



Papa Rock Stars Podcast

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[Episode 013] How to get your Husband to Support Your Biz

Want to get your husband to support you in your Paparazzi Accessories Business? Here are a few ways I have used to get my hubby to support and even encourage me in my business.

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Training:

One of the biggest challenges a lot of consultants have is they have a hubby or significant other who they want to have support them in their business. Today, we will talk about several ways to get support and encouragement!

1- Feed the Man –

This sage advice is care of Tom Frank, husband to Maven A-Lister, Robin Frank. He said that above all, men are happy when they are fed. So if you have a party or event in the evening, have a meal ready to go in the crockpot or something in the oven before you go. Even if you designate party night as take out or pizza night....as long as there is a plan to keep his tummy happy, he will be a lot happier as well.

2- Speak His Language –

I had been with several other companies before Paparazzi Accessories so to say that my husband was excited when I wanted to start this business would be a stretch. How did I get him to agree? I told him that my first \$300 profit would go to buy him a gun. He absolutely LOVES hunting, but buying guns hadn't been in our budget, so he usually ended up borrowing one from my dad or his dad. I'm sure he was still a little doubtful, but he agreed with the hope that I would make AT LEAST that much. Well, I blew it OUT of the WATER! I ended up handing him \$1000 for his gun-fund and left him completely speechless.

Moral from this story – find something your hubby loves and use it! If he is a sports enthusiast, pay for satellite TV or upgrade to the Premium sports channel during his favorite season. Fisher? Buy him a fishing trip. Does your man love cars? Give him some cash to upgrade his wheels or rims. All guys have their hobbies, even if it is just

watching TV. Find something that your man would love and use some of your Paparazzi profits to give that to him. You will be surprised how much more supportive he gets when he can see the upside of your business too!

3- Stop Complaining –

Our men just want to see us happy, so if you come home from a party or event and tell them everything bad that happened, they are going to naturally become defensive and want you to not do parties or events as much because of the misery it is causing you. It's their natural protective instincts kicking in.

Solution? Talk about the GOOD things that happen when you are doing business! Even if you have a bad party or event, talk about the up-sides.

For example, if you had an event where you paid \$200 and only made \$60 over 2 days, don't come home and complain about the money you lost and the time you wasted. Tell him:

- I get to buy new jewelry! I love re-ordering
- I have some great leads to follow up with. That's where the real money is!
- I met some great new vendor friends. One might even do a party!
- I got my name out there

Sometimes it might be a little difficult to look on the bright side, but ALL of us have events and parties that flop. The trick is to tell hubby the GOOD parts and focus on the positive. As an added bonus, looking on the bright side will help you stay positive too! (but don't forget, if you are discouraged, you can always call your upline and see if there are ways to improve your booth or just prepare for the next party or event so that you can KILL it!)

4- Show Him the Money

Money talks. Show him how Paparazzi is making your money. It is amazing how much more supportive they are when they see that green stuff. The other day, I came home from a party and flashed a little cash to my hubby. He got this super huge smile on his face and that was all I need to say. It sure helped that I had about \$60 in 1's so that the wad looked pretty huge! This kind of comes back to the protective instincts. Guys just want to make sure that we are happy and not wasting our time. What better way than showing them the "fruits" of our efforts.

5- Take Him to Paradise

One of the things that has sealed the deal with my hubby and his support in my Paparazzi Accessories business was going on the incentive trip. Something about

spending a week kid-free for the first time since we had kids, on sandy, sunny beaches...snorkeling, swimming with sharks, touring the countryside of the Dominican Republic and dancing till 3am- he is SOLD. Plus, you can earn your trip and his trip for free, which saves money and gets you a great trip. Talk about a win, win! These trips are always amazing and are sure to put a smile on his face. If he is on the fence about your business, this is a MUST to help him experience the Joy of Paparazzi!

6- MOPS

Men Of Paparazzi Support is an official part of Paparazzi. This group is dedicated to supporting Paparazzi husbands (and male consultants) with ideas, fun activities and male bonding. Some of these husbands are full-time employees of their wives and others are still sitting on the fence. My hubby has found some really cool guys to hang out with. It makes being in a company that is mostly female a little more fun.

Show Challenge:

Think of 3 things that would “speak” to your husband. Choose 1 and start a plan to get him excited about your business.