



PARTNER PROGRAM

Help someone finally start. Earn \$10, then 15% every year they stay.

Your audience knows the feeling: the file is open, the day is gone, nothing has started. StartKick shows what's stopping them and gives one small first step, free. To keep going, there's a coach and a 28-day plan, free for the first 3 days. You get \$10 when someone you send pays for their first year, 15% of every yearly renewal after that, and milestone rewards: \$50 at 10 paid subscriptions, \$250 at 50, \$500 at 100. Everything you need is on this page. Most partners are live in an afternoon.

Launch partners wanted

October 2026, updated 22 Oct. Terms apply from the day you join.

OVERVIEW

Know what's stopping you. Find your next step.

That's StartKick's promise. Echo it in your own content, and when you need a call to action, use "Find my next step". StartKick is a small web app for people who keep putting off something they want or need to do: the report open since 9:00, the email drafted in your head for three days, the tax return. You know the ones, and so does your audience.

How it works for the person you send: a free **2-minute check**, then their result, "**What's stopping you**: what tends to get in your way, and what to try next." Then one small **first step** for a real task, also free, no card needed. If it helps, they start the yearly plan: a **coach** that listens first, then offers one small step, and a **28-day plan** with a short session each day. The first 3 days are free, and they can cancel in one tap. No app store, no account to set up first. It runs in the browser on phone and desktop.

3 days

free, then 29 for the first year, in USD, EUR or GBP

59

a year after that, until they cancel. Tax included.

Free

first step before anyone pays

No diagnosis

Just how you tend to start

Why it sells: most tools in this space hide everything behind a 30-screen quiz and a subscription that renews at 40 a month. StartKick shows value first, free: the result and one small first step, no card. Then 3 days free with the full plan, the price said up front, cancel in one tap under "Your plan", and a reminder before the plan renews. For an audience that has cancelled six apps this year, that is the part worth saying out loud, and you can show it in a screenshot.

Why people buy it, and what they get

What StartKick does	What the apps they tried do
✓ Gives a real result and a real first step on their own task, free	✗ A long quiz, then a paywall before any value
✓ 3 days free, then 29 for the first year and 59 a year after. Cancel in one tap; a reminder before it renews	✗ An intro price that renews at 40–50 a month; cancelling is the number one complaint in the category
✓ Finds what's stopping them, then fits the next step to it	✗ Splits the task into steps, or gives a label with no action
✓ Runs in the browser on phone and desktop	✗ An app that crashes and loses data
✓ No diagnosis, no medical vocabulary, Easier reading for people who need less on screen	✗ Clinical framing aimed at 18–34

What the yearly plan includes: a 28-day plan with a short session each day, sized to the time they have; a coach that listens first, then offers one small step (30 messages a month included); first steps for any task (fair use); Your goal, a tracker for one bigger goal; calming resets for when it all feels like a lot; a lesson library; and Bedtime Kick, a calm wind-down with a friend who nudges them to bed. Since 19 October also: Habit Builder (up to three habits at once, 60 days each); Co-op, where they work next to a friend or a stranger in a live session with chat, joint tasks and joint habits; XP and ten levels with a leaderboard and a club at the top; and three games: two daily puzzles at startkick.app/games (Steps and Ladder, public, no account) and Boss Mode, where the task they avoid is the boss. Free before that, no card: the 2-minute check, the result and one first step.

Who it's for: professionals, founders, freelancers and knowledge workers who get stuck at the start. People who have tried every app. People who are neurodivergent and people who've never thought about it. StartKick is not a medical tool and we never present it as one. Keep that line in your content too (see Rules).

New since 19 October, good for content: the daily puzzles at startkick.app/games and Boss Mode at startkick.app/boss are free, need no account and work with your link (startkick.app/games?ref=your-handle). Co-op, levels and Habit Builder live inside a member account; use your partner code to try them and record your own screen

(never another member's). The free Chrome extension "StartKick: First Step" is live in the Chrome Web Store (store page): it gives the first step for the page you have open, five a day, no account. Store links don't carry your handle, so for commission send people to the 2-minute check with your link; the extension is a good thing to show.

HOW TO JOIN

Four steps, one afternoon, first link live tonight

1 Apply (two minutes)

Short form in the partner portal: your main channel, where your audience is, how you plan to promote. You're in straight away and your dashboard opens with your link. We read every new partner's profile and first piece. No audience minimum; a good fit beats a big number.

2 Get your link

Your dashboard shows your link: `startkick.app/?ref=your-handle`. Add `?ref=your-handle` to any public StartKick page to deep-link. The cookie lasts 30 days.

3 Try it on your own avoided task

Full access is on us: once you've joined, we review your profile and email you a personal partner code. It opens the full StartKick free for a full year (no card), with an extension possible. Use it within 30 days. Take the 2-minute check with the thing you've been putting off this week. The partners who sell best are the ones who got their own first step out of it.

4 Publish, with "Ad"

Pick one of the five situations on this page, or your own angle. Put "Ad" or "#ad" in the content itself. Send us the link or a draft if you'd like a second pair of eyes; we read first pieces before they go live.

COMMISSIONS AND PAYOUTS

\$10 on the first payment. 15% of every renewal.

You earn \$10 when someone you send pays for their first year, after the 3 free days. Then 15% of every yearly renewal, for as long as they stay: about \$8.85 on a \$59 renewal. A trial that is cancelled pays nothing, because nobody paid. On top come milestone rewards: \$50 at 10 paid subscriptions, \$250 at 50, \$500 at 100.

What	You earn	Note
First payment (the first-year charge after the 3 free days)	\$10	flat, in any currency the buyer pays in; nothing for a cancelled trial
Every yearly renewal by that customer	15%	about \$8.85 on a \$59 renewal, for as long as they stay
Add-on modules	\$1 / module	for each module a customer you referred buys; modules come from December, not live yet
Other add-ons	not decided	we'll tell you before any commission applies

Bonus	When	Amount
10 paid subscriptions	when your lifetime first payments reach 10	\$50
50 paid subscriptions	when they reach 50	\$250
100 paid subscriptions	when they reach 100	\$500
1,000 paid subscriptions	when they reach 1,000	\$5,000

The mechanics

- **Attribution:** last click, 30-day cookie. Someone clicks your link and starts within 30 days: their first payment and renewals are yours.

- **Hold:** 30 days after each payment. The hold covers refunds and card disputes; a refund or chargeback reverses the commission, and refunded payments don't count toward the bonuses.
- **Payout:** monthly, around the 10th, for commissions whose hold ended the previous month. Minimum balance \$10; smaller balances roll over to the next month. Paid in USD by PayPal or Wise.
- **Promo prices:** if we run a reduced first price for your audience, you still earn the full \$10.
- **Add-on modules:** the \$1 line starts when the first module ships; we will tell partners the date. Module purchases are matched to you through the customer you referred.
- **Self-referrals:** not paid. Buying through your own link gets you a refund and a note from us.
- **Changes:** 30 days' notice, never downward on amounts already earned.

SEASONS

Three moments worth planning content around

StartKick is a product people buy when they decide to change something. That happens on a calendar. Here's ours, so you can be ready before the moment arrives.

BLACK FRIDAY · FROM 27 NOVEMBER

Coupon codes, for selected partners only.

We don't run codes in normal weeks; the price is the price. For Black Friday, partners with a track record get a personal code to share with their audience. Code sales track to you like any other sale, and you still earn the full \$10. Want one? Sell in October and November; we pick from the partners who already post.

DECEMBER · GIVE STARTKICK

A gift that opens on 1 January.

A fresh start is the one gift nobody returns. From Black Friday to Christmas Eve, buyers can give StartKick to someone else: the recipient opens it on 1 January. Digital, instant, works as a last-minute gift on 24 December. Gift purchases through your link pay the same \$10. Angle: "the gift for the person who's been meaning to..."

JANUARY · NEW YEAR, NEW START

Our biggest month. Make it yours too.

Searches for procrastination peak in January, and "new year, new me" content is everywhere. StartKick's answer is calmer and more useful: no resolutions list, one 28-day plan on the one thing this year starts with. From 26 December to 31 January the whole product leads with it. Plan your January piece in December; your link already works.

Dates and the gift flow are planned for this season and confirmed in your monthly partner update before they go live. Until then, promote what's live today: the free first

step, and the full plan 3 days free with cancel in one tap.

RULES

Six rules we don't bend (and neither should you)

They protect your audience, your channel and the product. Most of them are the law in the US and UK anyway, so they're good habits whatever you promote.

1 Your story is yours. The product stays a tool.

Talk about your own diagnosis, your brain and your life however works for your audience. Just never say or imply StartKick is built for, treats or manages ADHD or any condition, and keep "adhd" out of your link and any code. Good product words: getting started, task paralysis, overwhelm, trouble focusing.

2 No medical claims

StartKick does not treat, manage, diagnose, screen or test for anything. The 2-minute check shows how starting tends to go for someone, not a result about a condition. Don't suggest it replaces therapy, medication or professional help.

3 No outcome promises

No "cured my procrastination", "doubled my output", no before-and-after. Your own experience in your own words is welcome. Numbers we haven't published don't exist.

4 Only true claims about the offer

If you mention the price or the trial, use this line word for word: "3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included." (£ for a UK audience, € for the EU). Also true: free first step, a reminder before the plan renews, not a medical tool. That's the list. Never "pay once", "no subscription" or "7-day refund"; no countdowns or crossed-out prices of your own (a screenshot of our price card, as it is on the site, is fine), no "today only", no "cheapest".

5 Disclose, visibly

US: "#ad" or "Ad" where people see it before engaging, in the video or at the top of the post, not only in the description. UK: "Ad" upfront; "sponsored", "gifted", "#aff" or a code alone are not enough. Tick the platform's paid-promotion toggle too.

6 No coupon, cashback or brand-bidding traffic

No deal sites, cashback, code extensions, paid search on "StartKick", typo domains, incentivised clicks or bought lists. One warning, then we end the partnership.

How to talk about focus without the label

Say	Don't say
✓ "if you know what to do and can't start"	✗ "if you have ADHD"
✓ "built for brains that have tried every app"	✗ "the app for neurodivergent people"
✓ "a free 2-minute check: what tends to get in your way, and what to try next"	✗ "find your procrastination type", "take the test"
✓ "3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included."	✗ "pay once", "no subscription", "science-backed", "clinically proven"
✓ "not a medical tool; if you're struggling, talk to someone"	✗ "this works better than..." (therapy, medication, anything)
✓ "it gave me a small first step for the report I'd been avoiding"	✗ "it fixed my focus"

Voice

StartKick sounds like a smart friend: calm, short, concrete, no judgment. It describes the moment ("You've opened the document three times"), removes the blame ("This isn't about being lazy"), and offers one step. Words we use: start, stuck, first step, next step, what's stopping you, smaller, lighter. Words we don't: unlock your potential, crush your goals, rewire

your brain, lazy, broken, superpower, AI-powered, "Start Pattern" (retired 22 Oct 2026: say what's stopping you). Your own voice comes first; just keep the product in its register.

CONTENT ANGLES

Five situations people recognise

Each card is a situation in your audience's own words, with our line under it and a quiz link that opens on that situation. Pick the one your audience lives in, make it yours, and send us the draft if you want a second pair of eyes before it goes out.

**"I WANT TO MAKE A CHANGE, BUT I
HAVEN'T STARTED."**

Find what's stopping you—and where to start.

A live try on camera: run your own avoided task through the 2-minute check and show the result and the first step, including what didn't land. Link:

[startkick.app/quiz?
context=change&ref=your-handle](https://startkick.app/quiz?context=change&ref=your-handle)

"THERE'S TOO MUCH TO DO."

**You don't need the whole plan today.
Start with one small step.**

A weekly newsletter or story slot for people running on empty: a reader sends the task they're dreading, you show one small first step. Link:

[startkick.app/quiz?
context=too_much&ref=your-handle](https://startkick.app/quiz?context=too_much&ref=your-handle)

**"I KEEP LOOKING FOR ADVICE INSTEAD OF
ACTING."**

Less advice to sort through. One clear next step.

A carousel for people who save carousels: their words on the first slide, one next step on the last, and no list of tips in between. Link:

[startkick.app/quiz?
context=overthinking&ref=your-handle](https://startkick.app/quiz?context=overthinking&ref=your-handle)

"I START, THEN STOP."

A small start. Support to keep going.

For audiences who have started and dropped six apps, a short video that leads with the terms. Show the price line word for word and the one-tap cancel under "Your plan" on screen. Link:

[startkick.app/quiz?
context=restart&ref=your-handle](https://startkick.app/quiz?context=restart&ref=your-handle)

"PLANS NEVER SEEM TO FIT MY LIFE."

Start with what works for you—not what you think you should do.

A roundup or comparison: tools for getting started, ranked by what they ask of you first. StartKick's slot is a free check and a free first step before any payment. Link:

[startkick.app/quiz?
context=fit&ref=your-handle](https://startkick.app/quiz?context=fit&ref=your-handle)

Six ways people get stuck

Everyone who takes the 2-minute check sees which of these six sounds most like them. No diagnosis. Just how you tend to start. Each one has its own page you can link to; add your handle, for example startkick.app/s/strategist?ref=your-handle. "Which one sounds like you?" works well as a carousel or a short series, one per post.

1 OF 6

The Standard-Setter

You start when you know you can do it well.

startkick.app/s/standard-setter

2 OF 6

The Juggler

You keep a lot of plates in the air.

startkick.app/s/juggler

3 OF 6

The Protector

You steer around what feels uncomfortable.

startkick.app/s/protector

4 OF 6

The Spark

You light up at the start of something new.

startkick.app/s/spark

5 OF 6

The Strategist

You think it through before you move.

startkick.app/s/strategist

6 OF 6

The Powerhouse

You get a lot done, and you're running low.

startkick.app/s/powerhouse

EXAMPLES

Copy you can steal

Templates, not scripts to read word for word. Change them to sound like you. Keep the disclosure and the claims as they are.

YouTube integration, about 60 seconds

say "this part is an ad" on camera, tick "paid promotion"

DISCLOSURE FIRST

Ad "Quick one: this next bit is a paid partnership with StartKick, and I only agreed because I tried it on a task I'd been avoiding for a week."

RECOGNITION

"You know the feeling. The doc is open. You know roughly what goes in it. And you've checked your email four times instead."

REFRAME + DEMO

"StartKick's take is that this isn't a motivation problem, it's a first-step problem. You take a 2-minute check, it shows you what's getting in your way, then you name the task and get one small first step. Mine was: open the file, write three bad headings. That's it. I did that and the rest followed."

OFFER + RULES

"The first step is free. If you want the coach and the 28-day plan: 3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included. It's not a medical tool, it's a way in. Link's in the description with my handle; it costs you nothing extra and supports the channel."

Instagram or TikTok caption

#ad in the first line, commercial-content toggle on

#ad The task was clear. The start wasn't. I ran it through StartKick and got a first step: "open the email, write the first sentence badly." Did that. Sent it 20 minutes later. The first step is free. Want the whole plan? 3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included. Not a medical thing, just a way in. Link in bio (my handle's on it).

Newsletter blurb, 90 words

disclosure line at the top of the section

Partner link: I earn a fee if you buy.

Know what's stopping you. Find your next step. StartKick is a small web app for the thing you keep putting off. A free 2-minute check shows what tends to get in your way. Then you get a free first step for your actual task. If it helps, the full plan: 3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included. I used it on the proposal I'd reopened eleven times. The step was "write the title and the worst possible first paragraph." It worked. Find my next step.

Blog review outline, 800–1,200 words

disclosure in the intro, not the footer

1. **Disclosure and the task you tested it on.** One paragraph. Real task.
2. **The problem it's built for.** Putting off something you want or need to do. Who this is and isn't for.
3. **Walkthrough with screenshots.** 2-minute check → result → first step → what the plan adds (coach, 28-day plan, Habit Builder, Your goal, Co-op, levels, lessons, calming resets, Bedtime Kick, the games).
4. **What it doesn't do.** No task manager, no app-store app, no medical anything. Honest limits make the review credible.
5. **Price and cancelling.** The price line word for word, and where the cancel button is ("Your plan").
6. **Verdict** with your partner link and who should skip it.

Email to your own list

subject in your voice; disclosure near the top

Subject: the first step is the problem

Hi [name], quick one. (This includes a partner link; I get a fee if you buy, you pay the same.)

Most "productivity" advice assumes you can't be bothered. For most of us it's the opposite: we care so much the first step gets huge. I found a small tool that sees it that way.

StartKick shows what's stopping you and gives you one step small enough to do right now.

The first step is free. The full plan: 3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included.

Here's my link: [startkick.app/?ref=\[handle\]](https://startkick.app/?ref=[handle]). Try it on the task you've been reopening all week.

Short post on X or LinkedIn

"Ad" at the start

Ad The file's been open since 9:00. You need a smaller first step. StartKick gives you one, free. Full plan: 3 days free. Then \$29 for your first year, \$59 a year after that. Cancel anytime in one tap. Tax included. [startkick.app/?ref=\[handle\]](https://startkick.app/?ref=[handle])

ASSETS

What's in your dashboard

Asset	Formats	Use
Logo pack	SVG and PNG, horizontal and stacked, on light and on Klein blue	Use unchanged. No stretching, recoloring, effects or gradients.
App screenshots	41, phone and desktop, framed: home, 2-minute check, the result, first step, price card, Today, Coach, 28-day plan, lessons, resets, Toolkit (19 Oct); Co-op, a live session, the invite, Your level, Habit Builder, the Games hub, Steps, Ladder and Boss Mode (21 Oct). Seven of the 19 Oct screens still show the old name for the result, as the app did then.	Use as is or record your own real screen. In your own words, say what's stopping you.
Ready-to-use copy	YouTube, Instagram/TikTok, newsletter, email, X/LinkedIn	The examples on this page, in your dashboard to copy.
Partner kit folder	all logos and screenshots in one Drive folder	Download what you need.
Planned	short clips, banners, a thumbnail template	We'll add them to your dashboard and say so in the monthly update.

Colors if you need them: Klein blue [#1236B8](#) , orange [#FF6A13](#) (accent only), cream [#F3E9DD](#) , ink [#14234B](#) . Typeface: Atkinson Hyperlegible Next. Don't recreate the logo in type; writing "StartKick" in your own font is fine.

FAQ

Questions partners ask before they say yes

Who gets approved?

How does the commission work with the free trial?

What about add-ons?

Why a 30-day hold?

Can my audience get a discount or a coupon code?

Can I talk about my own ADHD or neurodivergence?

What can I claim?

Where do I put the disclosure?

Do you review my content?

Can I deep-link to a specific page?

Can I run ads with my link?

How do I get paid, and when?

What if someone clicks my link and buys from another partner's link later?

Can I share it with my clients or team?

CONTACT

One person answers, and it's the founder

Andrej. Questions, drafts to review, an angle you want to try, a payout question. Write to the address below. You'll hear back within a few working days.

hello@startkick.app

Open StartKick with your link

StartKick Partner Playbook, October 2026 (updated 22 October). The partner terms in your dashboard are the agreement; this page explains them.

StartKick is not a medical, diagnostic or therapeutic tool.