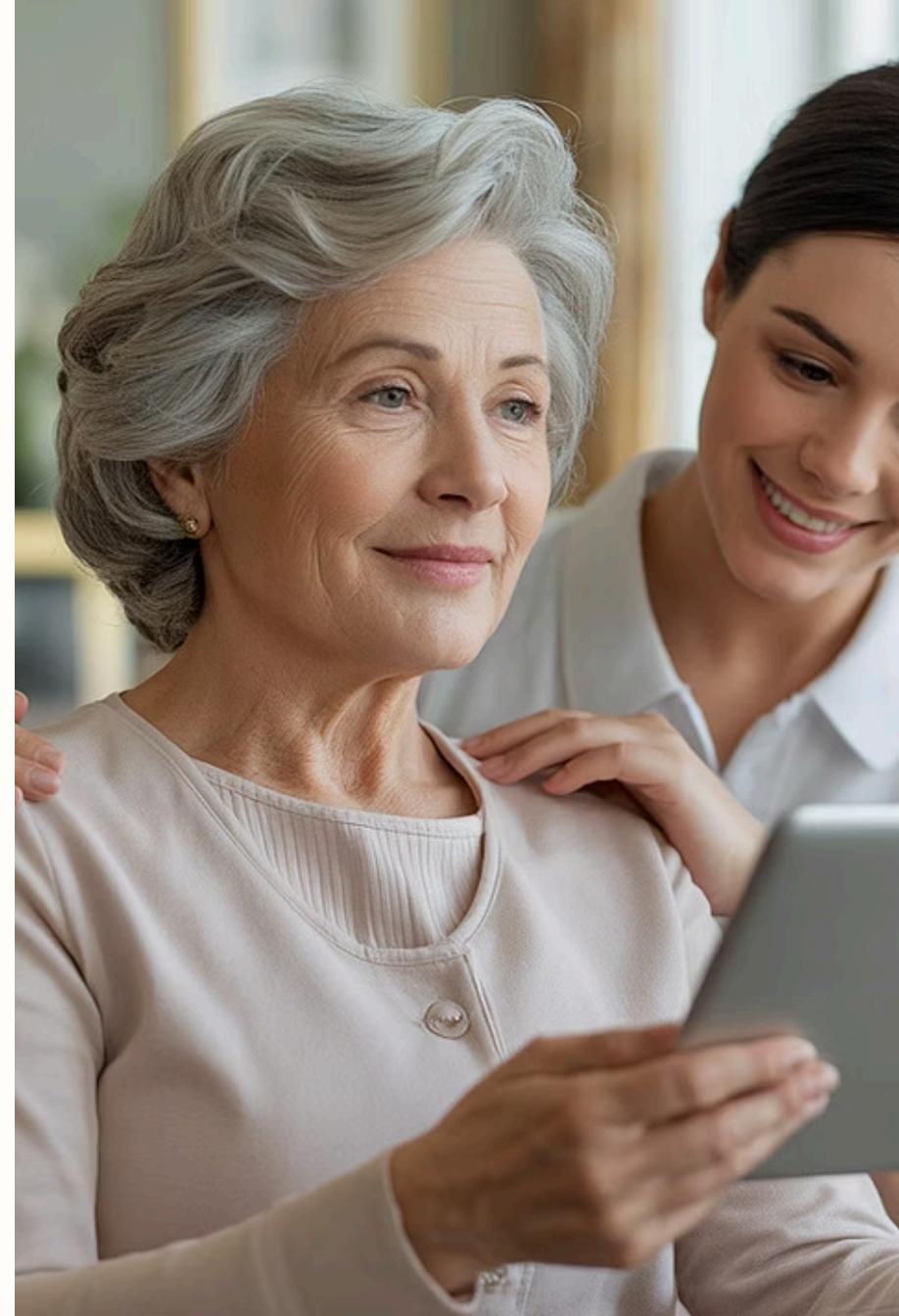


Earn While You Serve: A Simple Guide to Affiliate Marketing for Aging-in-Place Professionals

Presented by Esther C. Kane, CAPS, C.D.S., Retired OT

Designed for non-tech-savvy professionals who want to earn online while staying ethical and client-centered.



Welcome & The Big Promise

Hi, I'm Esther Kane. I'm a retired occupational therapist and Certified Aging-in-Place Specialist.

When I first started my website, seniorsafetyadvice.com I was helping a lot of seniors and their families by recommending services and products. You may be doing that too.

But did you know that you can actually earn money by doing that and it takes a little bit of time but doesn't cost you any money to participate in these programs.

So, today, I want to show you how to:

- Earn passive income
- Share products and services you already believe in
- And still serve your clients with honesty and heart

Even if you're not tech-savvy, by the end of this session, you'll know exactly how to get started.



Today's Agenda



What affiliate marketing is (in plain English)



How it fits aging-in-place work



The kind of programs to join



How to get set up, step by step



Staying ethical and trustworthy



How to promote your links gently



Other income streams: Mediavine, Mavely, YouTube



A simple 30-day action plan

What Is Affiliate Marketing?

Affiliate marketing is like giving a referral, but online. You share a link to a product. If someone buys it through that link, the company gives you a thank-you payment, called a **commission**.

- You don't need to store products
- You don't handle shipping
- You don't charge your client anything extra

It's free to start, and you can earn on things you already recommend, grab bars, toilet frames, lighting, and more.



Why This Is Perfect for Our Niche



We Already Recommend Products

As aging-in-place pros, we regularly suggest specific grab bars, lighting fixtures, and transfer chairs. These recommendations can become affiliate opportunities.



Support Your Practice

Affiliate income can help pay for insurance, marketing materials, and allow you to spend extra time with low-income clients who need your expertise.



Earn While You Serve

Create a win-win situation where your expertise helps clients live safely while also generating passive income to sustain your important work.

You're already making these recommendations – why not benefit when families take your advice?

Best Programs to Start With

Need	Program	Commission	Notes
General home safety gear	Amazon Associates	~3%	Fast setup, huge catalog
Construction materials	Home Depot / Lowe's	1–2%	Via CJ or Impact Radius
Smart-home tech	Ring, Vivint, Philips	5–10%	Great for alerts and lighting
Durable Medical Equipment	Vive Health (ShareASale)	8–12%	Walkers, shower chairs, more
Everyday products	Mavely	2–10%	No website needed

Tip: Start with one program so you don't feel overwhelmed. Amazon is great for beginners.



How To Find Affiliate Programs

It's really very simple...

Go to your favorite browser (Google, Firefox, Duck Duck Go, Bing, etc.) and type in the following...

"keyword" + "affiliate program"

Some examples: "bathtub benches" + "affiliate program"

"non slip flooring" + "affiliate program"

"stairlift" + "affiliate program"

Step-by-Step: How to Get Started



1. Join a program

Start with Amazon or Mavely. They're beginner-friendly and free. You'll get your own custom link.



2. Create helpful content

Write a simple blog post like "5 Bathroom Safety Tools I Recommend." Or record a short video.



3. Add your affiliate links

Write something like: "This grab bar installs easily and is under \$30 [affiliate link]. I've used it in dozens of homes."



4. Share it

Email it to past clients, post it on Facebook, or add it to your resource list.



5. Track your progress

Amazon gives you click reports. Others email earnings weekly.

Stay Legal & Ethical

FTC Disclosure Requirements

The Federal Trade Commission requires a clear disclosure. Always state:

"As an affiliate, I may earn a small commission if you buy through these links, at no extra cost to you."

Place this disclosure before your first affiliate link to ensure compliance.

This statement or something similar must be used every time you publish anything that has an affiliate link.

You can put your affiliate link on...

- Website pages / posts (like a blog)
- Email
- Facebook posts
- Pinterest descriptions
- LinkedIn posts
- Instagram profile
- TikTok profile
- Youtube descriptions
- Printed materials (i.e. brochures, pamphlets, flyers, etc.)



Best Practices

- Be honest, only recommend what you truly trust
- Get permission before using a client's story
- Remember: You're not "selling," you're helping and guiding

Signing Up For Amazon's Affiliate Program

Easy to follow steps to sign up for Amazon's Affiliate Program:

What you will need first:

- 1) You will need the name and/or link of where you will be putting your Amazon links. Facebook, LinkedIn, Your website, etc.
- 2) You will need your bank's information (account, routing number, etc.)

Steps To Sign Up

- 1) Go to <https://affiliate-program.amazon.com/>
- 2) Sign up to create your Amazon account. Remember, this is a separate account from your personal Amazon account.
- 3) WARNING: NEVER PURCHASE any product for yourself through your Amazon Affiliate account. This will shut your account down!
- 4) You will be asked for your name, address and phone number.
- 5) You will also be asked "Where will you share Amazon links?" This can be your website, social media, etc.
- 6) You will be asked to pick your topics. They want to know what kind of stuff you'll be talking about. This can include:
 - Health
 - Home improvement
 - Self Care
 - etc.
- 7) Create your account ID
- 8) Click on Finish or Submit and wait for approval.

Amazon will **give you access right away**, but they want to **see results within 180 days (6 months)**. That means you need at least **3 people to buy something** using your link during that time.

- 9) Start sharing those links and remember to use a disclaimer like *"As an affiliate, I may earn a small commission if you buy through these links, at no extra cost to you."*

Signing Up For Other Affiliate Programs

Signing up for other affiliate programs usually just involves filling out a form, giving them your contact information and banking information and that's that. Here are other programs to look into and to sign up for.

ShareASale (seems like they are merging or becoming Awin) - <https://www.shareasale.com/info/>

Mave.ly - <https://mave.ly/mavely>

FlexOffers - <https://www.flexoffers.com/>

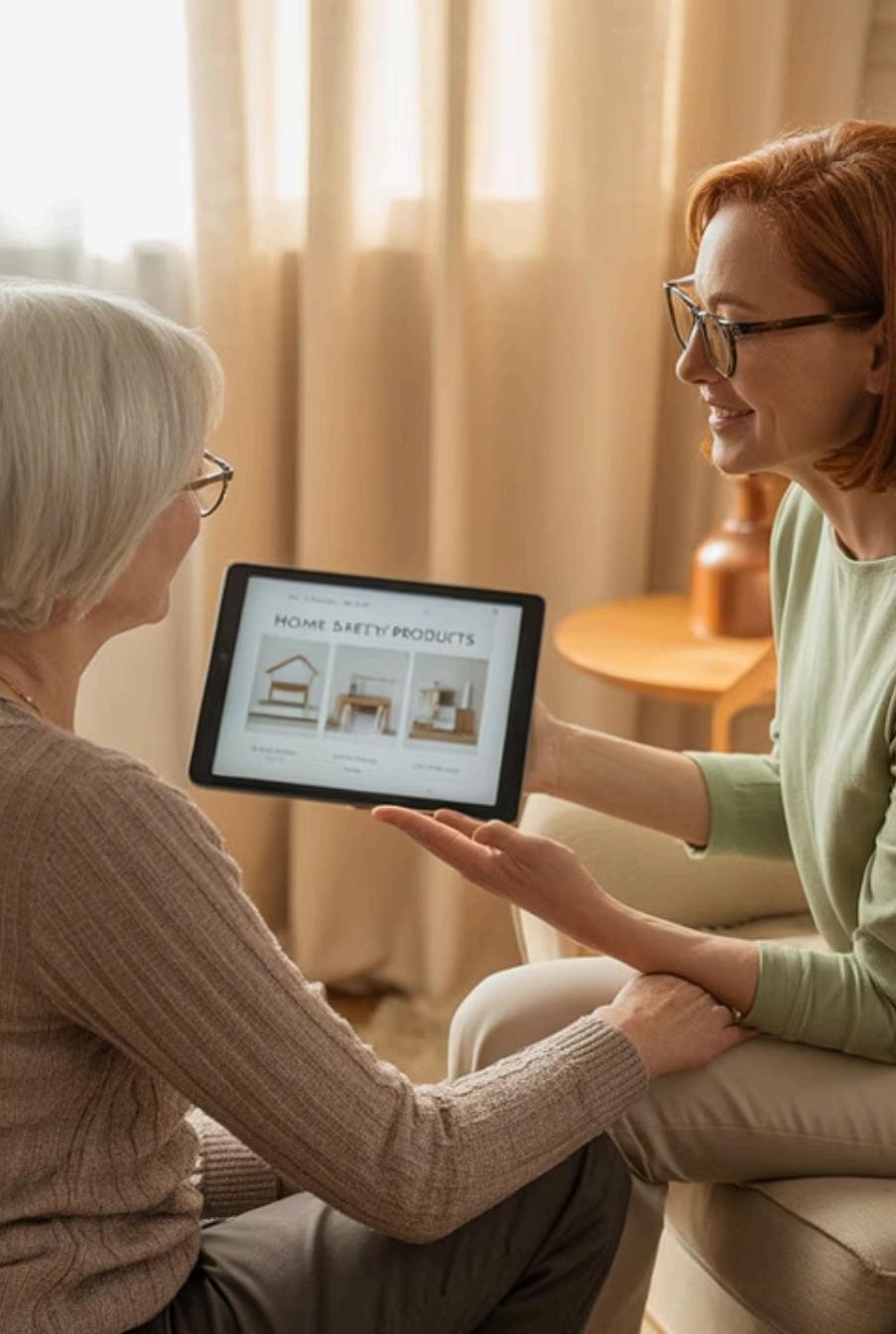
ClickBank - <https://www.clickbank.com/>

Commission Junction (CJ.com) - <https://www.cj.com/>

Tips From My Personal Experience

I've learned a lot in the last few years about affiliate marketing and there are a few things I wish I had known at the beginning, so here are my tips to help make this project easier for you.

- 1) Keep track of all the affiliate programs you sign up for. That means the username, email, password that you used for that account.
- 2) Keep a spreadsheet with monthly data of what was earned (or not) through that affiliate program. If you don't earn anything from that program after 6 months or a year (you can decide what your time limit is) then you either need to promote that product/service more OR you need to walk away from it.
- 3) Don't be fooled by larger percentages of commission. What I mean is if Target is offering a 10% commission on bathtub benches and Amazon is offering 3% commission, don't avoid using Amazon links. The truth is, in my experience, more people shop online with Amazon than with Target. So, you'll sell more at 3% and on top of that, you have the potential of getting commission on anything else the reader buys in the next 24 hours.
- 4) Do a monthly check on wherever you placed your links (this is for links on websites) to make sure they are not broken. The product could be discontinued or moved to another URL.
- 5) Don't give up! It takes time to start earning income but it does happen. So just keep being persistent.



Gentle Promotion That Works

Do's

- Add links to blog posts or printable checklists
- Use friendly anchor text: "non-slip bath mat" instead of "click here"
- Share personal examples: "Mrs. Lee avoided another fall after we installed this motion sensor"

Don'ts

- Don't overdo it with flashing pop-ups or pressure tactics
- Don't share affiliate links in private Facebook groups unless the admin approves
- Don't prioritize commission over client needs

Beyond Affiliate Links: Mediavine

Mediavine (for ads)

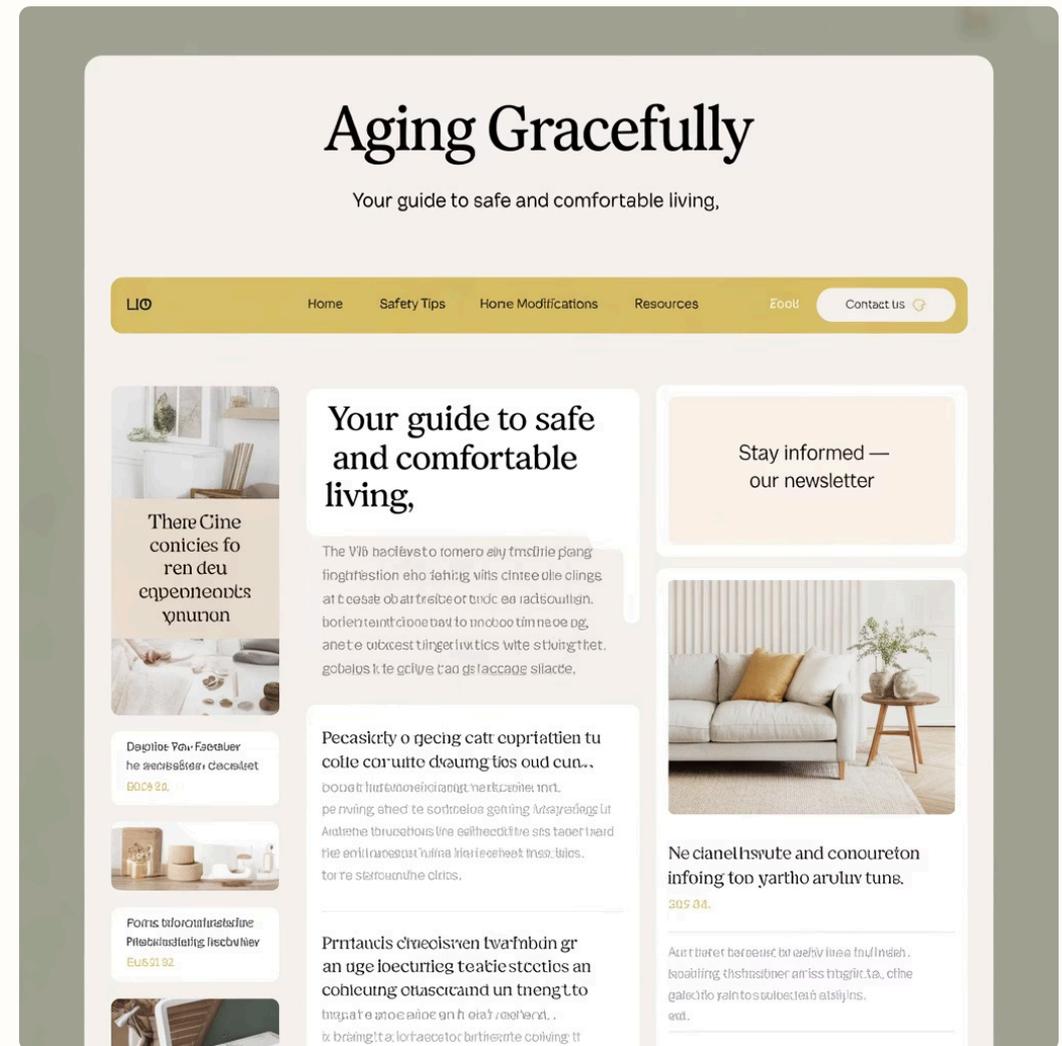
Signing up for a company like Mediavine gives them permission to put ads on your website pages.

If your blog gets **50,000+ visits/month**, Mediavine pays you to show ads on your site.

- You get paid per view
- Can run alongside affiliate links
- Income grows with your traffic

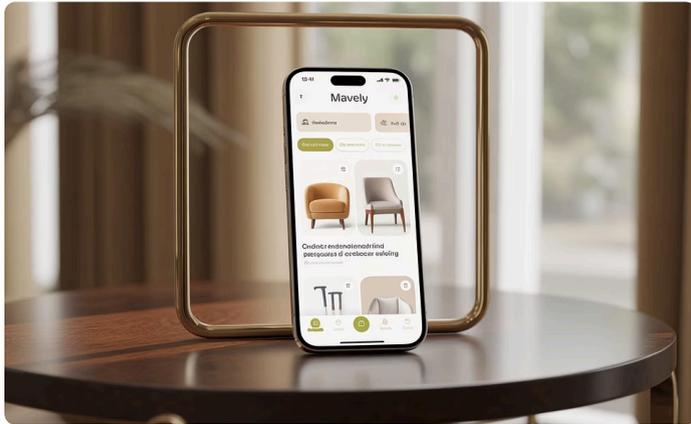
Blogs That Perform Well:

- "How to Keep Seniors Safe at Home"
- "Best Products for Aging Parents"
- "Room-by-Room Guide to Aging in Place"



Mediavine allows you to monetize your knowledge through high-quality display advertising while maintaining the integrity of your content.

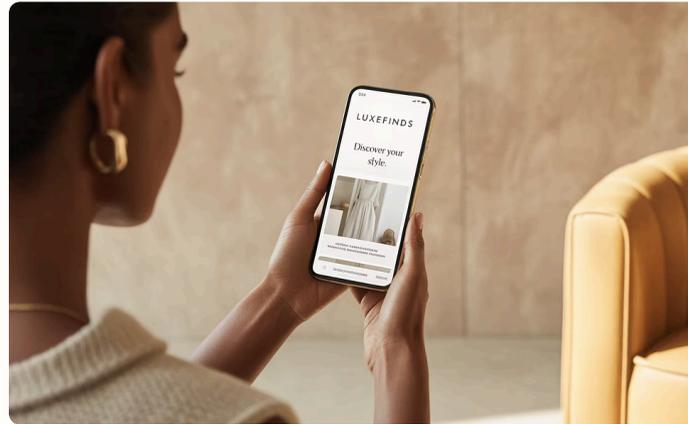
Beyond Affiliate Links: Mavely



No Website Required

Perfect for professionals who don't have a blog or website but still want to share helpful products.

Set up a **recommended shopping list** once, and earn over and over as clients and their families make purchases.



Simple Sharing

Share links via text, email, or social media with clients, family members, or your professional network.



Multiple Retailers

Earn from stores like Walmart, Target, and Macy's with one platform, creating a comprehensive resource.

Beyond Affiliate Links: YouTube

YouTube (video income)

Once you reach these milestones, you can join the YouTube Partner Program and earn from ads:

1,000

Subscribers needed

4,000

Watch hours required

Video Ideas That Work:

- "How to Help Dad Up From a Chair"
- "Top 3 Bathroom Modifications for Safety"
- "Bedroom Setup for Aging in Place"



Include affiliate links in the video description, and invite viewers to visit your blog or product page for more information.

30-Day Action Plan

Week	What to Do
1	Pick one program (Amazon, Mavely) and sign up
2	Write a blog post or make a 3-minute video
3	Add your links and a disclosure
4	Share it with clients or on your website

 **Goal:** Make your first \$10. That's your proof of concept.

Bonus: Start planning for YouTube or Mediavine later on.



Common Questions



Does this cost anything?

No. All programs listed are free to join. Some tools have free versions too.



Can I use links in printed flyers?

Yes! Use short URLs or QR codes.



What if someone returns the item?

You lose that commission, but there's no penalty.



How much can I make?

Some professionals earn \$100–\$300/month with just a few links. More content = more earnings.

You've Got This!

Affiliate marketing and content income are not about chasing sales, they're about **supporting families** while building long-term stability for your business.

Start small. Stay honest. Be helpful. That's the key.

Action step:

Tonight, sign up for one program and place one helpful affiliate link in something you share.

And if you need support, join our LinkedIn group for aging-in-place professionals, we troubleshoot together, celebrate wins, and keep learning side by side.



[Join Our LinkedIn Group](#)

[Download Resources](#)