

# The Seven Roadblocks To Spouse Support For Your Business

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**Successful Together Coaching**

## **Introduction**

Why is it that your spouse is not as supportive of you in your business as you would like for them to be?

You have a signed on with a great company who has great products or services that you really believe in. You have an awesome upline & mentor and you know you are embarking on a journey that will elevate your life to levels you have only dreamed about.

This is it! This is the opportunity to make a difference for you & those you love.

When you attempt to share this gift with your significant other you don't get the response that you anticipate. As you proceed on your journey, you feel the absence of the most important person in your life.

Can this situation be changed? Absolutely!

It must be understood that, for you to build support with your spouse, you must have an otherwise sound relationship with no issues interacting & communicating in other areas. If this is not your present state, it would be unrealistic to expect anything different from the perspective of your business.

**You're Not Taken Seriously** – When the most important person in your life is indifferent to your ventures & aspirations, it feels like they do not believe in you or what you are doing.

YOU must believe in you and that you are going to achieve whatever level of success that you decide. Interact more with your coach, mastermind group and other like-minded people who do believe in you, and you will maintain your focus and keep moving towards results that speak for themselves.

**It Is Not A Business** - No matter how you describe your business, it just does not register with your spouse. It is a hobby, a scheme to get out of the house, or other inaccurate, trivial description.

Be conscious of the mindset. To someone who has worked in a corporate or factory setting for their entire career, their concept of 'business' is likely to be burned in their brain and anything that does not fit that concept just won't register. This will change over time as your business grows. You must treat your business like a business and be consistent to present the image you want your spouse to see.

**Time Is A Problem** - You have to commit time to work your business, yet the time you put in, either at home or away, is a problem.

Remember that you are the one sold on the potential and that you alone understand the benefits the investment of your time will yield. Devoting more time to your business will require an adjustment of your routine. It is not an issue to you as you are excited about what you are going to achieve. The others in your life, haven't chosen to be involved, yet they are having to deal with changes in their routine. (Change is difficult when we want it and much more so when we don't). Share your intentions with your family ahead of time and get their consensus on the new routine. Learn time management techniques to make the maximum use of your business time and to balance your time with other family activities.

**No Business Talk** - Your spouse has made it crystal clear that they are not interested in hearing anything about your business. The main person you want to share your vision, achievements and concerns with has closed the door on the topic.

If your business product is predominantly feminine, men just are not going to be interested in discussing it at any level. Men in particular are more apt to relate to the process of the business than they are the product. Even then, if they are not tuned in to Direct Selling, Party Plan, MLM, etc. it is a conversation they can't contribute to and thus would be one-sided. If communication is arduous with your spouse, keep the majority of your conversation with your coach, mastermind group, etc. When you do talk about your business at home, talk about your successes, your goals and how much you're enjoying what you're doing. Leave the door open for them to join in. It's just a matter of time.

**The Bottom Line** - Show me the money! The only factor that registers with your spouse is the amount of money you're bringing home. Starting out, if you're not making as much as you could at a job, you're wasting everybody's time.

Stay focused on what you know & believe. A profitable business does take some time to achieve. You also need to invest some money back into the business to maintain the momentum and achieve growth. If the money gets spent here & there, at the end of the year there may not be anything to show for it. If you are choosing to spend your profit on yourself or your family, that is okay. We work so we can live and not vice-versa. Learn the tax benefits of your business and incorporate all of them into your strategy. Your spouse's perspective should change when they are able to write off a golf trip.

**Your Vision Is Not Shared** - You have seen the future and it is phenomenal. (The future you have decided you want). You alone can see it and, no matter how you present it, your spouse does not share it as they are rooted in their 'reality'.

You have embarked on a new journey. You have begun a cycle of learning on many levels including the art of vision crafting. You know it is essential to hold a detailed vision in your business. You have to remember that you have chosen to head in a new direction and the others in your life have not left where they are at yet. As you climb to new heights, you will see things that can only be seen from your position. You can describe it to others down below, but it will be meaningless as they are unable to see what you see. When they make the same journey as you, they will see as you do. You can introduce your spouse to the concept of a vision by practicing with them what you do with your coach. Simply talk about what life would be like if there were no restrictions or limitations at all. What would they love to be able to do? What do you want to do before you leave this earth? Remember that, your vision is your vision. If it includes others, you may have to hold the vision for them until they can see it for themselves.

**You Are On Your Own** – You want for your spouse to help you with your business and you feel that it isn't going to happen. For whatever reason, they just don't want to be involved.

Some things you just can't change – directly. Accept that it is what it is right now and stayed focused on where you want to be. There are many ways to be supported in your business – directly and indirectly. Direct support is where tasks of the business are performed by your spouse. Indirect support is where more non-business tasks are taken off your shoulders, freeing you up to work the business. Appreciate the support you do have right now and have faith that it will get better. There are times when you just have to have some help. Ask! Look for any opportunity to incorporate your business into other activities you do together and make it fun. When you do get some assistance be sure to acknowledge how much it means to you and how their help can assist you in improving your lives.

## **Conclusion**

Overall, it is your business and your journey. You are going to achieve whatever you have set your sights on. Although the support of your spouse will help achieve your goals sooner, and will strengthen your relationship as well as your business, it is not mandatory to be successful.

Have faith that the situation is going to improve. Do what you need to learn, grow & achieve. Remember that you must build your business from the inside out.

Sooner or later, your spouse will see what you want them to see. The dedicated supporter you desire & deserve is within them – they just don't know it yet.

In the interim: keep your focus and stay close to your vision. Use all the support that you do have available to you, such as coaches, mastermind groups, uplines, and organizations such as the Direct Selling Women's Alliance.

Success is yours.

## About The Author



**Mark Semple** – Author, Direct Selling Support Coach & Speaker - lives in Indiana with his wife Cheri and their 2 cats. He is originally from England, has lived in the United States for over 20 years and is very grateful to be here.

Mark's journey in Direct Selling Support began when Cheri joined a wonderful Dallas-based company whose mission is to bring families back to the dinner table.

Inspired by Cheri's leap into entrepreneurship and taking advantage of every opportunity to support her in life & in business, Mark realized that the corporate world was no longer his destiny.

After learning that the majority of women in Direct Selling don't have the level of support from their spouse that they desire & deserve, Mark's purpose was established and Successful Together Coaching was founded.

The future is bright!

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