



## Partner with Your Partner

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### From Build It Big Chapter 8 – Integrating Home and Business

**How do we make the connection with our partner?** The first challenge is to achieve open-minded acceptance, hopefully followed by wholehearted support, and finally blossoming into full partnership. But if you only achieve open-minded acceptance, you are way ahead in your road to success. You must never falter from the clarity of your goal: to build a profitable and lasting business. Doing what it takes to garner your partner's support is worth all the effort. Very simply, **remember to defer to him, not demand of him; to empower, not assault.**

List 4 openers that you are committed to learning and use to help achieve open-minded acceptance from your partner: (Example: Would you be open to taking a look and give me your honest thoughts and feedback?)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

List 4 empowering compliments that you can use to help draw your partner into a positive exchange about your business. (Example: "I know you'll check this out with an open mind.")

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

List 4 empowering statements/questions you could use in your shows to engage intriguing interaction from guests. (Example: Mary, I know you have a great sense of style, what do you think would look best in your kitchen?)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

Nothing succeeds like success, and when you see how disarming and empowering phrases like these can be, they will change the face of your business forever, and possibly your role with all the men in your life.