

# Five Steps To Getting Your Husband On Board.

Secure your husband's  
support in launching your  
business as an expat mom –  
and do it  
with confidence and ease.

**THE PARTNER PITCH**



**kasia  
michaels**

OK, you've got a great expat business idea.  
It's exciting and you're ready to take on the world with it.

But are you ready to sell it at home?

Before you can go out and sell your ideas to potential clients,  
you have to sell them to your most important partner: your spouse.

Winning on the home front will open doors to everything else you  
want to accomplish -- and failing to gain full support from your  
husband/partner could end up as a big impediment.

Spouses can be our toughest critics. They know our weaknesses and  
fears, so selling yourself at home is an especially big challenge.

I'M GOING TO SHOW YOU HOW TO DO IT.

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A woman with blonde hair, wearing a pink t-shirt and dark jeans, is sitting on a wooden floor against a white door. She is smiling and looking towards the camera. A pink circle in the top right corner contains her name. There are some books on the floor next to her.

**kasia  
michaels**

Hi, I'm Kasia Michaels, the Expat Mompreneurs Coach.  
I empower expat women who want to go beyond being an expat mom and wife and create their own portable and meaningful business while taking care of their family.

In the next 20 minutes, I'm going to show you how to prepare, plan and execute a conversation with your husband about your expat business dream.

**Why?**

Because having your husband on board with your business idea is vital to your venture's success.

Having his emotional, organizational and financial support will give you the calm, focus and confidence you need to get your business off the ground.

So take a look at my PARTNER PITCH to win at home and in business.

**THE PARTNER PITCH**



# A TRAILING SPOUSE IS A FULL PARTNER

Before you go to Step One, take a minute to reflect on how you see your role in your marriage.

Keep in mind that any marriage - and an expat one even more than most - is a partnership, a team.

When an expat wife follows her husband's job to another country and gives up her work to advance his career, the husband needs to understand that his wife's reinvention and business idea is a concern for both of them.

You decided together to move abroad and now it's your husband's turn to give you the support you need to maintain balance in your relationship.

WHEN YOU BOTH FEEL FULFILLED AND THRIVE IN YOUR NEW HOME, YOUR MARRIAGE AND THE WHOLE FAMILY WILL BENEFIT.

You shouldn't feel guilty about asking for organizational, financial and emotional help from your husband to create your dream business.

It takes time and money to reinvent yourself professionally, and your husband needs to understand that.

Keep this in mind before and during the conversation with your husband.

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# STEP 1: DO YOUR HOMEWORK

Write a simple business plan. This should include:

- The product or service you want to offer.
- Your ideal customers and where and how you'll find them.
- Any skills you'll need to acquire.
- Your “why”, your life and business purpose so that your husband understands how important this is to your sanity.
- A rough estimate of time you'll need in the first year of your business creation.
- A rough estimate of financial investment you'll need in the first year of your business.

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## STEP 2: CLARIFY YOUR HUSBAND'S INPUT

Divide what you need from you husband into three areas and specify as much as you can at this stage what you expect:

- **Organizational**: how many hours per week and possibly on weekends will you need to devote to your business?
- **Financial**: how much money do you need to invest in your training and establishing your business?
- **Emotional**: be specific about the emotional support you'll need, such as listening when you need to vent; bouncing around ideas; cheerleading when you need to overcome an obstacle; and celebrating your wins.

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## STEP 3: PREPARE FOR THE CONVERSATION

Let your husband know you'll want to have a conversation about a business idea and **schedule a time that works for you both.**

Make sure he isn't rushed or tired.

Pick a time when you're likely to **both be in good moods.**

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## STEP 4: PLAN THE CONVERSATION

The outline of the conversation will help ensure you show up focused and assertive. [Make sure to leave time for questions at the end.](#)

The plan should include:

- Agenda and timing of the conversation so that your husband knows what to expect.
- Elevator pitch: Summarize your business idea, your ideal clients and the solutions you'll bring them.
- Your “why”: Explain how this is your life purpose.
- The benefits your expat business will bring to you, your husband, and your whole family.
- Expectations you have of your husband
- Q&A: Answer questions and respond to your husband's objections

[Plan for a follow-up conversation if you need more time and research to reply to your husband's questions.](#)

Remember, this is your opening bid and you can use similar steps for your follow up and further conversations.

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## STEP 5: EXECUTE THE CONVERSATION

Energize yourself beforehand:

Take a few deep breaths, do a dance or have a chat with a friend who supports you 100%.

Have your outline handy so that you can refer to it during the chat with your husband.

Finally, remember that marriage is a full partnership.









PRESENT YOURSELF AS A PEER, NOT A JUNIOR PARTNER.

Thank your husband for keeping an open mind but be assertive and determined.

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# DO

-  Do remember that behind his objections there might be fear.
-  Listen to your husband's objections and address them with empathy and assertiveness.
-  Be positive.
-  Show you are 100% committed and assertive.
-  Think of this as a dry run before meetings with your potential clients.
-  Use sentences starting with "I".
-  Stay focused and stick to the topic.
-  Reschedule the conversation if you feel it's heading off course.

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# DON'T

-  Don't attack your husband when he voices his objections.
-  Don't disagree with your husband's objections.
-  Don't get defensive or give up.
-  Don't start questioning your idea or the results you can offer your clients.
-  Don't get discouraged if your husband's initial reaction is not what you expected. Don't
-  blame or criticize your husband by saying something along the lines of "Because you always..."
-  Don't drift off on other issues.
-  Don't turn the conversation into a fight.

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# THE PARTNER PITCH

## CONGRATULATIONS!

You're ready to make your pitch. Grab your moment.

[And once your husband's on board, let's talk again.](#) Now you're ready to accelerate your journey from expat mom to expat mom-boss.

You're on your way to feeling more fulfilled – not only as a mom, but also as an owner of a portable and meaningful business.

You're on your way to making the world a better place for your children.

[Click \*here\* for a complimentary Expat Mom Boss in Making session about how I can help you start your journey.](#)

NB: I'm committed to work only with passionate women who are ready to push out of their comfort zone to create a purposeful business.

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