

# TALKING TO YOUR PARTNER

BEFORE YOU HAVE 'THE TALK', GET SOME INFORMATION DOWN ON PAPER TO HELP YOU GET CLEAR ABOUT YOUR PLAN & WHAT YOU'LL NEED.

- Pre-Talk homework :**
- how much time your business will take per week (hours)?
  - what materials/equipment/supplies do you need?
  - how much money will you need?
  - when do you think you will start to make money?
  - outline a BASIC marketing plan
  - will you need to give up anything to make this happen?
  - what will you need from your partner and community?
  - how will you deal with a household pay cut if you are leaving your current paid work?
  - will you need extra support with child care and how much will this cost?
  - what will you have to cut from the budget?

## 10 TOPICS TO TOUCH ON

Before you begin your business, you and your partner need to be on the same page & together commit to a plan.

**REVIEW REGULARLY:** Once you have your plan, check in regularly with your partner and anyone else that is helping you get to your goals!

- How is everyone coping with the new household routine?
- How does everyone feel about the budget?
- How is the business doing?

Remember, your marketing plan doesn't need to include all these items! Choose the ones that would work for you and kick ass on those platforms! Each one will require at least 1 hour per day to do it well.

### Basic Marketing Plan:

TWITTER  
FACEBOOK PAGE/ADS  
INSTAGRAM  
PINTEREST  
WEBSITE  
NEWSLETTER  
BLOG  
VIDEOS  
PRINT  
BUSINESS CARDS  
GOOGLE ADS