



Be a Hero in Your Wife's Business

By Mark Semple (Page 207)

Is your wife among the millions of women who have started a direct selling business? If so, chances are she truly wants your support but may not know how to ask for it. Following are some insights that have helped thousands of couples ***partner for success***.

Words of Wisdom

By gaining knowledge about her business and adopting strategies that support her efforts, you can help her become successful and enrich your marriage in the process.

The Art of Support

Let's be realistic: your wife *can* achieve success flying solo. If that's the way she chooses to pursue her business, it's okay. As husbands, we must respect the fact that it is *her* business, and that she has the right to run it any way she desires.

However, your wife can be substantially more successful if she draws on your talents and encouragement. My wife knows she can count on me anytime for anything she needs.

The opportunities for providing support are endless. The key is to let your wife know you are available to help. Note that this may cut into a ball game or a fishing trip, but it will be worth it in the long run. Trust me on this one.

Give Her Your Time

The single most important element in providing support is to help your wife have the time she needs to run her business. Obviously, there is only so much time in a day, and she must juggle her family, personal, and business needs. The more you can do to help make time available to her, the more she can contribute to the family. Ask her how much time she needs to devote to her business each week, then think of the ways in which you can help her to carve out those hours. These might include:

- Taking on more of the routine chores and household upkeep;
- Improving your skills in planning meals, buying groceries, and cooking;
- Relieving her of mundane activities, like counting inventory or running to the post office;
- Taking the kids out for a movie or to the park.

Learn about Her Business

Help her with bookkeeping, read the company materials, share in her training, and accompany her to seminars. If you understand her business, you are in a position to contribute ideas that really count. You could even assist her with hosting events. If she is unable to attend a show for some reason, you could step up to the plate and do it for her. This is a "Major Support Moment."

Use Your Talents

Chances are, some of your skills complement those of your wife. As an IT professional, I support my wife by taking care of anything technology-related. As your wife shares ideas about how she'd like to grow her business, you can offer suggestions and participate in putting her plan into action. Remember that you have a perspective that she does not. Using your male intuition (yes, ladies, it does exist), you can *suggest* marketing strategies or ways to streamline her inventory control, or help her create a workspace that allows her to thrive.

Be an Active Participant

Volunteer to assist with any of your wife's events. These could include seminars, shows, festivals, and training meetings. She will appreciate your willingness to be involved in her business, and you will have the opportunity to spend more time with your wife.

Motivate her when She's Down

Like most pursuits in life, her business will have peaks and valleys. By staying positive and providing her with reminders of her successes and goals, you will play a crucial role in her business.

Your First Steps as a Champion

1. Sit down with your wife and ask her how much time she needs to devote to her business each week. Ask her what level of involvement she would like from you. Tell her that she can count on your support.
2. Make a list of the ways in which you can help your wife, whether it's taking the kids to baseball practice, attending a seminar with her, or painting her office the shade of blue she's always liked. Present her with the list and let her choose what she'd like you to do.
3. Have fun! Yes, it's a business, though not business as we know it. Your wife's driving force is passion; she loves what she sells and does. Participate and contribute, and always have fun in the process.