

KLAIVER

Affiliate welcome pack

What you're recommending when you recommend Klaiver

klaiver.app · affiliate program

Read it all before you publish anything.

1. Why this document exists

You've joined an ordinary affiliate program: a link, a coupon, a commission. The getting-paid part is the easy one — transparent, and already set up for you.

This document is about the other part: what exactly you're recommending, and why the way you tell it matters more here than with almost any other product.

Klaiver is a person opening up to a stranger — a stranger who is, in a way, the version of themselves that questions, digs deeper, catches the contradictions. Their uncomfortable “self.”

Someone pays, sits alone for an hour, and says out loud what they say to no one.

Everything around that moment — the ad they saw, the line that made them click, what you promised them — has to hold that trust up. If the promise doesn't match what happens inside, the person feels deceived at the worst possible moment: right when they'd just opened up.

So we're not asking you to sell. We're asking you to tell people what Klaiver does.

THE IDEA THAT ISN'T UP FOR NEGOTIATION

You're recommending one hour for someone to make a decision they've been putting off — in private, with no one telling them what to do.

That's all it is. Don't promise anything beyond that.

2. What Klaiver is, plainly

To recommend it well you have to be able to explain it in thirty seconds without dressing it up. Here's what it is:

A one-hour, anonymous session that ends with a downloadable report on the decision the person made. An AI coach that only asks questions. It doesn't advise. It doesn't cheer you on. It doesn't validate. It moves through six levels in order — what you want, the real reason underneath, what success would actually look like, what you have and what you're missing, what you're willing to give up, what you decide and what the first step is — and then it closes.

There's a turn limit: the conversation ends on purpose. You can't stretch it out.

At the end, a twelve-block document. It's not a summary of the chat. It's a text written from the outside that the person can reread cold tomorrow, or six months from now, to confirm what they decided and why.

What it is NOT (and you must never say it is)

- **It's not therapy** or psychology or counseling. It doesn't treat mental-health problems. It doesn't replace a professional.
- **It doesn't give advice.** It never tells anyone what to do. If your copy promises "it'll tell you what to decide," you're selling the opposite of the product.
- **It doesn't validate.** It's not built to make you feel good. Sometimes it's uncomfortable. That's the function, not a flaw.
- **It keeps nothing.** No account, no email, no cookies. Sessions are wiped every night. No one — not even the company — can know, during or after, who the person was or what they decided, because we don't even ask for a name, just an "alias."
- **It's not for a crisis.** If someone is in treatment, in crisis, or what they're bringing has to do with self-harm, this isn't the place — and the system itself redirects them. Don't recommend it as a way out of that.
- **It's not magic or a shortcut.** It doesn't "change your life" or "unlock your potential." It helps you make one concrete decision. Full stop.

Why isn't it just another ChatGPT?

It's the question you'll get most.

The honest answer: ChatGPT is trained to please, so it tends to agree with you and nudge you toward where you already wanted to go.

Klaiver does the opposite. When someone uses a vague word — "I want more freedom," "I want to be successful" — the coach confronts it instead of accepting it.

It doesn't let self-deception slide. That friction is what people pay for.

3. The detail that changes how you recommend it

There's one thing you can't see from the outside that defines the product: Klaiver doesn't confirm what the person wants to hear — not even when the person pushes hard for it to.

In a real session, someone came in set on borrowing a large sum to pay for a get-rich course that, as the questions went on, turned out to be a scheme of selling that same course to the next person down the line.

The coach didn't forbid it — that's not its role — but it didn't confirm it either. It laid the facts in front of them and handed the decision back. The person left annoyed. The report recorded, without softening it, what could be seen from the outside.

That's exactly what you're recommending. Not "an AI that helps you get what you want." A mirror that doesn't blink. If you tell it as a people-pleasing assistant, you're describing a different product — and the person who comes in misled will notice in the first minute.

THE MIRROR RULE

The brand can't do in its communication what the product promises not to do in the session.

If the coach doesn't validate, your copy doesn't either. If the coach doesn't tell people what to do, your ad doesn't either.

4. Your responsibility as an affiliate

You're not signing a code of conduct full of clauses. You're signing one simple idea: what you promise is the first thing the person checks when they walk in. If it doesn't match, the damage is yours, the product's, and — above all — that of someone who had just opened up. Four concrete commitments.

1. Honesty: tell what it does, not what you think it does

Describe the product for what it is: an hour, questions, a report, anonymity. Don't bolt on results you can't guarantee — “you'll fix your life,” “you'll know what to do about your relationship,” “you'll walk out with the answer.” Klaiver doesn't hand over answers; it hands over clarity about the decision the person was already avoiding. If you're not sure whether something is true of the product, don't say it.

2. Transparency: make it clear it's a recommendation with a commission

You earn a percentage when someone buys with your link or coupon. That's not a secret to hide, it's a fact to state. Mark your posts as affiliate content or advertising when the platform asks for it — and, frankly, even when it doesn't. The person who trusts your recommendation deserves to know there's a commission behind it. Transparency doesn't weaken the pitch: in a product sold on trust, it strengthens it.

3. No deception: no false urgency, no invented proof

The example session above shows exactly how shady schemes manipulate: manufactured urgency (“this week only”), proof that doesn't exist, dismissing anyone who doubts. Don't use any of those levers to sell Klaiver. No fake countdowns, no “it changed my life in an hour” if it isn't true, no fabricated testimonials. If you use a sample report, make it a demo or anonymized with permission — never a real person's, just like that.

4. Protect anonymity in what you publish

The whole product rests on the fact that no one will ever know who went through a session or what they decided. Your communication can't contradict that. Don't imply you know what people decide, don't ask anyone to tell you “what came out of it” so you can use it, don't treat privacy as a technical footnote. It's the heart of the promise.

THE FIVE-SECOND TEST

Before you publish something, ask yourself: if the person who comes in through my link read this and then did the session, would they feel I told them the truth?

If the answer isn't a clear yes, rewrite it.

5. How Klaiver sounds (so your copy fits)

We're not asking you to write like a copywriter. We're asking you not to break the tone, because the tone is the living proof of the product: if the coaching doesn't sweeten anything for you, neither does the brand. A quick table.

Yes	No
Short sentences. Talk about situations a person actually faces.	Paragraphs that ramble looking for an emotional effect.
Concrete verbs: decide, close, leave, choose.	Empty verbs: transform, empower, unleash.
Second person, direct: "you."	"People who...", "our users..."
Acknowledge the difficulty without dramatizing it.	Turn the problem into emotional spectacle.
Let the sentence breathe. Silences.	Pile on adjectives and exclamation marks.

Words we don't use

These words set off the "this is marketing" radar of the very person you're trying to reach: **transformation, purpose, potential, mindset, journey, unlock, abundance, you deserve, your best self, empower**. Same goes for coaching jargon: "look inward," "heal," "let go," "the universe." Klaiver is deliberately dry in a sector that overuses emotion. That dryness is part of why people trust it.

6. Lines you can use

These aren't slogans to parrot. They're lines in the right tone that you can adapt to your own voice. They all tell the truth about the product. Use them as a video caption, as text on a black background, as the first line of a post. One idea per piece.

The official lines (the safest ones)

Clarity, not advice.

One hour. One decision. One report.

The coaching that doesn't remember you.

I won't tell you what to do. I'll help you find out yourself.

For the decision you've been putting off for months.

Recognition ("that's me")

They portray the paralysis without naming the product. They're there so someone recognizes themselves before they know a solution exists.

You made the decision weeks ago. What you don't have is permission to act on it.

You're not short on information. You're short one hour to say it to yourself.

March. April. May. And you're still going in circles on the same thing.

There's something you haven't told anyone. Not even the person you live with.

Distinction (why it's not ChatGPT or a therapist)

ChatGPT pushes you where you already wanted to go. Klaiver asks why you want to go there.

A human coach sees you again next week. Klaiver never remembers you.

It's not built to agree with you. That's why it works for deciding.

Privacy (the easiest claim to prove)

No name, no email, no account. That's why you can be honest for once.

What you say here stays here. And nothing stays here.

No one will read this. Not even whoever built it.

Method and report (what justifies the price)

You don't walk away with a chat. You walk away with a document that reminds you tomorrow what you decided and why.

Six levels. A turn limit. The conversation ends on purpose.

A report written from the outside. To reread cold the next time you doubt.

HOW NOT TO USE THESE LINES

Don't chain them all into one post: one idea per piece.

Don't add exclamation marks or emojis that break the tone.

Don't promise a result with them ("and you'll walk out with the answer"). They describe what happens, not what you'll get.

Don't put them in the mouth of a fake testimonial.

7. In one line: what you can and can't do

You can	You can't
Describe the product for what it does.	Promise results it can't guarantee.
Use and adapt the lines in this pack.	Invent testimonials or screenshots of real reports.
Say you earn a commission for recommending it.	Hide that it's affiliate content.
Share your own experience, if you had one, honestly.	Manufacture urgency ("this week only") or fake scarcity.
Recommend it to someone with a stuck decision.	Recommend it to someone in crisis or treatment.
Show a demo or anonymized report.	Imply you know what people decide.

8. To close

You're recommending a product that lives on one thing: that someone trusts it enough to open up to a stranger for an hour. You are the first link in that trust. The person believes you before they believe the website.

You don't need to exaggerate for it to work. The product is real enough that it doesn't need any makeup — that, in fact, is its whole proposition.

Tell it exactly as it is. That's the only thing we ask of you.