

# Debra Russell, Business Coach

## Coaching for Creative Professionals and the Professionally Creative

### Referral Gratitude Program

I love it when folks refer people to me. In addition to being grateful for the business, I feel honored and complimented by your trust in me. And so I have created a program to let you know how much I value your referrals.

Every time you refer someone to me who becomes a client, you receive a gift certificate worth ½ hour of coaching. You may use that certificate for yourself to purchase a single ½ hour session, or (for current clients) apply it as a \$100 discount against your own monthly coaching fee (one certificate/month), or give the gift of coaching to someone you care about.

When you are considering referring an associate or loved one to me, feel free to give them my business contact information (below) and my website address. You can also call or email me with their information and I'll be happy to call them. However, I ask that you get specific permission for me to call them before you contact me with their information. It's important that your referral is expecting my phone call.

If you have any questions about who would be a good referral for me, or about my complimentary coaching sessions, feel free to give me a call or send me an email.

### Referral Policies and Guidelines

When your referral has made the commitment to a coaching package and paid for their second month, you will be issued your gift certificate. Due to confidentiality issues, your certificate will not disclose the name of the client(s) you've referred, although they may tell you, of course. Once you receive your certificate, you (or the person you gift it to) will then have one year to use your coaching certificate.

Your certificate is only good for coaching services and may not be redeemed for cash, live presentations, CD's, **Artists Marketing & Business Academy** Fees or any other products or services.

In addition to this program, you can become an affiliate of **Artist's EDGE**. Once you sign up at <http://Artists-EDGE.com/affiliate>, you can refer people to the products on the **Artist's EDGE** website, using your unique affiliate code and be paid for every product they purchase. If they enroll in the **Artists MBA**, you will be paid for every month they maintain their Membership.

I appreciate your support and strive to deliver services and products that you will be proud to recommend.