

## **Affiliate / Referral Program Information**

Shift™ is dedicated to empowering others to live their lives “on purpose” through cultivating a C.E.O. mindset so they wake up every day excited about the possibilities and maintain an unwavering belief that they can overcome any obstacles to achieve their personal and professional goals and dreams more easily and consistently.

### **Why should you consider being an affiliate partner with Kris Cavanaugh and Shift Inc.?**

Here are two great reasons:

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 people cultivate a [C.E.O. mindset](#) in every area of their life so their businesses, organizations, departments, and personal lives thrive more consistently.
2. ***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.*** Coaching programs are for people who are at a medium to high, healthy, functioning place in life, but want to do some serious personal growth work to improve their personal or professional life in some way.

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

*"Kris is amazing. I asked Kris for a few moments of her time to help me talk through a situation I was going through. Inside of 30 minutes, through a series of questions and answers, we developed a practical strategy for managing the state of overwhelm so that I can move forward with a clear mind and make the decisions that need to be made. If she can do that in a half hour, I can't help but think what an hour would do!!!"*

*Thanks, Kris!!"*

- Rick Meekins, owner of [Aepiphanni Business Solutions](#)

*"I just completed a coaching program with Kris Cavanaugh. I had been in a sales rut for a while and needed some motivation or some type of program to push me forward. The one thing I wanted to achieve by the end of the program was to become more self-confident and more at peace with my decision-making skills. From meeting to meeting we discussed my visions and worked on creating action plans to achieve my goals. The most amazing result of this program is that I do feel more empowered. That's important for a self employed person and a sales person. The difference in my life is now I can make time decisions without feeling so guilty. I feel more at peace when I am working and not working. When you start the program with Kris, you do discuss some core values. These core values help you propel yourself into a better place mentally. I feel that I have made an investment in my future and my present. There is not a better time than NOW – to invest in yourself. If you don't make the goals, have accountability for these goals, they will just get lost on your desk."*

*Thank you Kris!!"*

- [Trish Gates](#), Employee Benefits Specialists, TGI

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 Partner with me? ***In exchange for doing so I will happily send you checks or gift cards (your choice) or send a check to your favorite charity for a percentage of each sale I make through your referrals.***

Right now my affiliate program is set up as follows:

- You will receive **10%** on any services that are generated through your referrals
  - This translates into anywhere from \$25 - \$400 depending on the program
- You will receive **35%** on any products that are generated through your referrals
  - This translates into anywhere from \$5 - \$60 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),

I want to introduce you to Kris Cavanaugh (Speaker/Author/Coach with Shift™). Kris specializes in empowering others to live their lives “on purpose” through cultivating a C.E.O. mindset so they wake up every day excited about the possibilities and maintain an unwavering belief that they can overcome any obstacles to achieve their personal and professional goals and dreams more easily and consistently. Kris does this through powerful yet practical programs, products, and presentations which help people develop a C.E.O. mindset in order to boldly take back control of every area their life, resulting in a greater sense of freedom, joy, and fulfillment personally and professionally. To learn more about Kris Cavanaugh and Shift™, click here: [Shift™ E-Brochure](#).

If you are at interested learning more about how Kris can help you achieve your 2010 personal and professional goals, give her a call at 404-551-3601 or email her at [kris@begintoshift.com](mailto:kris@begintoshift.com) to set up a complimentary [Exploration Meeting](#) (Tell Kris I said hello!).

By the way, one thing I can tell you about Kris is that she is not pushy. If you do not feel a coaching program will work for you, she will not pressure you. The reason she offers a complimentary meeting is simply to allow you to have a conversation to be able to make a more informed decision.

Thanks for reading my email!! Have a great 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://begintoshift.com>

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 Partner with me!  
I look forward to sending you (or your designated charity) lots of checks over the months to come.***