



Shift™ is dedicated to empowering others to produce more consistent results and become more effective in their life and work. We hold high standards of integrity, excellence, sincerity, and honesty which are the four cornerstones that lay the foundation for every possibility-rich environment designed to be filled with laughter, encouragement, and affirmation, leading to endless personal and professional growth opportunities.

Affiliate / Referral Program Information

Why should you consider referring Shift™ and Kris Cavanaugh to your network?

1. ***Your clients will achieve their personal or professional goals more consistently, and they will be easier to work with!*** I have found that service providers do an excellent job giving their clients great information to help them create strategies to reach their personal or professional goals, but certain clients do not have the right mindset to implement those plans effectively – and that’s where I come in. I specialize in helping others produce more consistent results and increase their effectiveness so their businesses, careers, and personal lives thrive.
2. ***Your employees will be more productive and work at peak performance levels more consistently.*** A Manchester, Inc. study reported a return of \$6 for every dollar spent on coaching. Improvement was made in bottom-line profitability, productivity, quality, organizational strength, customer service, reducing company complaints, retaining executives, and cost reductions.
3. ***Your family, friends, and colleagues will boldly take back control of every area their life, resulting in a greater sense of freedom, joy, and fulfillment personally and professionally.*** Wouldn’t it be great if most of the people around you truly enjoyed their life and felt as though every day were full of possibilities? Shift’s powerful yet practical programs, products, and presentations help individuals create worthwhile personal and professional experiences so their businesses, organizations, departments, and personal lives thrive more consistently.

Examples of Clients Who Have Benefited From Executive or Life Coaching Services:

"I am a true believer of the fact that people come into our lives for a reason and Kris is a perfect example of that fact for me! I was introduced to Kris and her newsletter in 2010 through the "Smile and Move" group that we both belong to. I was not looking for anything specific other than connecting with a like minded individual with positive energy. I found that and more in Kris as a resource and now have hired her as a Life/Career coach. Our time together has allowed me to look at my life personally and professionally and prioritize what is important to me and execute those priorities. Kris' expertise in her field and her kindness and compassion are a recipe for success and I would like to "officially" recommend Kris if you are interested in becoming CEO of your own life!!!"

~ Amy Conmy, Sales Manager

"For a long time I put off the notion of hiring an Executive Coach, even though there are many books and professionals that swear by it. When I decided to hire Kris, it was an easy decision. She is one of the most positive people I know and from initial strategy discussions to coaching calls; she had questions and solutions that were completely out-of-the-box. I admire how she can take a problem and break it down to a process. Process is something I am excellent at in business, but she has helped me see how I can apply it to my personal life as well."

~ Todd Nielsen, CEO, Decision Systems Plus, Inc.

If you feel my services and products may be helpful to others in your networking circle (colleagues, clients, family, friends, etc.) **would you be willing to become an Affiliate/Referral Partner with me?** In exchange for doing so I will happily send you one of the following (your choice): **1)** referral commission checks, **2)** a gift card for the amount of your commission; or **3)** if you can't legally accept a referral/affiliate commission, I will be happy to send a check to your favorite charity.

Right now my affiliate program is set up as follows:

- You will receive **20%** of the first two months of services that are generated through your referrals
 - *This translates into anywhere from \$50 - \$200 depending on the program*
- You will receive **30%** on any products that are generated through your referrals
 - *This translates into anywhere from \$10 - \$100 depending on the product*
- You will receive **10%** on any speaking engagements that are generated through your referrals
 - *This translates into anywhere from \$50 - \$800 depending on the [Keynote or Workshop](#)*

In order to help you refer me more easily to the people in your network, I've included the following:

1. A sample note you can email to your network: (revise it however you want to):

Dear (name of the person you are sending it to),

Kris Cavanaugh is a Speaker, Author, and Certified Executive & Life Coach who specializes in helping others produce more consistent results and increase their effectiveness so their businesses, careers, and personal lives thrive. To learn more about Kris Cavanaugh and Shift™, click here: www.BeginToShift.com.

If you are interested learning more about how Kris can customize a program to support you in achieving your personal or professional goals, click here to set up a complimentary Exploration Meeting: [Make The Shift](#) (use my name in the "Referred By" section)

By the way, one thing I can tell you about Kris is that she will not pressure you to invest in her services or products. At the end of your meeting she'll simply have a short conversation about how her company might help so you can make an informed "yes" or "no" decision.

Have a great rest of your day! Sincerely, **YOUR NAME**

2. Social Media Referral Strategy (post this on Twitter, LinkedIn, Facebook, etc.):

Are you tired of not achieving your personal/professional goals? Talk to Kris today!

<http://www.BeginToShift.com/pages/maketheshift>

Looking for a great speaker for your luncheon, tradeshow or event? Talk to Kris today!

<http://BeginToShift.com>

How to Track Your Referrals so you get paid for them:

Anytime you refer me to someone you know ask them to mention your name when they contact me or send me an email with that person's name, phone #, and email so I can keep it on file "just in case" they invest in a coaching program/product at a future date.

Thank you for considering being an Affiliate / Referral Partner with me!