

Episode 101: Marriage & Entrepreneurship ft. Maggie Reyes



With your host,
Hailey Thomas

There's no right way to grow an online business and honestly, me and my guests are more than fine with that. I'm Hailey Thomas, and this is the podcast that lets you be a fly on the wall for candid conversations and mini-lessons with a variety of online entrepreneurs who are growing their businesses based on their own visions. We are on a mission to normalize and laugh about the behind-the-scenes truth of achieving a new level of success in your business. This is One Year from Now.

Hailey

Welcome to the podcast and a very special welcome to Maggie Reyes. I told Maggie this right before we started recording, but I feel like I know her, but just from the internet. She is just so personable and speaks so eloquently around what we're going to talk about today, marriage entrepreneurship, that I consume all her stuff and then like, forget that I don't actually know Maggie in real life. So, I wanted to have this conversation for you all, but also so that I can learn from her and actually get to talk with her. So, Maggie, thank you so much for coming on the show.

Maggie

Thank you for having me. And I know you mentioned that you have a lot of early stage entrepreneurs, and I just want to tell everybody who's listening right now, it's a dream come true. Like, I remember my first blog post, where my husband and my best friend were the two people who read it. So, to be on your show is like, I follow your things. Thank you for making my dream come true, Hailey Thomas. Let's start with that.

Hailey

I am so happy to. So, as way of introduction, Maggie Reyes is an incredible human, but she's also a life coach and a modern marriage mentor. So, she especially works with really driven ambitious women to help them create the marriage of their dreams. So, not necessarily waiting for their partners to change or to edit their lives, but really helping women understand and figure out how to be in the romantic relationship they want to be in without picking a different person.

Maggie

Although, I have to say, sometimes you do pick a different person. Like I'm a marriage advocate who's very adamant that we need to say, as a culture, that sometimes the highest and best outcome for relationship is for it to end. And so, it's like, I want to help you have the best relationship you can have with the person you're already with. And once you have the best relationship that's possible with that person, then I want to help you ask, do you want that? And then if you do, let's harness it. Let's keep it going. Let's have you have the skills so that you can just have that forever, just like you do with business, right? It's like, let's help you get started, and then you'll have all these skills forever. And then if it isn't that person, right? Then we want to know. And my philosophy is you want to know sooner rather than later.

Hailey

Yes. So, let's hop right in right there. Women come to you and they're feeling some kind of way. What happens when people are coming to you? Like, when women are coming to you, is it about feeling unsatisfied? Or is it like, is this the best that this is going to be?

Maggie

Yeah, there's a lot of different ways that I think about it. Usually, there's resentment and anger, there's some kind of disappointment going on, there's some kind of expectation that's not being met. And for different people, it's different things. So, some people are arguing a lot, almost over-communicating in some ways. Some people aren't talking to each other at all. Some people have a great sex life, some people haven't had sex in months, or sometimes years. So, people sort of come to me with a variety of different symptoms, I'd say, but then the root cause is what we look for. And then the root cause is often: Am I owning my desires? Am I showing up for the relationship I want? Am I being proactive or reactive in how I'm handling things? And really, the bulk of the people that I work with usually do love their partner and want to make the relationship work, and their partner does also love them and wants to make the relationship work. So, very often, we just do some tweaks to what I think are the three most important things. Almost any relationship issue can be put into one of these buckets, which is perspective, partnership, or pleasure. So, everyone who comes to me, sometimes they have a perspective problem, and think about it this way. Think about if your partner says something annoying, on Monday, Tuesday, and Wednesday, then whatever comes out of their mouth on Thursday, it doesn't matter if they're being nice. It doesn't matter if they're like, totally over whatever happened the other days. You just take it and it's like, a trigger immediately, right? When things like that happen, there's a perspective issue. We want to check in and see: Is there a better way or a different way to look at these perspective issues? We work on a partnership. Are we working as a team, or are we roommates? Are we like, pulling in the same direction? What's happening here? Where are we going? So, sometimes just partnership, and in partnership issues, it's always communication. How am I showing up? Have I been listening? How have I been speaking? It sounds really simple, we're listening and speaking, but it's not as simple as we all know, because we've all had conversations that have just gone sideways and those kinds of things. And then pleasure. Are we having fun with each other? I think that, in general, in our sort of Western modern society, we have a pleasure deficit. We're a society that's very focused on productivity as the be-all and end-all of what we should all be focused on. Pleasure is the bucket where we would also look at sexual issues and things like that. But it's not only that. Are we having fun? Do we make each other laugh? Do we have space to just be together without other obligations, or other things going on, like as a unit? So, perspective, partnership, and pleasure are typically it. People come to me with a variety of things, but I'll be like, "Oh, it's really one of these three things," and we're off to the races.

Hailey

Yeah, no, that's so useful to even have the vocabulary to start to examine, to start to answer the question, because I think what happens for a lot of the people that I work with, where, let's say that made their first \$100,000, and their self-concept of who they are is almost like, turned on or like, illuminated for them. They start leaning far more into this, like, new self-concept that they're actively working on building. For example, we talk about a career entrepreneur self-concept. And so like, I'm a person that is like, I take more risks, I'm more decisive, I'm more ambitious, and just like, I want to make more money. I want to have more fun and rest more, leaning into that, and that can feel like such a change for the individual. Like, there was a me before entrepreneurship and a me now, and it feels like such a shift that I think that's also reflected in their partnerships. And that's not everybody, but I certainly had that experience. I made my first \$100,000 and I started acting funny. I was like— it

seemed good enough for me, but I was acting funny. Now, I have the perspective to see, “Oh, I can see myself more clearly and who I'm trying to become,” and then like, there's the question: is my marriage coming with me? So, talk to me a little bit about like, when entrepreneurs come to you, how have you seen that play out in their relationships as they start to become more bold and bigger?

Maggie

So, sometimes it's a factor. And sometimes it isn't, right? So, everybody has different stressors, but from what you described, what I would say is, number one, our partners often have completely different mindset. I imagine like, we're two universes, right? We're just two universes of ideas and thoughts and lived experiences. And when you become an entrepreneur, you really become impassioned, most of us do, that this is the best thing ever, that this is the way that this is the way forward. It's like, “This is right.” And I can tell you, from my own experience, my husband has worked at the same company for 25 years, very stable, very steady, loves his job, loves his team, a great leader. And if I had to, quote unquote, “evangelize” him until like, “No, it has to be entrepreneurship,” that can create a problem. If I can accept he loves his career and I love mine, now we're in a completely different conversation. So sometimes, it's this idea that we found the thing and then we want to have our partners also think it's the thing. And that's where it's really like, it's a perspective issue. It's like, ‘Hey, what if we both get to love our different things?’ That's one other thing is what I have seen quite a bit, a lot of my clients are very much into self-development. That's why they're working with a life coach, right? So, we read the books, the workshops, all the things, we're into it. And we often have partners that aren't. And that can be for any hobby, right? You could be into yoga, or you could be into dirt biking, whatever the thing is, right? And then you have a partner that isn't, and you do have to navigate creating space for the things that you're passionate about, but also creating space for the things that they're passionate about, and not judging them for not being into the thing that you're into. They actually could live a very happy life without attending Oprah's next live events, right?

Hailey

They could? Are you sure?

Maggie

And I tell you that because right before the pandemic, Oprah was on tour. It was like, her 2020 tour. And she came to South Florida. So, of course, I went and of course, I lovingly invited my husband. And he's such a good sport. He went with me, but he had his phone. There were times when Oprah was on stage and she had us do these questions like we would do in any workshop, and he actually answered them, and we had a great conversation about them. And then there were other people on stage that he just wasn't into. And he just had a great way of going with the flow of just like, “Okay, now I'm just gonna read my book. And yeah, I'll tune back in when it somebody else.” But I was allowing the space for it not to be like, “Oh, he has to be riveted the same way that I am.” I think that that would apply in so many different scenarios. Yeah, that's one thing that I would mention.

Hailey

Yeah, I think that's probably the— I'm not a life or marriage coach, but in terms of communication and what I'm good at, I think so much of what happens in this space is unspoken or not explicit expectations for how they're supposed to act and how they're supposed to respond. We inadvertently build

playbooks for our partners about what they're supposed to do in reaction to what we do and they don't follow the rules, so then we get very upset about them not following the rules that they didn't know that they were supposed to follow.

Maggie

They didn't even know. And sometimes, they do follow the rules and then we're like, "Why are they doing that?" When it's a surprise that they follow the rules, it's like, "Well, they shouldn't have done that either." And then they never win. It becomes this, like, never-win scenario. So, that's something to also be mindful of. One of my hypotheses is that our partners want to be our heroes, but what happens when you have very high expectations, or when we're unclear about what we want? Yeah, we're either unclear because we don't know, or we're unclear in the sense that we're not explicit about saying it. We set up these fails for our partners where they try to please us, but then we're not satisfied and then we're annoyed. And then that sort of escalates into other things. And very often, they don't stop trying because they don't want to or they don't care, instead they're just like, "Well, I don't want to mess anything up even further, I'm just gonna stay quiet." And then we create this whole narrative about them not caring, when really— this is my hypothesis and we can test it, everyone listening can test it— but what I present to most of my clients is like, some of you are married to jerks but it's a very small percentage of you, mostly they are actually good humans that are just having a bad day. And that's most of us, most of who are married. As I tell them, "Listen, your partner is just feeling lucky that you even looked at them twice." They're just like, "I'm not gonna mess this up. I'm gonna try everything I can to not mess it up." But then we want all these other things that we want, and we label their behavior in a lot of ways that aren't useful.

Hailey

Yes. Yeah. I mean, I think about it this way of like, how many things in business do we not try, because we don't want to mess it up? Or we'll just like, decide to not act on because we don't want to mess it up? We don't want to get it wrong, or fail, or whatever, because of how painful that rejection can be or that hurt can be. That's also happening with our partners when they don't know what they're supposed to be doing because they're also human with their own complete agendas and identities, right? And their own experiences. The reality is not to like, serve our desires, right? But it's that same thing, they have a human brain just like we do. And so like, why would they go towards more rejection? Like, that's not how our brains work.

Maggie

So, think about that. I love that example of just that juxtaposition for entrepreneurship. Like, how many times do we hold ourselves back from things, and what if our partners also do that? And can we cultivate some compassion of how scary it can be, especially if we are reactive when they have tried some things? So, it's one of the places I love to go to, this compassion and acceptance. It's like, "Oh, can I just hold compassion for the fact that my partner could be scared to bring this to me? And then what can I do to help alleviate that?"

Hailey

Yeah. And I think all of this starts back with what you said, which is that you get to assume that like, you both like each other and want to try, right, that's the basic assumption.

Maggie

Yeah, almost any person who works in the marriage space, like a counselor, therapist, coach, anybody who leads a workshop will say: assume positive intent. Like, step one, if you're going through anything in your relationship, assume positive intent. And from that assumption, then see where you want to go where you want to take it. This thing happened, it was still upsetting, we still need to figure that out, but if you assume positive intent, the way you figure it out changes.

Hailey

Absolutely. Definitely making decisions on a logistical level is work. But logistically, there's two different point of views of defense, and then offense, right? Like, I'm feeling defensive and so, here's how I'm gonna react. And here's the solution I'm coming up with, versus being on the offense is like, "Well, that wasn't great. I don't want to have that happen again." So how do we just fix that?

Maggie

Yeah, I love that you brought that up. Byron Katie says, "Defense is the first act of war." That sentence, I think, is so powerful and has influenced me so deeply, just to really lean into that. So, one of the things that I teach, I call it the Emotional Weight Loss Tools, which is no complaining, and no defending. And the reason I call them Emotional Weight Loss Tools is I trained at a school that trains a lot of weight loss coaches, and they do this protocol where they remove flour and sugar from your diet for a while so that you can recognize the signals in your body when you're not having flour and sugar. Like, are you really hungry or is it a false hunger? So, when you remove complaining and defending, if you remove that, whatever's left is what you actually have to work on.

Hailey

Okay, and I'm making an assumption here, right? So, for women who are used to being correct and used to being leader in a leadership role, they might feel some level of defensiveness because I can totally dwell in my own self, okay, but what if he didn't have positive intent? Or like, what if? What if? What if? How do you help someone even move into the space where they feel like they can assume positive intent or can get into that level? I think of vulnerability and yeah, vulnerability, I guess, as a necessary to step into that.

Maggie

I think you can go in a couple of directions. So, I think you can play with assuming positive intent. And if that feels completely overwhelming to you, like not available to you in the moment, you can decide who you want to be. Yeah, we're very often reactive in our relationships and we're like, "Well, that wasn't fair. So, now I'm going to deprive you of this other thing that I know that you want." Like, it's this tit for tat kind of energy. And I propose to you that your relationship, just like your business, can be your deepest place of growth and healing, and your deepest service to society. If you think of your relationship as a spiritual path for your own development, who do I want to be? What is the value that I want to lead with? And then, it's very easy to decide what, to reply no matter what the other person is doing, because you're leading from your core values of what matters to you. So, if we're assuming positive intent feels like a leap, we want to question why it feels like a leap. Like actually, you did choose to marry them in the first place, and they do have some good qualities that maybe we're

ignoring. And we want to check in on why it feels like a leap. So, when it makes space for that, and then with defensiveness, specifically, it's like, the antidote is curiosity. Instead of defending my positions, go like, "Wait, walk me through that. Tell me more. How did you think that was gonna play out? Okay, then what's next?" Like, just helping you understand the thought process of the other person, instead of defending your position. So, it's not that we do nothing instead of defend, right? We do something else instead. And the question that we ask is: What is going to get me the thing I want? It's very self-centered in a way, like it is a good thing. It's like: Will defensiveness get me the thing I want? Then I'm all for it! Bring it on. Yeah, as a life coach, I always think I help people win whatever game they're playing. If you're playing the game of marriage, I just want to help you win that. If nagging or defensiveness or arguing gets you what you want, bring it! But in my experience, those things don't work. So, let me offer you some other ways to win that game.

Hailey

Yeah, that's so so good. I love that. We talk a lot in my circle about the One Year from Now vision, like in our business and our work. And so, if you're listening, it probably would be a great exercise to paint the One Year from Now version of you and your romantic relationship. And then see like, who are you in that vision? How do you operate in that vision? I think that would be a really fun thing. I'm gonna do that later. And then, you also said that curiosity as an antidote to defense, which is so important, because sometimes, and I think we talk about business on this podcast and in my circle, but so much of business is also just a reflection of how we operate in our lives, it's how we move in our business. And so, if you're noticing this defensiveness or this unwillingness towards vulnerability, that's probably something to look at. It's probably coming up in your business and costing you money, which we don't want. And that's something to look into, it might be self-preservation, some of it might be because of whatever trauma you and your partner have sustained. Like, that's to be looked at and to be curious about.

Maggie

And it's something that we want to look at it. I always say, with gentleness, yes. We want to sort of poke around and see is something there. Can I handle what's there? To what degree can I work through what's there? Maybe right now what I need to do is just step away, that's also a valid thing, depending on what's going on. Very oftentimes, people have to have difficult conversations with their partners about a wide variety of things and one of my philosophies is: You don't have the conversation, you don't even start the conversation, until you're ready for any answer. When you're emotionally ready and feel equipped that they can say yes or no and you're not going to freak the freak out, that's when you can have the conversation. In the meantime, we need to coach through whatever you need to coach through in order to get to that point. And a lot of times we're like, "Really? I shouldn't talk about it at all?" Like, well, what would happen if they said no? Oh, is that gonna get you what you want? Like, I'll come back to that, but one of my sort of prime guiding lights is that if it's not going to get you what you want, then speeding it up by doing it before you're ready actually slows you down. Let's not do that, let's slow you down to speed up.

Hailey

Yeah, that's so good. So, speaking of hard conversations, my clients have a lot of hard conversations around money and investments and a difference in risk aversion in their relationships comes up when

they're having these conversations, because my clients are caterers and accountants and event planners and all the things, they often have multiple investments rolling at once a portfolio of stock and all the things. I always say it's not if you will lose money, but when and how you want to handle that. Yeah, because that's the game of business. Like, you're not playing hard enough if at some point, you don't lose a bunch of money. Yeah, it is what it is. But then, you have to have that conversation with your partner. So, do you have any tips about having money-related conversations or investment-related conversations with your romantic partner?

Maggie

This is why I created a whole communication framework because I needed to be able to guide my clients through all the things. So, let's just assume that I do, from every angle. And literally, I've written one book in my career, it's called the Questions for Couples Journal, it's literally in order to help you have conversations. Yes, literally. So, what I'll say first is, in order to have a hard conversation, start with easy ones. My philosophy around just communication, in general, is if every time we talk, it's because we're having a problem, then, of course, we're not going to want to talk and it's going to be annoying and feel heavy and difficult every day. So, something like The Questions for Couples Journal, where you talk about your dreams, your goals, your childhood. What TV show did you like when you were seven? Like, whatever these things are, right? It allows you to have conversations. I think about it, if anyone has ever been in LA, where they have the five-lane highways, yeah, or you've seen the TV shows where they have a five-lane highway. If you aren't communicating very much right now, you have a dirt road. And you don't just go from a dirt road to a five-lane highway, you have to build, you have to put some asphalt, you have to draw some lanes, you have to do a bunch of things. So, if you know you're gonna have some hard conversations ahead, start with some easy ones. Get practice. So, that's just overall the first thing. I'll tell you very briefly the communication framework that I teach, I have a podcast episode just on it, we can link to that in the show notes. We're just gives you the framework. It's called Soul-Centered Communication, and I can send you the link to that. So, it's very simple. There are five steps in it, and there's a soul part and there's a centered part. And I'm going to tell you what the four steps in the soul part are. And then I will talk about the sensory part. And you can use this for any conversation about any topic. The soul part is solution-focused, open-hearted, uncomplicated, and loving. I'm going to break these four down for you. The solution-focused is for the people who like to look at every aspect of the problem from every possible angle. Sometimes that's us, sometimes it's our partner, right? But invariably, in a conversation with two people, or if you're in a throuple with three people, whatever setup you have in your relationship, somebody there is gonna love to talk about the problem, and we need to have a solution for that. So, you want to go into the conversation knowing what does resolution look like here? What do I want to get out of it? What is the point ahead of time? What does a win look like? So, solution-focused. And you also want to have that in mind when you veer off track, so that you can get back on track. The second one is open-hearted. So, you're bringing this to the love of your life, you're bringing this really important thing that really matters to you and your business, whether it's an investment or a plan, or whatever you're talking about, and are you really open to their influence? Like, we want to check. I am a Cuban American Leo, so, you could look up stubborn in the dictionary and my face would be there. Hey, I am not always open-hearted. And we really want to check in with ourselves before we have the conversation. Am I willing to hear what their concerns are? And if I'm not, that's why you have Hailey on the business side to help you walk through what you need to do to get ready in order to be able to talk. Now, as I started teaching this to my

clients, one of my very wise, very type A, very rule-following clients said, “Well, how would I know if I was open-hearted? I think I'm open.” So, I had to find a way for her to be able to tell this, and I'm going to share it with all of you. Are you huggable?

Hailey

Huh?

Maggie

Are you huggable if we stop talking right now? If I was in the same room as Hailey, I'm sure we could hug and we feel amazing. We'd high five, and it'd be awesome, right? She's open to what I'm saying. I'm open to whatever she's sharing. So, think about that person or that difficult conversation. And if you know you're not huggable, you will have the visceral experience in your body of being closed off.

Hailey

Yes. So good. So good. Yes.

Maggie

So, solution-focused, open-hearted. Now. I like to mix my intuition with like, evidence-based things as often as possible. And we always want to question research. Not all research is created equal, and some of it is questionable, but there's been a lot of marriage research done around what helps couples thrive, and a lot of it is sound, so, I like to use it. And one of the things that has been found by the Gottman Institute, who researches these things, is that couples who thrive are open to each other's influence. So, that doesn't mean you're going to do everything your partner says, or your partners, whatever your situation is. It just means you take it under consideration when you're making the decision. And that open-hearted piece is really speaking to that part of things we know that work that have been tried and tested with 1000s of people. We know that that's a good thing to strive for. Okay, uncomplicated is one thing at a time, one thing only, and then the next thing. Because what often happens, and it has happened to me, even for something simple, like we're planning a vacation. Okay, the vacations can be 1000s of dollars. Great, awesome, so excited, but maybe we should also think about the other thing we want to do at the end of the year? And then that party that we're going to throw? And then we should also consider that two years from now, when we wanted to do that family reunion? And then we should look at all of our investment plans for the next decade, right? We get completely off track from whatever the thing was. So, take one thing at a time, one thing only, and then the next thing. Now, I have had this situation that, following that mindset, we're like, “Oh, we really do need to look at what we're saving and what the plan is,” and whatever. We can come back to the vacation later. Yeah, so it's absolutely okay to redirect once you figure out what the most essential thing is, yes, but only one thing at a time, and then the next thing so that what comes into play is never, “scope creep,” that's what my engineer husband would call it. That's to help everybody who has scope creep. The other thing is the person who's like, “Well, you hurt my feelings in 1987 when you didn't give me the french fry, I remembered, now I'm mad about every other time, every french fry from 1987, to today.” So, think one thing at a time: today's french fries. Let's talk about this one right now. And the reason for that is also communication works the way it works. And the way that I designed it is, you're the only one who has to do it, your partner doesn't have to learn anything else. There's some really beautiful frameworks that do exist in the world, but they usually require both people to know them and

practice them at the same time. And so, if you notice also, being solution-focused, being open-hearted, being uncomplicated, you get to be 100% in control of how you're showing up and directing how that's going with these principles. You don't have to have the other person even know what you're doing. Okay, then the loving part. So, this is a very interesting part, you told me how it is with your clients, Hailey, but with my clients, they are very accustomed to putting other people first. Accustomed to not prioritizing themselves on these really crucial conversations that they're having. And the loving was really developed in that section in order to remind that person to include themselves on the list of priorities. So, when I originally devised this tool, that's what was on my mind. Yeah, and then I did an advanced certification in feminist coaching, and what I found was that loving, just to be loving, is the most feminist part of soul-centered communication. And I want to share with you why, and with all your listeners why. So, when we're loving and we include ourselves in the equation of the conversation, we are not more important than anyone else, we're not above them, and we're not less important than anyone else, we're not below them. We're just equal to them. So, if we want to create a society of collaboration and equality and non-hierarchical structures, the most powerful thing we can do, that we can control, is to just include ourselves as if we matter in the conversation, not above and not below.

Hailey

I will offer that, with my clients, they are just starting to kind of like, have Bambi legs while they're figuring out that concept of like, "I am prioritizing myself and putting myself first and resting and playing." But I think the way that you just explained it of like— It's about my priorities, in regard to everything and everyone else, and it's not as if anyone else's either. But what would it look like to be in collaboration with all the people that are involved in this solution of this conversation that we're having?

Maggie

Yes, yeah. So, if I matter and you matter, right, then what's next? So, that's the soul part of soul-centered communication. And you can imagine, thinking about talking about investments or something money-related or some risk you're gonna take, and you being solution-focused and open-hearted and uncomplicated, you're already in a totally different place when you're talking about it. That brings us to the centered part, the centered part is literal. Are you at center? Is the person that you're talking to at center when you're talking to them? So, I work a lot with stress cycle awareness with my clients. What is fight? What is flight? What is freeze? How does it show up in our relationships? So, when you're having a conversation about something that feels like the stakes are high, and you notice the person in front of you, maybe they're very animated, and then they shut down? Yeah, maybe they're looking away, maybe they start tapping their leg or their hand, or they start jittering in some way, you can see some visible signs that they have left equanimity. They are no longer at center. So, communication or conversation that does happen inside a stress cycle is not useful. If you start noticing either in yourself that you're starting to freak the freak out, or that they are, that's a sign to reschedule, reassess, readjust, refocus whatever's happening here. Sometimes, it's literally rescheduling the conversation. Sometimes it's reassessing, going back to being uncomplicated. What part of it can we talk about? Is this a sign to notice? What are the visible signs? And there's an opportunity to look at contributing to safety. So, could we keep talking about it? Is there something that I could do to influence safety here? And then I have a whole training I do on how we influence safety, but the general idea is anything that feels comforting or kind or nourishing, follow that impulse. And then you can decide where you take the conversation from there. But if you follow that idea of the soul part, and then noticing where you are

when they are in their cycle, the quality of the conversation will just change immediately. And another piece of research that I love that the Gottman did was, if you can imagine when somebody cuts you off in traffic, and you see red, that moment of seeing red, there's a physiological thing that happens in your body, where chemicals are actually released. And they have coined a term for it called flooding. It's like you are flooded by these chemicals, and when you are flooded by these stress-inducing chemicals, it is the worst time to problem solve, but it is the time that we all want to problem solve, especially with our most intimate partners. We're like, "No, you'll come back here because I said so, we're not done right now." Right? Everyone has one of those moments, but we literally not thinking clearly. So, once you start noticing: Am I in a stress cycle? What's going on? Do I need to excuse myself? Just go to the restroom, get a glass of water, take a deep breath, anything to come back to the place where you can problem solve effectively.

Hailey

So good. All this is so so good. My degree is in Communication Studies, in the leadership and organization side. But your girl loves a good, calm framework. I'm a fan. But so much of it is understanding and watching. You don't actually need your partner to participate in this part for you to be aware of where yes, and where they are and thinking about what is the point of this conversation? So, like, setting that expectation ahead of time, like you said of: Am I looking for them to make me feel better about this investment? Or am I just letting them know? Am I wanting comfort, right? Like, having the temptation of asking what are we doing here?

Maggie

Let's talk about that for a minute. When we want comfort, or we want them to make us feel better, let's talk about that. Especially early in entrepreneurship, our partners have fears. They have their own fears from where they grew up, their life story, whatever they've overcome, on one side. Then also, our partners are often a mirror of our fears. So, if I'm in that stage where I'm not fully convinced that this business is going to work and I'm not fully convinced that it's really going to be a viable thing. Or like, maybe it's a fluke that I did this and it was great, but who knows what's next? And then we want to be comforted by our partner, but they mirror to us our own fear, we freak the freak out at them. Ask me how I know. It's about what we want to be aware of. Sometimes our partner isn't the best person to hold space for that particular fear when it touches upon their fear, or when we're still wobbly in our own confidence. They're just gonna pick up on that and respond to that. So, then you go to Hailey, you go to your support group, your support system, and then you let them hold space for that. You don't ask that of your partner.

Hailey

Yeah, a couple episodes ago, we had a podcast called Other People's Thoughts About Your Entrepreneurial Journey with Christina Heath, we will link up to that conversation as well, but that to me, my romantic relationship, my marriage was able to, I guess, reset when I stopped making it my partner's responsibility to make me feel better. Knowing that he is incredibly risk-averse, he also has a job he will be in until he retires probably. This isn't making him feel good or excited, or whatever. The risks I take make him feel unwell, nauseous. So, he's not the person that I share those things with, I have intentionally built a support system for myself so that I can still get the love and support and care

that I need. And I'm not dumping this on him, who has explicitly said in different ways, "I can't help you with this."

Maggie

Yeah, and we don't have to blame our partners for that. Like it's okay. There are some things where we can support them in the way that they'd want to be supported. Yes. And that's okay, too. And just normalizing that I think is very important.

Hailey

Yes. So, so good. Let's talk about— what are some of the really fun things or celebrations, or positive things, I guess, when ambitious women come to you and they learn how to work in these frameworks/ We just talked about all the hard stuff, but like, but what are really beautiful things that you've seen come out of people?

Maggie

Oh my gosh, so many things. I had a client who hadn't enjoyed sex in years, and then enjoys it now. I mean, I can't even tell you.

Hailey

Let's just like, timeout and think about that for a second. How much pleasure over her lifetime, right?

Maggie

Yeah, how much pleasure over her life. I have a client where they used to argue— this has happened to more than one client, I'm thinking of a couple of them right now. But they used to argue every day all the time. And I still remember for both of them, they came to sessions and they were like, "I don't remember the last time we had a fight. Like, I can't even remember it was that long ago." And that was something that, when we started working together would have been like, like if you tell somebody you're gonna make a million dollars. What are you smoking, lady, right? It's like, you might forget the last time you fight. It seems like such an impossibility when you started, but one of my philosophies is a fight you don't start is a fight you don't have to recover from. Everyone just memorize that. Because we get into the cycle, and then we're constantly recovering from those ruptures. And it's like, what if we didn't have to recover from that? What if we could enjoy each other's company? What if we could be together and that kind of thing? So, that was really impactful. Some other fun ones, oh— here's a fun one. So, this woman wanted to be able to talk to her husband about money without freaking out. He was really like, spreadsheet-driven, and she would just get overwhelmed with whatever it was that was going on. And so, we coached through on how to have her be able to just have a conversation without freaking out, and we walked through some of her own fears about money and some of the guilt that she felt about investments that she had made that didn't work out the way she wanted to. We just excavated her whole emotional experience around this, just so she could have conversations, right? So, we did this, and we actually finished working together, and months later, she writes to me, she says, "You're never gonna believe what happened." And I love getting those emails. I'll believe it. So, with that, because she did all this work to be able to talk to her husband about money, then she was able to talk to her boss about money, and she got the biggest raise of her entire career. Plus back-pay. I can never get over the plus back-pay. That's amazing. Plus back-pay was just a kind of byproduct, we

really weren't working on that at all. And so, there are these unexpected byproducts that happen when you work on your most intimate relationship. Usually, those are the most difficult conversations to have when you work on those. And then you have to tell a client a piece of bad news or something, and it's so much easier to do that. So that's really fun. I have a recent one that I just think is so delightful. It's an older couple. And I don't know, I think they've been married for a really long time, and the man has never washed a dish in his life. And my client came to one of our calls and said, "Unsolicited, he washed every dish in the sink." And I cannot tell you what a miracle it felt like to this woman. If you imagine a lot of the things that we see, or that I see, I guess, in my practice are very small, tiny things that feel humongous. Yes, she was so moved, because he very obviously did it from this very loving place. And I mean, I'm equally as excited about the woman who got the biggest raise, and it will affect her whole career and forever, she'll make more money, but I'm equally excited by that as I am by this man.

Hailey

Well, but I think it's because it's like, the longevity of how long he wasn't washing, but also like, when we make the things that are very, very frequent in our life better— like washing dishes, how many times and how often we have to do it? Like, that's highly impactful. Even if it's a "small thing," that's huge. So, I've one more thing that I forgot to talk about come up during a coaching session in The Residency. One of the things that we talked about, in business and life in general, is how it's always 50/50. Like, when you're going to make money and have "good investments," you will lose money. You will have down days, a number of neurodiversity things will come up, you will have babies, people will die. Like, coaching doesn't prevent any of these things from happening or any of these experiences from happening. I was having conversation with one of my clients and she was like, "Okay, I don't feel like 50% is a good average. I feel like if I do the things and it should be more." What are your thoughts on the woman who really intentionally puts her kind of attention here on this romantic relationship? Like, really working on her part of it and all the things. And I guess what are your thoughts on the 50%? Should it be more? Where does that come into play in your work?

Maggie

I don't use that term. I know a lot of people really love it. It's not my favorite. I call it the big burrito of life. And if you imagine a big burrito, it has the beans, it has the rice, it has the sauce, it has the lettuce. Like, it has all the things and they're all just mixed into one. Yeah, and sometimes it's lopsided, right? Like, sometimes you have a whole season of amazingness and then, you have a whole season of crap. And sometimes, you have little pieces of uncomfortable things inside of delightful things, right? I see it as a more of a fluid flow with life. Yeah, I think that's what coaching does, is it allows you to have the resilience to manage the heightened emotion of both, because even wildly successful people in early stage entrepreneurship, this doesn't sound like a problem, but just trust us a little bit more, that's when wildly amazing things happen. You have to hold that emotion and that also requires emotional resiliency, to step into a greater ability. It's like a muscle. Yeah, it's like a muscle that you're building. So, you can handle the challenging emotions, and you can handle the delightful emotions, and they will both require your emotional attention. So, I think that's what coaching does. Ultimately, I think anybody can pick whatever ratio they want. If this person says, "I think my life is more like 60/40," if that narrative works for them, the whole point of having all the examples that we create, or things like that, is just to help you get through the day. So, whatever helps you get through the day, I teach that all the time. And

Episode 101: Marriage & Entrepreneurship ft. Maggie Reyes

so many of my clients are just like, “Maggie, I love it so much, just being uncomplicated has changed all my conversations.” And sometimes they don't use any of the other pieces, which is great. Is their life better? Yeah! So, what I would say to that person is like, “Well, what we're building is emotional resiliency for you to handle whatever combination of percentage comes to you, and whatever narrative works for you, use that one.”

Hailey

Yeah, that's so good. Maggie, I'm so delighted to have you on. Where can people find you online? I know we will link up to that podcast episode that you were talking about. And your book? I'm assuming it's on Amazon?

Maggie

The book is on Amazon, it's called The Questions for Couples Journal. It has over 2000 reviews. 4.5 stars.

Hailey

I love it. Hair flip. Yes, hair flip.

Maggie

Own your power, right? We're gonna podcast about owning your power. We've got to own our powers, for sure. Okay, so the way you can find me is on Instagram. I'm @themaggiereyes. I always like to joke around that Reyes is kind of like Smith. There are many other Maggie Reyes, but sorry to all of you, because I'm @themaggiereyes. I host a podcast called The Married Life Coach Podcast. So, if this is a topic that interests you, I share a lot of the different coaching tools and my philosophies. Like, I'm very much in the same mindset of values of Hailey. Like, I leave nothing on the table, it's all there for you to use. So, it's very robust. Absolutely, check that out The Married Life Coach podcast, and then come and see me on Instagram.

Hailey

I love that so much. Thank you so so much for being on. I highly recommend following Maggie on Instagram, and getting into that podcast. And then, she also has a program called The Marriage MBA. That is actual mentorship with Maggie about just getting deeper into the tools and principles. But like, you can't go wrong with this work. You can't there's no like, “I don't know, is it?” Yes, it just works, period, the end.

Maggie

It's so amazing. Because really, I think you and I have very similar values, where all our work is just to help you on your power more. And so, everything that we teach you, even if you just take one of the things we teach you and just dive into that one thing, you will own your power more, and you will feel amazing.

Hailey

Exactly, yeah. Awesome. Thank you so much for coming on, Maggie. It's been fantastic.

Maggie

My pleasure.

Thank you for listening to this episode of One Year from Now. You can find the show notes and all the links we mentioned at BrainspaceOptimized.com/Podcast. If you want to chat me up about all things entrepreneurship, then head to BrainspaceOptimized.com and join my email list. This is where we have rich conversations about the experience of business ownership. It's thoughtful, it's funny, I like getting responses and chatting with you all. It's a good time. Lastly, you can find me on Instagram [@BrainspaceOptimized](https://www.instagram.com/BrainspaceOptimized). We will see you in the next episode.