

72 HOUR SPOUSE SUPPORT MANUAL

**How Spouses Can Support Each Other
To Thrive During the Driven Event**



17 WAYS TO SUPPORT YOUR SPOUSE DURING THE DRIVEN EVENT

Being an entrepreneur takes grit and guts. Your spouse needs all the support they can get. Be their ally. Hold onto the person they are stepping into more than the person they've been in the past.

You can show your love and support with any or all of the following:

- Put a post-it note or sign on the door indicating your spouse is working and in focus time mode so do not disturb.
- Bring your spouse water and healthy snacks.
- Make healthy meals for your spouse so they don't have to think about it. Surprise them with something they love!
- Encourage your spouse to stretch and move between sessions.
- Listen to your spouse's big vision and dreams.
- Remind your spouse throughout the day you are their ally and you're there to support them.
- Tell your spouse you appreciate that they are learning to improve both of your lives.
- Occupy (distract!) the kids during the training sessions so your spouse doesn't get pulled away.
- Remove any distractions that might cause your spouse to lose focus or attention.
- At the end of the day, listen, and be curious. Ask the top 3 things they learned.
- Affirm your spouse's positive qualities at least once a day.
- Don't let your partner become paralyzed by potential obstacles, and encourage them to focus on the positive aspects of achieving their goals.
- Help clean the space where they work and study. Eliminate any distractions that might come up during the 3 days of the event.
- Treat them at the end of the day for a job well done. Surprise them with something you know they love.
- Encourage them to exercise. For example, join them for a morning and/or evening walk.
- Write a handwritten love note and surprise your spouse with it. For example, slip it under the door or hide it where they'll see it during a training session.
- Whatever helps them have a good night's sleep - do that! Help them rest and be ready at the start of the day.



SPOUSE SUPPORT TRAINING WITH MELONIE ORR

Hi, I'm Melonie Orr, I am the CEO of Suzanne Evans Coaching. Welcome to your Spouse Support Series.

Here's why I'm running this call: I am Suzanne's not only her CEO but I'm also her life partner. I have a little bit of experience when it comes to spousal support, probably because I was on the other end of it. Suzanne can obviously talk to you guys from the aspect of what it's like to have a spouse that's not supportive, but I can talk to you guys about what it's like to not support your spouse because I certainly didn't in the beginning.

Suzanne had a hobby, she had a lot of hobbies. She was really amazing at them. We got a Westie, and suddenly we were showing Westies. It became a new thing. We spent all of our money and time on taking him to competitions, and training him, and grooming him. You name it, suddenly we were experts in dog shows. Whatever it was that Suzanne got involved in, she was the whole hog involved in it, and really good at what she did. But from my perspective, when she started the business, this was nothing more than just one of the side things that she did. We weren't making money showing dogs, that wasn't our intention. It was just something that took up a lot of time and she had fun doing, it was her thing. I was involved in that to an extent, but the business became her thing. I just thought, "Well, here's another hobby." And certainly, I got very embarrassed when she would talk to our friends about what she was doing, and trying to get clients. I was like, "Oh, Lord, here we go. Here's another sales conversation. What is going on?" And it took me a while.

I'll tell you a story that many of you may have heard, some of you may not have heard this. But while it took a while, I just saw the business taking off. She was listening to the CDs in the car and I would say, "Please turn this off, for the love of God. Do whatever you want to do in your own time. I don't want to listen to this mumbo jumbo bullshit. I don't want to hear some mindset coach. I don't want to hear about any of this stuff. I don't want to hear." I was certainly interested in some of the marketing stuff because I ran a marketing department

for an educational theater company, so there are pieces of it that we had some common interest in. But some of it, I didn't get and I didn't want to get it. I didn't want it to consume my life, I didn't like very much that it was consuming her life. I found it incredibly annoying, but it was what it was.

Suzanne said, "I'm going to go see my sister this weekend, and I'm going to go to a seminar that's on the way down there." And I said, "Okay, great. We'll go down and we'll see Amanda." So she said, "But I'm also going to go to the seminar and it's on the way and I would love it if you just pop in with me. It costs nothing. It'll take just a couple of hours." And I said, "No, I'm not going to do that." I was so absolutely convinced that I didn't need to hear it. I didn't want to do it. That I sat ... We had a Mini Cooper and I sat in a Mini Cooper and it was like 98 degrees in Maryland with 100% humidity. It was hot as hell that day. And if you know Mini Coopers and they have a sunroof, they don't have a cover on the sunroof. So it was just like the sun was beating into that car.

I had the dog with me. Finally, I had to go find a hotel and go sit in a lobby. But I would have rather sat in 100-degree heat in the humidity burning up than take one second of my time to participate in something that was slowly but surely changing her life, and slowly but surely would change my own life, little did I know. I was that asshole spouse. I was the one. I was just like, "Shut up. I don't want to hear this. You're boring me. Please don't talk to our friends about this when we get to a dinner party because it's so embarrassing, and can you not talk about anything else?" And I would rather sit and suffocate in a car than go inside and listen to something that may or may not be inspiring. Maybe the speaker would have moved me, maybe he wouldn't have. The point was that I was that unwilling, I was willing to sit in a hot car to ignore it. That was just part of my journey. The thing that I think that Suzanne did and did so well was just ignore me.

This call is going to be for most of you who are struggling with the asshole spouse. You have to figure out a way to



just ignore them. And I mean that wholeheartedly, and I don't mean that in a mean way. Suzanne wasn't mean about it, but she just did her thing. And what happened was, as time went on, she made money. And quite frankly, for all of you, the biggest lesson that you're going to learn as you struggle with your spouse or anything around that, is you have to find a way to start making money and they will start paying attention. She started making money, and suddenly, we had a little extra pot of money that we could take an amazing vacation. And I went, "Huh, interesting." And suddenly, I saw her paying off some of our debt, and paying off just some bills that we had, saying, "Don't worry about it, I'll take care of it." We'd always eaten well, that is always a big thing for us even, actually, I think back on when we were in our 20s.

I don't know how we ever paid to live in New York period, because we made no money and went out to dinner all the time. But we've always never had an issue with that. So I think that for me, I just started seeing the slow changes in her personal life. The way she was handling stress, the way she was handling everything, and the excitement that she had. It suddenly just became infectious. I wish I could say that she was infectious. But truthfully, I think it was the money. The money, she just started making money in the business. It wasn't a hobby, it suddenly started paying real bills. It was little things at first, but then it started really, really making money and I saw money in savings that we had never had before. I started seeing her business wheels spinning, and one of the next things that happened was that I got this idea to have a way to have a business that would cover our vacation. How she did it was she bought a table at David Neagle's event, Experience the Reality of Success. This was in March of 2009.

She came up with this idea that "What if I bought a whole table, and I sold all the tickets to that table, and sold them at a little bit more than what I paid for the whole table? It would cover the cost of me and Melonie flying out to Las Vegas, and give us two extra days around Vegas so that we could go to the Grand Canyon."

So what she did was she lured me to the event by saying, "Hey, look, I came up with this idea and I just sold it." She had sold it, she made it happen. And she said, "So I have the money that we can both go to the conference and it'll pay for our flights, it'll pay for the hotel, it'll pay for a rental car, we can go to the Grand Canyon. And if you want to come, you can come. And if you don't feel comfortable with it, there's enough money that you could go and spend every day go to the spa and do a spa service every day if you decide you don't want to be a part of the event."

And I thought, "All right, I can do this. I sat in a car in Maryland and suffocated, I can certainly go sit at Caesar's Palace by the pool." So I went with her and I committed to myself because quite frankly, I had seen her commit so much to herself in her business that I thought, "All right." I finally got to the point where I thought, "Okay, I owe it to her to at least not sit in the car this time, but to go in and try to be open. I'm going to be as open as I can be." And these people that were at the event were not my cup of tea, they're very far from my cup of tea. They're not people that I would normally go and have a drink with or rub elbows with under any circumstance. So Suzanne was very nervous about me being there. And I said, "I'm going to be open. Even though being uncomfortable and whatever, I have seen her commit so much to herself that I'm going to do this just for her.

Even if for this one day, I'm going to do it." And I went, and I actually had the most incredible experience of my life. The speaker, David, was an incredible speaker. It was an incredible event and it really opened the doors for me, thinking about myself and what I really wanted in life, and what I really wanted my life to look like. Your spouse becomes white noise to you. When they're constantly telling you something or showing you something, you can't hear them. But suddenly, somebody else says it and they're probably saying the same damn thing that your spouse is saying, and suddenly you can hear



them. And suddenly I heard. I was like, “Huh, maybe I could do something different, maybe this is the chance and time for me to really change my life and change my direction. And Suzanne has a business that’s really growing, and she really needs some support. Maybe that’s what I do.” Now, for many of you, I’m not suggesting at all that your spouse needs to quit their job and come and join your business.

That just happened to be the path that Suzanne and I took. But I think for many of you, it comes down to there’s money that’s involved. And money is what got my attention and made me realize that this was an okay thing that she was doing. But money is also what gets the attention of your spouse and they go, “Why are you spending more money on something that’s silly?” And that is where I think a lot of you get into trouble and that is where a lot of you have to really, really, really, really step up. If your spouse is giving you shit, part of it is because you have taught them that you won’t fulfill your obligations. I want you guys to sit with that for a minute.

If you have done something, chances are you have done something somewhere where you have not followed through on your commitment to something. Because I will tell you this, through all of my pooh-poohing Suzanne’s business and being like, “Whatever. This is her new thing, it’s like dog shows, it’s a hobby. It’s... whatever it is.” I never ever questioned that she would be irresponsible with our money. I never questioned that she couldn’t figure out how to make it back. That is something that I never ever questioned and here’s why, because she has always made it right. Always. I knew that without a doubt. So when an opportunity came up for her to get a speaking engagement in front of a group of people, and it was going to cost \$50,000 to get on that stage and we did not have \$50,000 in savings. We certainly had some savings. We had like 5, \$10,000 which for us was mind-blowing at the time. We thought we were pigs in shit and had won the lottery. But we did not have \$50,000 laying around in our accounts to do this.

We had about \$10k I think in savings at the time, and

then she had about \$20,000 on credit cards and she needed about 7 to \$8,000 more. I had a credit card that had about \$7,000 to \$8,000 on it, and she came to me and said, “This is the opportunity, and I know that I need to do this. I hate asking you this, but I really would love to use the credit card that you have to pay the remainder of the \$50,000 because I know that I can pay it back and I will pay you back.” And I never questioned that, and I think the reason is that, as I said, Suzanne, I knew she’d go work five jobs at McDonald’s to pay that money back if she had to. I knew that more than I know my middle name. I know that Suzanne is a worker, I know that she is a person of her word. And I know that when she commits to something, she commits to it.

So I knew even if we invested \$50,000, even if we did that, and even if she didn’t walk away with one sale from that opportunity, I knew in that moment that it didn’t matter because I knew I would get my money back. I was never worried about that and the reason is that she’s just always done what she said she was going to do. So for many of you, many of you who have a spouse and that you’re struggling with them supporting your business, supporting the vision, some of it may be that, parts of this when you’re starting your own business, there’s an embarrassment about it. So maybe some of it is that. But chances are if you dig deep, you’ve not followed through on something somewhere in your life in that relationship that you have with your significant other. And because of that, that is where the inability for them to be 100% supportive comes into play. That is where you must absolutely be a person of your word and you must do what you say you are going to do.

You have to go home and do the work. You have to do the work. You have to look at your spouse at the end of this here, and you have to either take them on an amazing fucking vacation, and they’ll shut up. Or you’re going to have to explain again why you haven’t done what you said you’re going to do. I really don’t want you to have that second conversation. I really don’t. It’s not fun, and it’s not what you guys were put on earth here



to do. You have bigger, better things to focus on than being a person who's not a person of their word. So that is the thing that I think that you guys need to challenge yourself with. "Where do I stop?" David Neagle said this once and it has haunted me for the rest of my life. It will haunt me till the day I die, I know. He said, "If you lie to yourself enough, you will never believe in anything that you set out to do."

And I'm not a mindset coach, I'm not some kind of spiritual guru coach, but I do believe that. You lie to yourself enough, you say, "Oh, I'm going to do it." And then you don't do it and you justify why you didn't, "Oh, well, there wasn't enough time. I didn't get enough information. It wasn't really the right program for me. Blah blah blah blah blah." If you make up enough excuses for the why, deep down beneath the layers of all of your bullshit excuses, there's the core of knowing that you always find a way to not do what you say you're going to do. Always. So when you go to set out to make \$10,000 a month in your business for the first time, you know deep down, "Oh, well, I'll find a way to justify this even if I don't hit it." You always got this plan B percolating in your back head. This plan of, "This is how I will justify it. This is how I will make it okay in my head."

Instead of actually saying there is no plan B, there is no parachute. There is no, "Oh, it's okay. Let me put out the landing pad and take care of you." You're either going to be a person of your word to yourself, guys. When true integrity kicks in is when nobody is looking. When nobody will know the wiser about whether you did a sales call today or not. We'll know. I mean, we'll know eventually when suddenly you can't pay your bill. We'll know, everybody will know eventually when you move on and start doing another business or you go get a job. Sure, eventually people will know. But true integrity kicks in when nobody is looking. I don't know that I'm friends with a lot of you on Facebook, but I just did a celebration today. I've officially lost 60 pounds as of this morning, which is huge for me.

It's huge for me because I have lied to myself for years

about losing weight, years, to the point that when David said that thing about losing weight and lying to yourself, I said that I'm never going to do it again until I know that I'm really, really going to do it. I'm not going to lie and pretend. So for a lot of you in your relationships, don't pretend, guys, that's the biggest thing. If you really aren't truly committed, don't even pretend that you are. You're better off to sit and do nothing than to pseudo pretend that you are committed. If you really are committed, be committed. And the reason I bring that up is we're talking about integrity and the fact that like I said that I've lost 60 pounds. Well, it's easy to lose 60 pounds when I'm sitting in front of some and they can see that I've just shoveled half a lasagna in my face or not. Real integrity comes in when I'm all alone in a room with a cupcake and nobody will fucking know if I eat that cupcake or not.

No one's going to know it, but I will. And what happens is that chipping away inside of justifying and lying to yourself is so insidious. It is so insidious, it leaks into everything that we do, and it distorts everything that we do, and people see it and feel it. It takes a while, but it's there. So I really encourage you guys to just think about that. We're not going to be able to go home with you and hold your hand and make you make those sales calls, your spouse isn't either. But if you keep doing the work, the results will eventually catch up with the work. And it takes time. This is not instant, instant, something that happens overnight. So that is the other thing that you have to really prepare yourself for.

Some of you, all you needed was just a kick in the ass to know that you have to pay a bill and suddenly boom, you pull your shit together. Those are the people that got lucky. Those people are a small percentage. Most of you are going to have to put the pieces together and going to have to do the work. I hate that I'm using a lot of weight loss analogies, but quite frankly, I think we end up leaning on analogies that are the most prevalent in our life. It would have been really silly of me to go to the gym one day and expect my pants to not fit the next day. It took



time to see the results. There were several months that I was working my ass off and I wanted somebody to tell me how amazing I looked, but the results hadn't kicked in yet. People see it now. Now, I get to hear people say, "Wow, you look like you've lost some weight." And I'm going to be like, "Yes, I have lost 60 pounds and it was not easy."

But it takes time, guys. So you need to know that. It is not an instant transition, it takes time for the results to catch up with the work. And here's where your challenge will be. You're going to hear shit from your spouse, you're going to hear shit from the outside, you're going to start seeing people posting in the Facebook group, "Oh my god, I made \$10 million yesterday." And you're going to get depressed and discouraged, and you're not going to go to the gym, you're going to go eat a cupcake. And you got to cut that behavior out. You got to get up every day. You're going to say, "I don't want to do my sales calls because I don't know who my clients are." You're going to make some excuse that, "My coach didn't tell me this or that, now I don't know what to do." And it is all just bullshit in your head. You've got to get up every single day, and you've got to put the work in and the results will catch up.

Suzanne and I love this movie. It's a documentary and it's called Jiro Dreams of Sushi. You really should watch it because it really teaches you a lot about mastery, and how you master the skill, and that the accolades for that mastery don't kick in until years and years of work, and years and years of just getting up and doing the same thing. Even if you're bored, you do the same thing and you perfect that skill. For many of you, that's going to be sales calls. That's always the biggest pain point for so many people who come into our programs, they just cannot bring themselves to pick up that phone. It's really learning to exercise those muscles and do those things, and really become a master of those skills and do them anyway. Do it anyway. Do it when it's painful, do it when it's joyful, do it when you don't feel like it, do it when you're hungry, do it when you're sad, do it when you're

confused, do it even when you don't know what to say.

Just say something and it will eventually get you to the right place. So many of you stop because you hear this stuff from your spouse, you hear this stuff from your friends, you see the stuff on Facebook, and you start comparing yourself to other people. And you start letting that chatter seep in and you stop doing the work, and then you have no results to show for it. The results are nothing. You do get results. There are positive results and negative results, and what you get are negative results. So you're either going to keep pushing forward, or you're going to atrophy. The world does not sit in a static state. You guys will not sit in a static state. You can no longer say that you were confused and you didn't know what to do because you now have all the resources in the world to get yourself unstuck or to get yourself clarity. So you either have to push forward and grow, or you're going to have to go backward. There's no in-between.

And that can be a very challenging place to be sometimes, and something that you've got to get comfortable with the motion of. Sometimes you push through and go where you don't even know where you're going, you just get up and move. Again, I'm just using the weight loss stuff because it's just what's in my head right now. But I made a commitment in January just to get up and move. I was like, "I don't know what I'm going to do. I don't know how I'm going to do it. I have plantar fasciitis, my foot hurts and there are days when I'd like to rip my foot off." But I was like, "Get up and move, just get up and move and you will figure it out." And the results catch up if you keep doing the work. And it doesn't matter how small, the results will catch up, your spouse will see, people will catch on and it will all be okay.

Being an entrepreneur takes grit and guts. Your spouse needs all the support they can get. Be their ally. Hold onto the person they are stepping into more than the person they've been in the past.



Q&A

Barbara

I just wanted to say that I have done lots of hobbies. So at the Be The Change Event when they said, “Come on down.” I was shaking, but my husband was up in the room much like you in the Mini Cooper. And it hurt me to go up there and use the household account and step out and do that. But what I wanted to say is that there has been such a shift in not only the way I carry myself at this point, but everything that y’all are telling us to do, if we will just not think it and do it, it will shift not only yourself but your spouse. Because I set my prices as Kathy Holly said, and I’ve been working since Monday. She told me I need to do one or two warm contacts a day in order to meet the goal that I set.

I had my first sale yesterday and it was \$3,333, do you think my husband believes in me now? I believe in me, he believes in me and that is what has turned the tide. So I am just ever in gratitude for everything that y’all are showing me and I look to y’all as my experts and my board of directors. And woohoo, hell yeah!

You’ve got to put the blinders on to make it happen, and then once you start making money, your spouse will stop giving you flak about it, pants down.

It used to take me two and a half weeks to earn that working for a doctor’s office. Two and a half weeks. And I spent an hour the night before [inaudible 00:29:44] and the meeting that day, and that’s more money than I’ve ever made in about two hours of work. But that’s what I’m worth.

Melonie

Yes, and that is exactly why you guys are in this program, so we can help you stop banging your head against the wall and really help you get some clarity about the value that you have, and know-how to ask for what you want, and know-how to get your systems in place so that you can take what you already have laid the groundwork for and actually start making money.

Patricia, you said that you’re single, but you think the

comments are irrelevant about, “My relationship with me and personal integrity.” Guys, that is huge because it really doesn’t matter whether you’re in a relationship or not, you have to have your independence. At the end of the day, you’ve got to go home and lay your head on the pillow and live with yourself. And those little lies that we tell each other and tell ourselves are so, so insidious, and so integral to our success. You’ve got to if you say you’re going to do something, do it. If you write a checklist that day and say, “I’m going to get through it.” Then don’t go to bed until you finish it, don’t justify that you’ll do it tomorrow.

I know that sounds really really simple and simplistic, but it has major implications on how you will run your company and how you will get things done as you continue to progress. Because if you’re willing to put something aside and go, “I’ll deal with it tomorrow.” Tomorrow will never come and you’ll have a bigger list of shit for tomorrow than you will for the stuff that you get done today. That’s how you get behind, and that’s how people start getting ahead in the game. Suzanne is one of those people. I wish I could say that this is something that is an inherent skill that I have, but I watched it, a lot of it by watching her. Really one of the reasons that the business has been as successful as it has is because she would just implement, she would just do it. She would be like if she wrote a list of 10 things to do that, she’d make sure those 10 things got done.

And she didn’t worry about whether they were perfect, she didn’t worry about whether they had the perfect color scheme or whatever, she just made sure she got it done. It’s the same way we are with goals in the business. If we have a goal of 200 units to sell, there’s no getting to 190 and we’re, “Oh, we’re good. We’ve almost hit it.” We didn’t hit the goal, we don’t go to bed until we hit the goal. And you guys have to get really, really tenacious about like, “I’m going to set a goal and I’m going to do it.” You guys have ultimately set a goal for yourself by joining this program. And so for you not to actually do everything within your power to make it happen is such a disservice to yourself. Such a disservice to yourself.



Why spend the money and why put the time in, even quarter times, if you're not going to actually hit the goal? It doesn't make any sense. Why do this? Why even try if you're not going to just absolutely commit to doing the whole thing?

So personal integrity is a really big thing for me, and I think any business owner.

Jeaneane

My husband and I have this little problem where we both buy each other's bullshit, and excuses as to why things aren't getting done. We get tired at the end of the night and like, "Okay, we'll just watch TV tonight. We'll do it tomorrow." What's the best way to get both of us on board at the same time and support each other in doing more and not giving in? Do you have any tips?

Melonie

Well, just a couple of things. I mean, I think that it's hard when you both co-support each other in your bullshit. That's hard. And I wish I could tell you that there was a fail-proof way for that, but that that, in and of itself can be insidious. And believe me, Suzanne and I have done the same thing together.

At the end of the day, one of the things that I'm 100% clear on in this business is Suzanne's name is on the door, and it's not mine and she is my boss and I answer to her. There's a list of things that have been delegated or needs to be done. Maybe you do need to write it, you use a team management system like Asana or something and you check each other's list at the end of the day. Maybe you create some kind of rule where you get one out of the list, but you can't have a list of 10 things that were supposed to get done today, and five of them did not get done. Maybe you start and start off small. But really, I would start off with something like, you have a list of things and these things have to get done. And that may mean that you don't go to bed.

Gary Vaynerchuk says this. He talks about people bitching about needing money and the business not working,

and his response is, "Well, did you sleep last night?" And I want to be very clear, I don't suggest to anybody that they don't get sleep and that we ruin your lives so that you can make \$10,000 a month. But I do believe that sometimes, sacrifice ... and by the word "sacrifice", it means giving up something that you have to get something that you've never had, is really ... There is a sense of entrepreneurship is about living your life for a few years the way most people won't so that you can live the rest of your life the way most people can't. And you guys have to hold each other accountable. And like I said, write lists. Does that make sense? Is that helpful at all?

We've used a lot of team management systems, but we use Asana right now. It's free. So if any of you aren't using a team management software, it's a great way to create lists, checklists, assign it to other team members if you have people outside of your organization who work with you, vendors. That's one that's great. You can email tasks to it. So if somebody sends you an email that needs to be turned into a task, you can instantly forward the email to the Asana system and it'll categorize it. Another one is Teamwork. There's a couple out there.

Teamwork, you pay for it. There's Wrike. So there's a bunch of different team management software. I don't care which one you guys use, but it's a great way to have a virtual checklist. Not just a paper list, but an actual list so you can go in and go, "Okay, what is your list of things that you're supposed to get done today? Why didn't these get done today?" And go back and forth and have a dialogue about that.

And like I said, I would really hold each other accountable and say, "I don't care if it's 50 things, only one thing that was supposed to get done today can't get done. One thing." And this isn't forever, guys. But you've just got to get yourself into it because here's what you'll find, sometimes stuff isn't getting done because you're just not taking good care of your time. If you're not getting stuff done, it probably has you really looked at time blocking?



Time blocking is critical because if you've got tasks to get done. I had to use it for a while because there are these software's that you can download on your computer that will block you from looking at certain websites. I have a habit when my brain goes into overload and I don't know what to do next, or I'm not in a great work zone, I will instantly just type in "CNN" and go read CNN. I had to block myself from doing that for a while because it made no sense. I spent more time going to CNN and not even reading, just because it became this weird, comforting habit that I had in between tasks. So there is software that you can download that even block you from being able to go on different websites so that you have to stay focused on what you're working on.

Set timers and do things even if it's small chunks, say, "I'm just going to take 15 minutes and I'm going to work on a little bit of copy that has to get done." Block your time out and hold yourself accountable for making that happen. I bet you would find that you would blow through more of your to-do list if you'd start really getting strict about that. Really getting strict about when you're in the office, when you're going to take your lunch. Don't let everything turned into this gray area. Really block out your time, you will be 100% more efficient in what you're trying to do.

Beth

I have a day job and this is lunchtime, so I could take the call. My husband is not part of my business and I'm funding my business with my day job, so he feels as though it's my business and he has no say and that whatever I do is just whatever I do. But when I try to work at home, he gets lonely and comes in and interrupts. And when I try to invite him to go with me when we have our events and that so we have evenings together, that type of thing, he won't come. So he's passive-aggressive, I guess is what I'm trying to say and it just breaks my heart. It's very difficult to work through at this point in time. I'm getting ready to go into my second year, so I need to get going.

Melonie

Yeah. Well, listen, you can't make someone do something they don't want to do. If they don't want to go, they don't want to go. Like I said, for years, I wouldn't even listen to a CD of David Neagle in our car. He was outlawed as far as I was concerned. So you can't make your spouse be something that they're not. Now, you can tell them that he does have to respect your time, and you do have to work on mutual respect as something. And this is where you have to work hard to get results because you can't expect your spouse to let you go sit down in an office and ignore them for 5, 10 years while you're trying to make money and they're going to be okay with it. Eventually, anybody would be annoyed by that, right?

That's completely unrealistic. But if you're actually working hard and you're doing it and you start getting results, number one, you'll be able to get more help so that you won't be hunkered down in your office till all hours of the night and ignoring them. That will be able to change the dynamic of the relationship. But number two, you'll start making money and they'll see that. I know that sounds so shallow that money will change the way your spouse feels, but it will. Trust me, at the end of the day, it will. So I think that, again, there are some things that you can't change, you do have to ask them. And maybe you say, "Listen, I'm asking you to give me 12 months, 12 months is what I need. And when I go into my office, I need this." And maybe you guys need to have better communication about when you will be working in your office and when you won't. Maybe he just needs to know that you're going to absolutely be done at 9:30 at night, and he knows that his time is at 9:30.

Are you communicating with him in a way that he's really clear about what your parameters are? Because chances are if you have a person who loves and respects you, and you say, "I just need this time until 9:30, are you okay with that?" They will say yes, or they will say no. But at least if they feel communicated with, it gives them an opportunity to express, "I really would love it if you could come up at 8:30, not 9:30." And then you can make



adjustments and then you don't get interrupted.

The same thing with people who have children. Not that your spouse is like a child, but in some ways it is. For entrepreneurs, any of you who are starting a business and you have kids, we all know that kids have certain demands, just like spouses do, just like our partners in life do. Just forget it. Even if you're not married or have children, you have family and you have friends. You can't ignore the world while you try to build a business, because you will emerge with money and no one to go have dinner with. So all of these people in our lives demand attention, and that means that we have to be really good stewards of our time, that we focus on our business so that we can nurture the things that are most important in our life.

Lucy

Other than dumping the person, which I've considered, what do you do when the person you live with is bugging you about spending time together and not working as much. I've bugged several times this week and was told to put it down, I've worked enough that day.

Melonie

It's hard and you ... Here's the thing, a business can become a love affair. It can become the most delicious love affair, and it will happen to each and every one of you at some point. You will get so enticed by it, so excited.

It will be so amazing, you cannot get enough. And it is a business, it is not a human with flesh. And now there's also humans of flesh who are annoying and maybe you should dump them, that's a whole other thing. And I can't speak to that. And if you are considering that, then absolutely, get rid of the person who you don't feel like you need in your life. Do not get rid of the person that you feel like you don't need in your life because they need attention, because everybody needs attention. Everybody does. If we have a child, if we have a parent, if we have a sibling, if we have a friend in our lives and hopefully, you all do, they need attention. This business

can become all-consuming. It will feel like a love affair at one point, you will not be able to get enough of it. And you're going to have to set time limits on what it is, and you're going to have to schedule time. Schedule time to spend with your loved ones.

Because at some point, you will emerge from this love affair and you will have a great business that will be thriving, and you will have a team to support you, and you will have more time than you probably have right now and you'll have no one to spend it with. And that will be a very lonely, sad place to be. So you have to find the time to nurture it, and you have to also ask people to respect what you're trying to do. Say, "This isn't forever. Please understand, this isn't forever." And maybe it's cutting down on the time for a while, and it did for Suzanne and I. Listen, the truth is the way that we lived our lives about ... Well, she left her day job in the summer of 2009 and I came into the business in 2010. 2009, the way that we lived our lives that year, if we were still doing it that way, I would have left her. Pants down. You can't live your life like that. We had a very strict schedule. It was, she worked all day.

She worked a day job, so I would get home before her because I have more flexibility. I would rush home on the train to New Jersey, I would cook dinner. It was like I was on some kind of cooking show. You've never seen someone cook as fast, it was crazy. I should have filmed it. I would whip out this dinner, I would then run back to the train in the car, pick her up at the train. And then I knew we had exactly 45 minutes to sit together, eat dinner, chat about our day before she would go downstairs into her office, and do phone calls with clients until about 11:00, 11:30 at night. And by then, I would go to bed and then we'd do the whole thing over again the next day. And trust me, that wasn't the most romantic relationship or year of our life, or probably the most exciting, but we knew we had a goal.

We knew that the goal was not to do this forever, we knew that she was working towards quitting her day job and saving up enough money to quit her day job so that



she could change her schedule. So we saw an end goal. If we had not seen an end goal, you couldn't do that forever. I was okay with that 45 minutes because we had agreed together that it was going to be okay, that we were going to be in this partnership together and I was going to support her as much as I could through that to make it work. But we were also very clear that I wasn't going to support that for five years, I wasn't going to support that probably more than a year because then that was just crazy.

So guys, you've got to be very clear about what your expectations are and what the end goals are. You can't expect people to be okay if you stare at a laptop all day. Nobody can, that's unrealistic for you to assume somebody would be okay with it. If you're truly in a relationship with someone, you need to communicate with them about why you're doing what you're doing, and what you need from them to try to make that happen.

Suzie

Can you give me some advice on how to start building a team? I know that's the next step to take my business to the next level.

Melonie

The best way to start building it is to take a moment and all of you do an assessment of what you spend most of your time on, and what you should be spending the most of your time on. All of you need to be spending your time on sales, that is your number one priority. 80% of your time should be spent on selling. The other 20% should be other stuff. So if you're at a point to where you can't do the other stuff, that 20% which is fulfillment of clients, marketing, all the other stuff that comes into running a business, payroll, blah, blah, blah, how much in that 20% is really a lot more than 20%? That probably gives you the biggest indicator of where the first person is that you need to hire and bring on a team member. Is it you're spending way too much time doing payroll or accounting stuff? It's time for you to bring on a virtual accounting person who's doing more bookkeeping and payroll stuff than you're doing right now.

If it's marketing in terms of you're doing your own copywriting right now and stuff like that, please, get that stuff off of your plate right away. If it's too much copy and that's taking up too much time, that's the next hire. So that's really a really great way to start looking at, just sit down and do an inventory of what you spend your day on. Know that 80% of your day needs to be spent on cultivating sales and that means going to networking meetings, making direct ask, or having sales conversations. And then 20% is everything else. If you look at the makeup of Suzanne's team, we have a lot of team members now. But if you looked at everybody's time and energy and what we do, 80% of our efforts are sales and 20% is other stuff. So just know that even the more team members you get, that ratio still holds true. And again, if you do that kind of inventory of yourself, it really will give you an indicator of how to bring someone on.

And then you find an expert. The great thing for you guys about being in the program is probably without fail, you will be able to find someone who can help support you guys in any area that you need. If you need to hire a team member, just go into the Facebook group and say, "Help, I need a bookkeeper." So that is the amazing thing about being in this community when you start building your team, it's all there. And Suzie, if you have more questions about that, you could obviously put it here in the webcast or you can actually put it on Facebook. Say, "Actually, I need an in-person person. I have mailings, data, entry, et cetera, and I need someone to delegate." Well, then you need an assistant. You really need to hire an in-person assistant. And actually, Suzie, we have a process with which we have them do projects.

Something like mailings and data entry sounds like a basic assistant and that's what I would run an ad for. And then we go through their interview process. We actually have them answer some questions and submit a video of them answering questions. And you don't have to do that, but it gives us a great indication of their personality and if they're quirky, or a great fit, or whatever. And then we do a phone interview with them, and then we actually pay people to do a project for us. Because I would rather spend money learning that they're not the right fit for me



than actually bringing them in thinking they are the right fit, and spending hours training them and then realizing that they're not going to work. So we actually do a paid project where we've crafted something.

Leah

I mean, I've got a spouse and I don't know if he's supportive or unsupportive. But everything you're saying, I'm just applying to myself. Like how have I let myself down? I'm having trouble believing myself because I've seen my own track record and not laying that on him. So can you talk about how to build that muscle? How to build that shift in belief because I believe everything you're saying about once I show myself the results, once I show him more results, then that makes everything easier.

Melonie

Just start doing everything you say you're going to do. I mean, that's the only way you're going to build muscle. Just set a doable goal. Don't set unrealistic goals. I mean, as I said, I've used my losing weight as an example. But if I had told myself in January I had to lose 60 pounds, I don't think I would have because it just is really fucking annoying. It's like, "I'm not going to get there, so screw it. I'll just go eat a lasagna today." But my goal was something realistic. It was just, "Move, get out of bed and move today. Don't worry about what you're eating. Don't worry about anything else, just move." So for you guys, it's like, "Just do five sales calls." Whatever it is, come up with realistic goals. It's so important for you guys to give yourself wins and easy wins. I don't care what they are, but something that just emotionally makes you go, "I did something today." Even if it's as simple as I have a list of things to do, and I actually don't go to bed until I check off the list. Just make sure that you start hitting your goals.

Then, you start setting bigger goals for yourself because you start getting excited and like, "Ah, I can do this." But if you guys keep setting unrealistic goals for yourself, all you do is shame yourself, go, "Here we go again. I'm never going to get this done." And then, sure enough,

you start fulfilling that prophecy of yourself and you start not doing what you said you're going to do.

And I wish there was some magical formula for that, but there's not. You gotta do it. Get up every day and do what you say you're going to do.

So I can't thank you all enough for such great questions. And like I said, just I think the bottom line here is, guys, if you commit to doing something, commit to doing it. Go out there, do your work, and start making money and it will make all the difference in all of your relationships across the board.



