



Want to have  
**ROSS SHAFER**  
at Your Meeting?

**Agent:**  
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**303.588.3739**

**website:**  
[www.RossShafer.com](http://www.RossShafer.com)

**YouTube Channel** (200+ videos)  
[www.YouTube.com/User/RossShafer](http://www.YouTube.com/User/RossShafer)



**THIS IS ME at 15**





A lighthouse with a red lantern room sits atop a rocky island. The island is being battered by massive, white-capped waves that are crashing over the top of the lighthouse. The sky is a heavy, grey overcast, and the overall atmosphere is one of intense power and resilience.

STAYING

UNSHAKABLE

AFTER YOU'VE BEEN RATTLED

# RATTLED



Crazy A\*\* Stories  
*of* Extreme Resilience  
*to* Help You Go *from*  
Shook *to*...Solid

Ross Shafer Allison Dalvit

*with* Cass Jacoby



**CURRENT**



**RELEVANT**

# **THE WHY**

***FIND HARMONY BETWEEN  
COMMUNITIES and INDIVIDUALS***

---

***(CAN YOU TRANSCEND POLITICS?)***







**Restaurants/Food Service**



**Retail Clothing**



**Photography & Product Marketing**



**Building Industry**



**Manufacturing & Distribution**



**TV & Film Production**



**THE ICE CREAM SHOP**



# FLIPPED 23 BUSINESSES

# SOLVE PROBLEMS USING BOTH LENSES





# COOK-LIKE- A-STUD

\* 38 lip smackin' meals men can prepare  
in the garage ... using their own tools!

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## Ross Shafer





# THE HOW

*HOW CAN WE  
REMAIN CREATIVE...*

*...EVEN WHEN  
WE'RE EXHAUSTED?*





**BE A SOURCE OF ENDLESS IDEAS**

# CRASH THE WRONG MEETING



# Association of Human Nature Convention



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LARAMAR

55,000 units





amazon.com

## Dogit Silent Dog Whistle by Dogit

**\$3.74** Add-on Item

Add it to a qualifying order within **17 hours** to get it by  
**Tuesday, Oct 15**

More Buying Choices

**\$3.74** new (6 offers)

**\$4.99** used (1 offer)



# **SERVING OTHERS & EACH OTHER**

***POST PANDEMIC,  
PEOPLE EXPECT TO BE  
TREATED DIFFERENTLY***

**R O S S   S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





amazon go

**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**30,000  
Providers**

---

**1/2  
Billion  
Digital  
Visits**





## **CSAT (Customer SATisfaction)**

**“The biggest risk to loyalty is when you fail or disappoint them.”**

# **CES (Customer Effort Scoring)**

**“Create loyal customers by reducing effort; NOT by delighting them.”**



**POW!**

The image features the word "POW!" in a large, bold, red font with a thick black outline. The text is centered within a jagged, starburst-shaped explosion graphic. The explosion has a yellow center, a blue outer ring, and a white area at the bottom right containing a red dot. The background is a light blue gradient with faint white technical drawings, including architectural plans and circuit diagrams, and scattered binary code (0s and 1s).





**Scores Shot UP  
21 points  
in 90 days**

# Westar Energy®





# TOYOTA

## OF PUYALLUP



Freshly baked Otis-Spunkmeyer cookies.

# **PARTNERSHIPS & COLLEGIABILITY**

***DO I MAKE YOU FEEL IMPORTANT?***



**SHOW EXTREME INTEREST IN OTHERS**





**ENCOURAGE PEOPLE TO ... "TALK"**



**TRANSPARENCY.**

---

**DO THE RIGHT THING**

***ALWAYS SPEAK THE TRUTH.***

***TAKE RESPONSIBILITY...EVEN  
WHEN YOU DIDN'T CAUSE THE PROBLEM***



**Maria  
Garcia**

# STAYING LOYAL & COMMITTED

***KNOW WHO YOU ARE....  
...& WHO YOU AREN'T***

**“We don’t sell motorcycles. Instead...**



HARLEY-DAVIDSON<sup>®</sup>  
ACCESSORIES

HARLEY-DAVIDSON<sup>®</sup>  
PARTS

“... we sell the ability for a 43-yr old accountant to dress in black leather, drive through small towns, and have people be afraid of him.”





# Dignity<sup>®</sup> MEMORIAL

The largest network of funeral,  
cremation & cemetery service providers.

## Plan. To Make it Right.<sup>®</sup>

Preplanning your funeral or cemetery arrangements gives you and your loved ones peace of mind. We offer Free, engaging, interactive pre-planning seminars.

Call Today: 504-729-1912

Peaceful.  
Beautiful.  
Everlasting.

Lake Lawn  
Metairie

**Celebrating  
Claudine G. Bowers  
1922 - 2010**



## For Claudine's Closest Friends

Sugar.....2 cups  
All Purpose Flour.....2 cups  
Buttermilk.....1 cup  
Water.....1/2 cup  
Baking soda.....1 tsp  
Crisco.....1 stick  
Butter.....1/2 stick  
Eggs.....3  
Cocoa powder.....4 Tb  
Vanilla extract.....1 Tsp  
Pecans (chopped).....1/2 cup

### FROSTING

Butter.....1 stick  
Cinnamon.....1 Tsp  
Cocoa powder.....4 Tb  
Vanilla extract.....1 Tsp  
Powered sugar.....1 box (16oz)  
Pecans (chopped fine+sprinkled on top)

Pan 13" X 9" - Oven 350 degrees for 30 minutes



# **INSTILLING CONFIDENCE & SECURITY**

***WORLD-CLASS EXPERTISE  
IS YOUR SECRET SAUCE.***

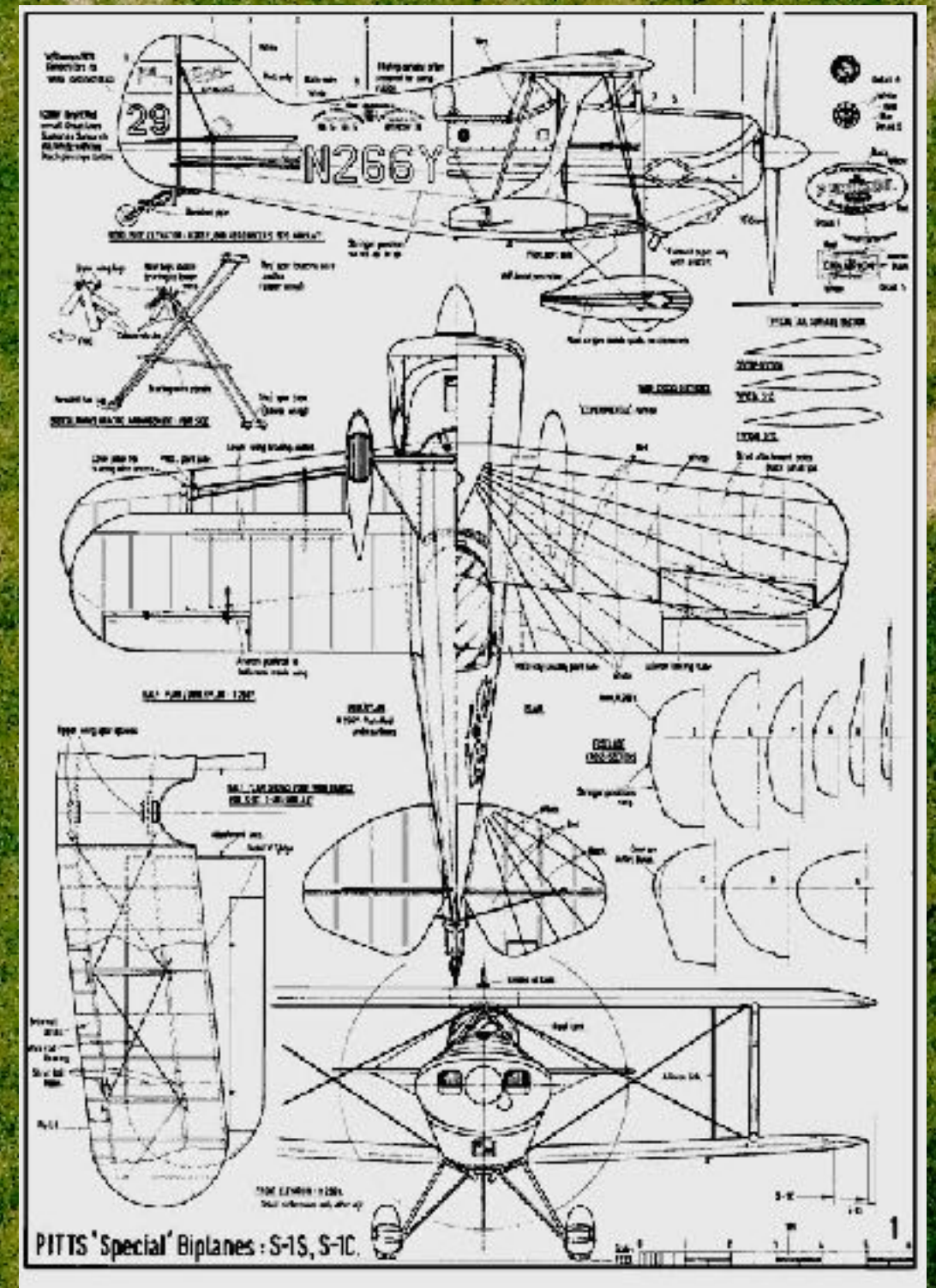
**WHEEL  
ALIGNMENT**



**APPROVED  
LUBRICATION**

**MY DAD** →







**“Success is NOT About Who You Know...”**



“...it’s about WHO KNOWS YOU?”

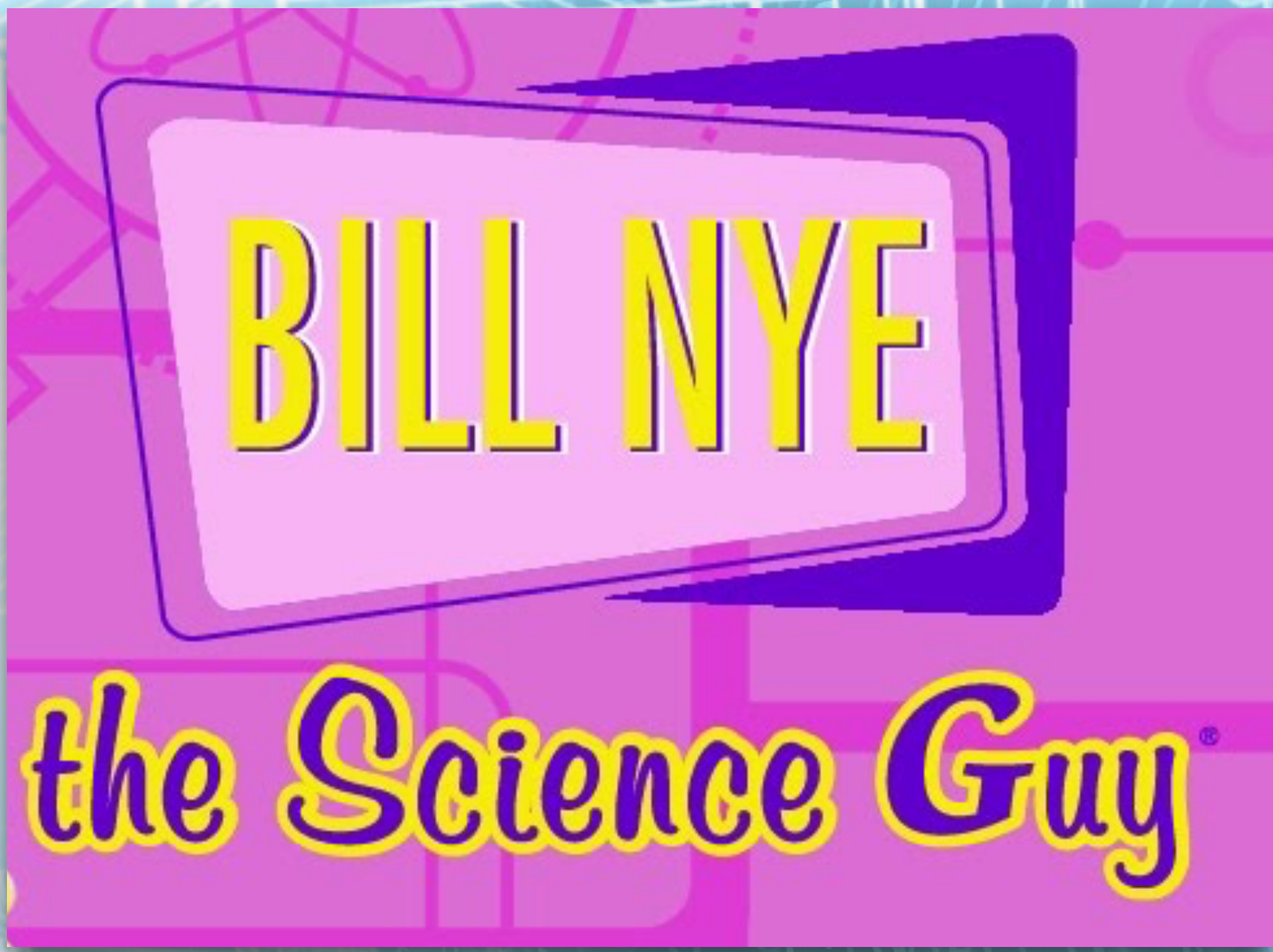


***“You can accomplish anything if  
You have a blueprint.”***

**Chuck Shafer**

# “Boeing Billy”









# Take a Pic - or Scan This!



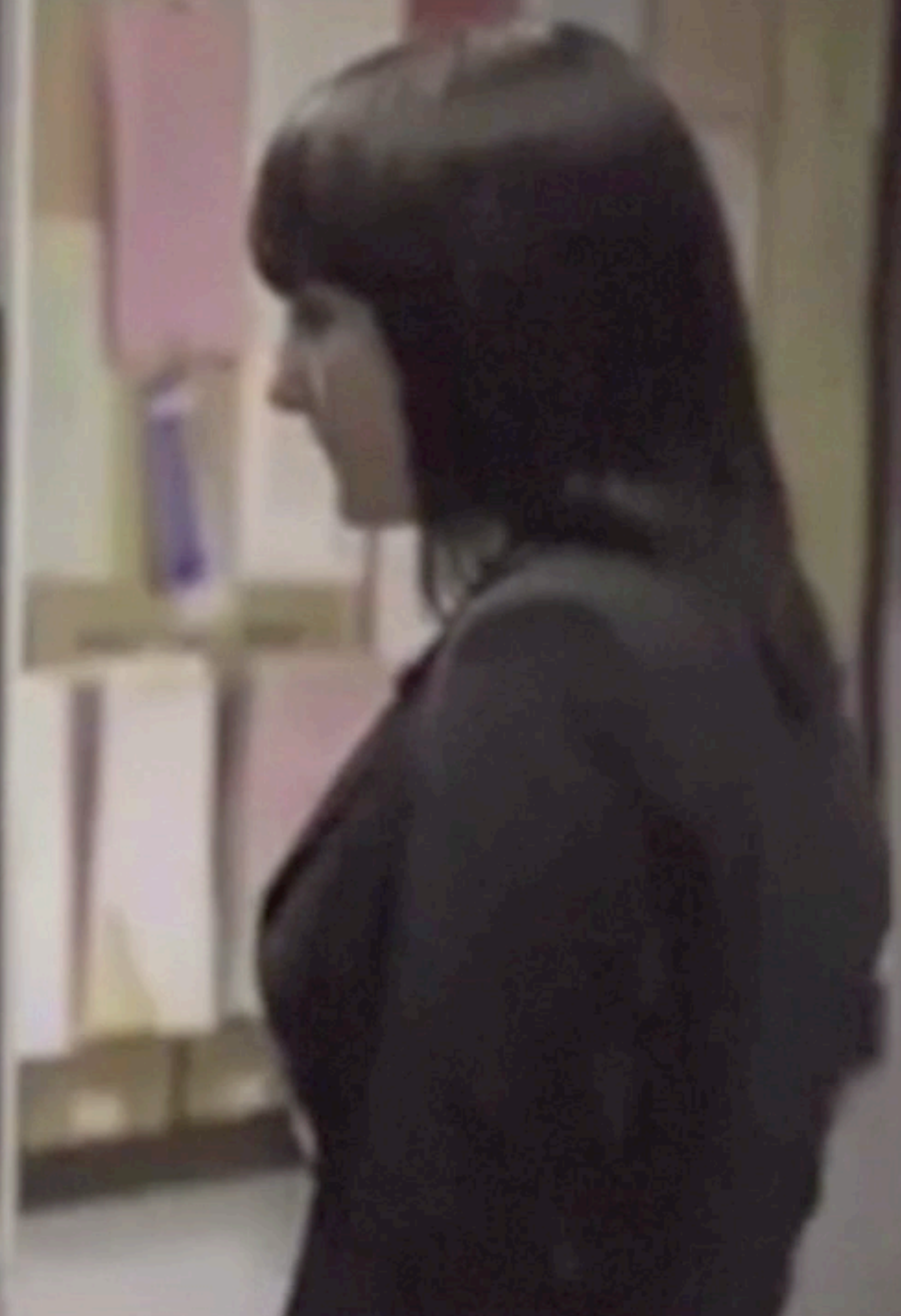
e-Books

**ENCOURAGE PEOPLE TO ... "TRY"**





2





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