin toolbar across the top of the page**.
- That's your **SiteStripe** — it gives you instant access to affiliate links for any product page you're viewing.

## What SiteStripe Lets You Do

Right from that toolbar, you can:

- Grab a **Text Link** (your unique affiliate link).
- Grab an **Image Link**.
- Create a **Text + Image Link**.
- Share links directly to **Facebook or Twitter** (though it's better to copy/paste into your own posts for control).

## If You Don't See It

If SiteStripe isn't showing up when you're logged in:

1. Go to your **Amazon Associates dashboard**.
2. Look for **"Account Settings" → "SiteStripe Settings."**
3. Make sure the box is checked to enable it.

# Creating Your Affiliate Links

## 1 Log into Amazon Associates

Access your dashboard

## 2 Search for Products

Find grab bars, shower benches, pill organizers, etc.

## 3 Click "Get Link"

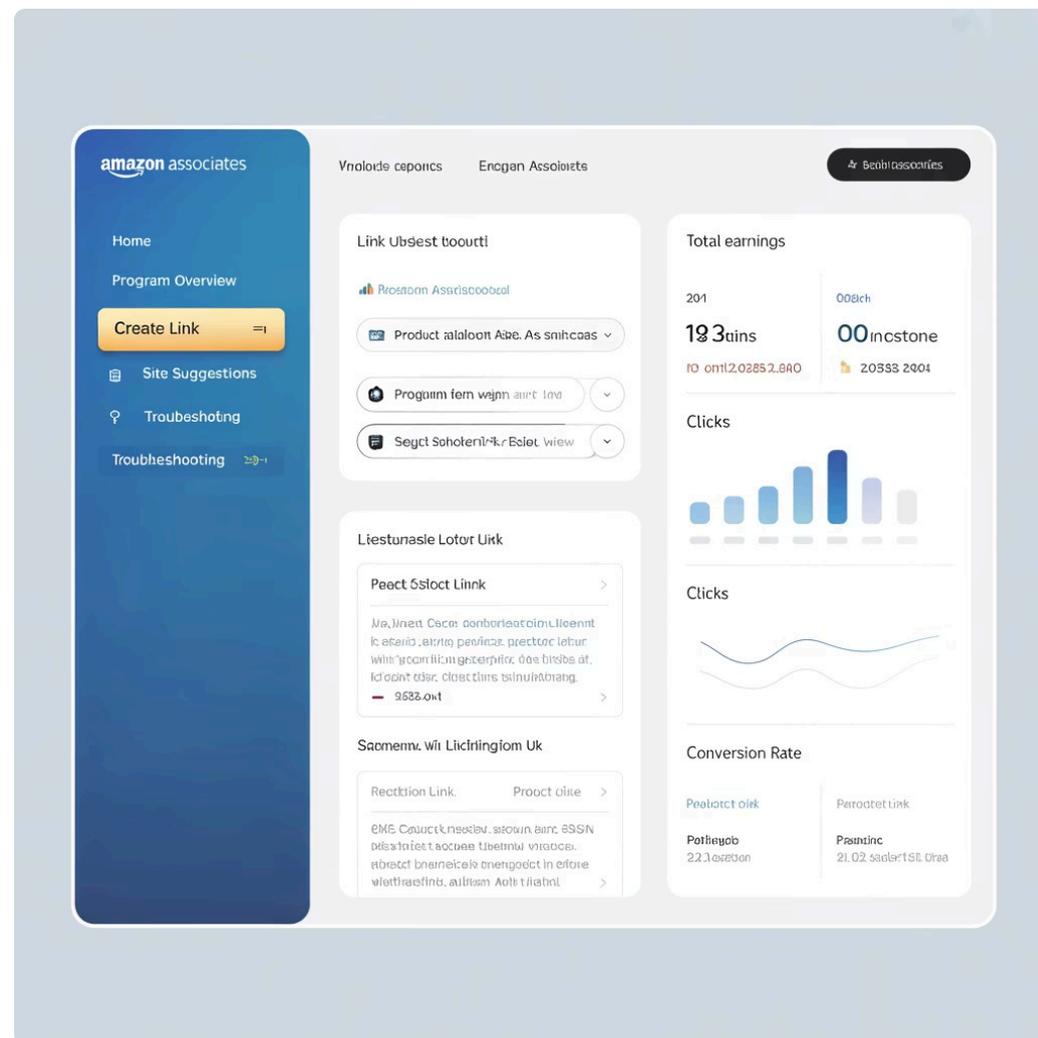
Choose text links, image links, or both

## 4 Copy and Paste

Add to your website, blog, or social posts

**Note:** If you're talking about a type of item vs. a specific item, you can also click on Get Link for the entire page.

**Example:** If you are talking about shower chairs, you can go to the Amazon page of all their shower chairs and click on Get Link to get the link to that page.



  **Pro Tip:** Use text links most often. They blend naturally: "I recommend this [non-slip shower mat](#) for reducing fall risk."

# For Wordpress Website Users

If you have a WordPress website, there's a tool that can make Amazon affiliate marketing much easier — it's called **AAWP (Amazon Affiliate WordPress Plugin)**.

Think of it like your assistant that takes your Amazon links and makes them look better, work smoother, and earn more clicks.

## What AAWP Does

- **Easy Link Creation** – Instead of logging into Amazon Associates every time, you can build links directly inside WordPress.
- **Product Boxes** – Create attractive boxes with product images, titles, prices, star ratings, and a “Buy on Amazon” button.
- **Bestseller Lists** – Show a list of the top-selling products in a category (great for “Top 5 Grab Bars for Seniors” type posts).
- **Comparison Tables** – Line up products side by side so readers can see the differences at a glance.
- **Automatic Updates** – Price, image, and availability refresh automatically, so you stay compliant with Amazon's rules.

## How To Get Started with AAWP Plugin

1. **Buy the Plugin** – AAWP is a paid plugin. You'll need to purchase it from the official AAWP website
2. **Install on Your WordPress Site** – Upload the plugin file and activate it.
3. **Enter Your Amazon API Keys** – In your Associates account, generate API keys, then paste them into the AAWP settings.

Once you've completed these tasks, you can begin using your AAWP Plugin!



Your money,  
your control.



# Getting Paid: What to Expect



## Commission Rates

Usually **1%–10%** depending on product category. Home improvement and health products typically earn solid rates.

To see how much Amazon's commission is for each product category - go to their page - [https://affiliate-](https://affiliate-program.amazon.com/help/node/topic/GRXPHT8U84RAYDXZ)

[program.amazon.com/help/node/topic/GRXPHT8U84RAYDXZ](https://affiliate-program.amazon.com/help/node/topic/GRXPHT8U84RAYDXZ)



## Payment Methods

- Direct deposit (most popular)
- Amazon gift card
- Check (if you're old-school 😊)



## Payment Timing

Commissions are paid approximately **60 days** after the sale is completed and confirmed.



# Practical Applications for Your Business

Here's where it gets exciting! Let's explore **practical ways to use affiliate links** in your aging in place business:



## Blog Posts

Write articles like "Best Shower Safety Products for Seniors" and naturally include product links



## Social Media

Post tips like "Fall prevention starts in the bathroom — here's a grab bar I recommend"



## YouTube Videos

Create product demos and add affiliate links in video descriptions



## Resource Pages

Build a "Products We Recommend" page on your website for client reference



**Remember:** Even if someone clicks your shower bench link but buys a TV instead — you still earn commission! 🎉

# Your Action Checklist

1

## Sign Up

Complete your Amazon Associates application

2

## Add Disclosure

Include required statement on all content with affiliate links

3

## Create First Link

Start with a product you frequently recommend

4

## Share Strategically

Post on blog, social media, or YouTube where it adds value

5

## Track Performance

Monitor sales and earnings in your Amazon dashboard

# The Bigger Picture: Why This Matters



Affiliate marketing isn't about getting rich quick. But it's a smart, ethical way to:

- **Serve your clients** with helpful product suggestions
- **Build authority** as a trusted professional
- **Earn extra income** that adds up over time

Imagine if every grab bar, shower chair, or senior tech product you recommended paid you back — that's the Amazon Affiliate Program in action.

# Ready to Get Started?

# Thank You!

🎤 Thank you for joining me today!

1

## Sign Up Today

The best time was yesterday. The next best time? Right after this webinar.

2

## Start Small

Test it with one product recommendation and see how it works

3

## Plant Seeds

Add affiliate links to your content - they'll grow into steady income

📄 👉 Go try it, test it, and start planting those affiliate seeds in your content. They'll grow into a steady side income stream for your business.



Unlock  
your  
potential

 SYNERGY  
SOLUTIONS