



Welcome to **Building a Business with Your Spouse**. We're Lamar and Ronnie Tyler, the founders of the website, BlackandMarriedwithKids.com, and the Couples in Busine\$\$ System. We started our website in the corner of bedroom in 2007 and have worked to turn it into a thriving business that employs people from our community and that will allow us to leave a legacy for our children.

As we interact with thousands of couples each year through our website, movie screenings, and events, we are always being asked: "How do you work together without destroying your marriage (i.e. – without killing each other?)" They want to know because either one spouse or both of them has a burning desire to start a business. But, for some reason, they are not able to get on the same page when it comes to starting the business and supporting each other in the business.

## The Biggest Issue I Faced Starting a Business with My Spouse

One spouse may have an entrepreneurial spirit, where as the other may not. Or, you both want to start a business, but just can't seem to get on the same page. The biggest issues we faced in starting a business together were: 1. Getting Ronnie to see the vision, 2. Facing the fact that we had a lot of family and financial responsibilities (mortgage, 4 kids, 2 car payments...) and 3. Understanding that Lamar was a risk taker and Ronnie definitely valued security and stability (our varying degrees of risk tolerance.)

In video 1, we share the five actions that we took to get on the same page when it came to our business:

- a. Be \_\_\_\_\_
- b. Establish a \_\_\_\_\_
- c. Desire to \_\_\_\_\_
- d. Communicate a clear \_\_\_\_\_
- e. Start \_\_\_\_\_

What is your vision for your business?

---

---

---

---

Take some time as a couple to discuss the vision for your business. What do you want your business to be (creating, producing, earning, etc.) in the next 6 months, 3 years, and 5 years? Are you both on the same page?

---

---

---

---

What actions would it take to get on the same page when it comes to the vision for your business?

---

---

---

---

If you find that you and your spouse are not on the same page, don't fret. Now's the time to get excited as you have taken the first step towards defining what partnership looks like for the two of you. Take some time to watch video 2 where we discuss what it took to take our business from our side-hustle to our main-hustle.

