



Faith + Marketplace  
Reinvention with Marshawn Daniels

# 5 TIPS FOR GETTING YOUR SPOUSE TO SUPPORT YOU

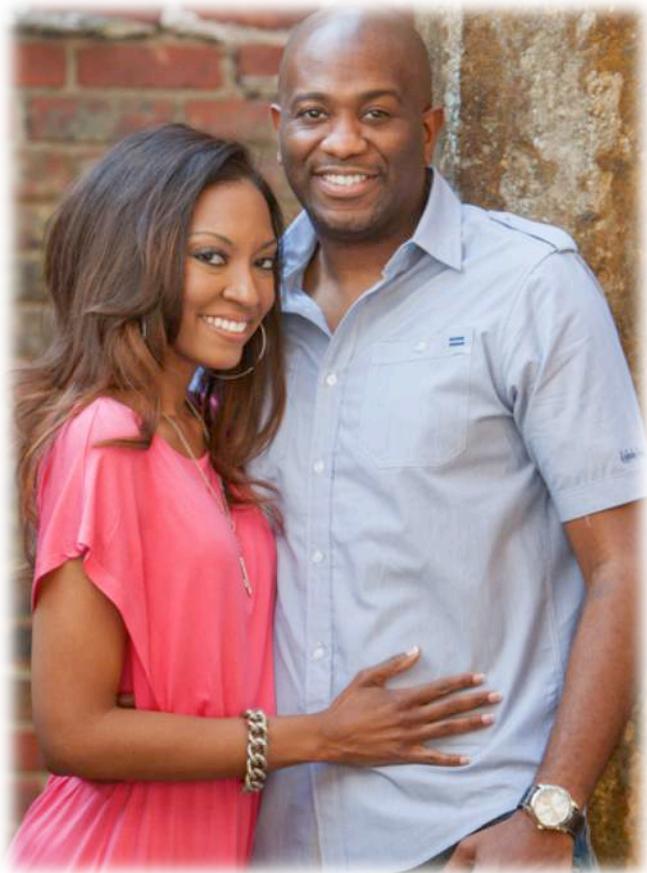
## STRATEGY GUIDE

For Women with Big Dreams and  
a God-Given Vision to Live Bigger,  
Impact Bigger and Profit Bigger . . . Now!

AS IRON  
SHARPENS  
IRON

SO ONE MAN  
SHARPENS  
ANOTHER.

*- Proverbs 27:17*



# Hello from Mrs. Daniels!

**Your desire will be for your husband.  
– Genesis 3:16**

Hey there! I'm so glad you're here. If you're reading this, that means you're probably in a relationship where you're about to make a big decision, and seeking the support of your spouse or partner.

This is a BIG deal for us as ladies.

**As we seek to elevate, reinvent and live our “next level” purpose, one of the things that can hold us back or be challenging is navigating this with our significant other!**

We don't want to leave them behind. We don't want to outshine them. We don't want them to think we're being frivolous...especially when living bigger requires that we make bigger decisions and bigger investments.

**The truth is that many of us are first generation change-agents, influencers and leaders as women.** Mom and grandma didn't teach us how to balance “going bigger” with the day-to-day demands of being a wife and a mother.

It's not your fault. And there is nothing wrong with you or “odd” about you if you've struggled with this. **No one has ever taught us as women how to do this “live your calling” thing.** In this strategy-guide, I'm going to share with you 5 Steps and Tips on How to Get your Spouse to Support You. Each step is important and builds upon the other.

And, while this message is geared towards women (we struggle the most with confidence in this area) **men are welcome to follow along as well.**

Let's Dive In!

# THE CHALLENGE FOR WOMEN INFLUENCERS

(YOU'RE NOT ALONE)

As I've been traveled the globe for last several years teaching aspiring, emerging and established influencers of faith how to find their voices, build their brands, and increase their influence and income, one consistent question keeps arising among the women:

How Do I Talk To My Husband About This?

**“HOW DO I TALK TO MY  
HUSBAND ABOUT THIS?”**

#1 Question From Women Ready to Launch Bigger

Wow. I've been asked this question before - for years actually as a coach. But back then I was a single woman.

Now that I'm married, the question struck me at a deeper level. **As women, we want to have the support of our spouse and be on one accord with investment decisions.**

I've coached women on this topic for years. Although my *answer* hasn't changed, my *appreciation* for the question has deepened tremendously. I had a similar conversation with my husband recently about attending a \$7500 business training in Canada. And, before that a \$50,000 coaching program I wanted and needed to do. Before “wife-life,” I would have just registered! Now that I'm married, we needed to talk about it.

So as a coach to women influencers around the world, and as a wife in the trenches of purpose with you, here is my advice for women ready to launch bigger by joining a program, event or course that invites them to invest bigger!

**5 TIPS AND STEPS TO GET YOUR  
SPOUSE TO SUPPORT YOU!**

# THE SOLUTION FOR WOMEN LIKE US

(STEP-BY-STEP)

First, make your mind up! Once a woman has her mind made up, her mind begins to make things happen! A man can tell when you're still on the fence or hesitant about something.

## STEP 1: MAKE YOUR MIND UP

If you have doubts, then your spouse is going to feed off of that energy and have doubts as well! Also - keep in mind that they haven't experienced the information, inspiration and success stories that you've probably been delving into, so they are coming from a less informed and less inspired place.

**It's like having a deep conversation and at the end asking someone who hasn't been apart of the conversation at all what he or she thinks!**

So bring him up to speed.  
And, be clear and passionate about your decision.

A man can tell when you're passionate,  
Committed, focused and when you have made your mind up!

**Passion attracts passion.**

## STEP 2: OUTLINE YOUR WHY

The next step is to get really specific and outline your why.

**[DO THIS]** → I recommend that you outline the top 3 to 5 reasons why this decision/investment is important.

All entrepreneurs need to get really good at this! By listing out WHY you want and need to take action, you develop more resolve and create the opportunity for buy-in with others (especially your spouse). You are establishing your **value proposition**. **Any big decision should have a tangible payoff.**



### ANSWER THESE QUESTIONS TO GET CLARITY

1. What *specifically* is it that you will learn and receive?
2. What will you be able to do as a result of this program?
3. How will you fall further behind or stay stuck if you don't do this now?
4. How much will you make? How will your earning potential increase or how will this contribute to greater joy or clarity in your life or business?
5. Why is NOW the best time for you live bigger and therefore invest bigger in yourself?
6. Why do you believe this program, this instructor, or this company is the right one for you and what you're looking to accomplish in this season?

Ladies you want to answer these questions **BEFORE** you sit down with the hubby, partner or significant other.

**Planning** is essential to clarity, confidence and pursuing your calling.

## STEP 3: ASK FOR SUPPORT, NOT PERMISSION

Third, ask for support, not permission. **It's all about wording.** Often times, the reason why we have trouble getting our spouse to support us is because we ask for permission or seek confirmation versus **asking for support.** There is a big difference! When you ask the right questions, you get the right answers.

**Part of making a life-shift and wealth-shift is shifting how you speak.**

Powerful women step into their power by powerfully and purposefully asking for support. Not permission. Here is an example of what I mean.

### SCENARIO A:

*Honey, I'd like to attend a training coming up. It costs \$\$ and wanted to know if it was okay with you if I attend?*

(This is how most conversations start...and quickly end!)

### SCENARIO B

*Honey, I wanted to talk with you about something really important to me. I've been praying for a mentor and looking for an opportunity to take my dream and business to the next level. I found this resource/mentor/event/program and it's enrollment is ending soon. I'd like to register because these are things I'll walk away with **[INSERT YOUR RESPONSES FROM STEP 2 HERE]**. I really believe this is my season. And, I wanted to discuss this with you to have you on board.*

*Obviously, if you want to be a doctor, you have to go to med school. But, until now, I didn't have a place that I could go to learn how build my brand and take my business (and life) to the next level.*

*I believe this can be big not just for me, but for us and our family. I want our kids to see that mom/dad go after their dreams. I'd love your support.*

As you can see, **Scenario A** is more question or **permission based**. Whereas, **Scenario B** is more based in **conversation** and **connection**.

**Scenario B** also gives greater context and explanation by sharing your big WHY and valuation proposition, as opposed to focusing solely on WHAT and the investment.

## STEP 4: WALK 'EM THROUGH IT

Fourth - Be sure to walk your spouse through all of the tangible things you'll be getting and learning.

**Take your spouse to the website** or **provide informational materials**. Walk them through all that you'll be receiving . . . not just the investment. Otherwise, they will focus on cost and not worth.

Be sure to **be clear** and **be confident** about how you'll walk away different and more equipped as a result of attending the training or going through the course.

## STEP 5: SHOW THE RESULTS!

Finally, share the results! Don't forget to **share the success stories** with your spouse as well. **Men love (and need) to see results!** If you have the bio of the instructor or mentor, share that as well. Help your spouse see what you see, and to understand that you are making an investment in yourself, your future, and your family - a decision that you've thought about and are excited about.

**Remember, you are your best investment.**

**It is impossible to get a return on an investment that you never make! Your best is always on the other side of yes.**

# ANYTHING ELSE?

**YES. JUST DO IT.**

Don't overanalyze.

Don't second-guess yourself and over-pray this decision to death!

**And don't procrastinate!**

Schedule a time. Pray that God would prepare your partner's heart to see what you see. Remember to **have the conversation in love.**

**And, go for it!**

This is my advice to you.  
**Woman-to-woman. Wife-to-wife.**

Before we wrap up, I want you to know that I actually hesitated on whether or not to write this, and then hesitated even more in calling it a "Strategy Guide."

Little me (the obnoxious little roommate in my head) was acting up again!  
But then I realized...

**If a woman is going to live her calling, she needs to know **how** to make that happen.**

Equipping women to go to the next level is my assignment in this season. The reality is that those closest to us most influence our ability to make powerful decisions that create the future we desire. **My hearts desire is that you would prosper and maximize your God-potential in this season like never before.**

**WISE  
WOMEN  
START  
BEFORE  
THEY  
ARE  
READY**

- Marshawn Daniels

I'm not naive about the challenges we face as women.  
**We're in this together.**

And, **if you're a man** or **husband** reading this, you can apply the same wisdom in talking with your wife in an effort to seek her support...and hopefully be inspired to **give her greater support** as well.

Fellas - it means the world to us to know that **you're in our corner**, and to know that you fully **believe in our dreams**, too!

I couldn't do what I do today with out the support of my husband. And, I wouldn't want to. As women, **we just want to be fully equipped to do what God has called us to do!**

**Cheers to your next level in love, legacy and prosperity!**

Prayers and profits,

*Marshawn Daniels*

*Jack's Wife. Future Mommy. Over-the-Top Auntie.*

Reinvention Strategist | Influence Expert | Godfidence® Coach





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