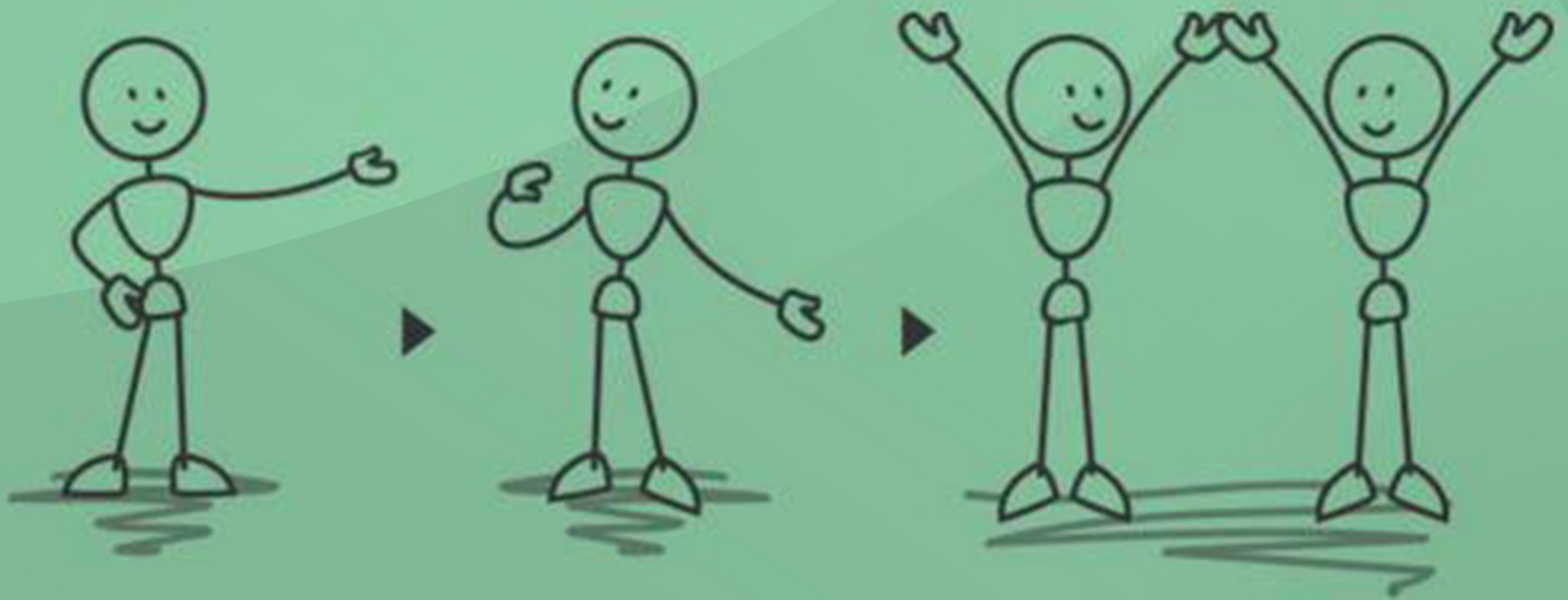


THE ENTREPRENEUR'S SHRINK



**How Your Romantic Relationship Can
Survive the Stresses of Entrepreneurship**

By Deborah Potashnik Hecker, Ph.D.
Entrepreneur and Relationship Expert

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INTRODUCTION

As an entrepreneur, I know who you are – you are driven by your heart and you are fueled by an unwavering sense of purpose. When you are down in the mud, you don't give up – you get up. Congratulations, the world needs more people like you.

As an author and relationship expert with over 35 years of private practice experience, I know the precise ingredients of a successful relationship. As a wife in a dual career, high-powered marriage many years ago, I failed miserably to build a successful professional life and long-term marriage.

How do I know that?

One day my husband, the love of my life, told me he had a commitment to another woman.

Although I was convinced I would die of a broken heart, in true entrepreneurial form, I eventually dusted myself off and got moving. I took a hard look at myself and came face to face with the awful truth that

in some crucial ways my marriage took second place to my advancing career

Chapter 1

WHERE ROMANTIC RELATIONSHIPS AND BUSINESS MEET

Building a business in a pressure-cooker environment is very demanding.

Building a long-term romantic partnership is equally challenging.

Attempting to juggle **BOTH** successfully can feel like
climbing a mountain with no end in sight.

According to the Kauffman Foundation nearly 71% of entrepreneurs are married.

According to the U.S. Census Bureau:

45 – 50% of first marriages in the U.S. will end in divorce.

60% of second marriages will end in divorce.

73% of third marriages will end in divorce.

In America, there is one divorce every **13 seconds**. That is **6,636 divorces per day**
and 46,523 per week.

The divorce statistics for entrepreneurs are roughly the same as the general population.

**SURELY NO ONE WANTS TO BUILD A GREAT BUSINESS ONLY TO LET THE
LOVE OF THEIR LIFE SLIP AWAY.**

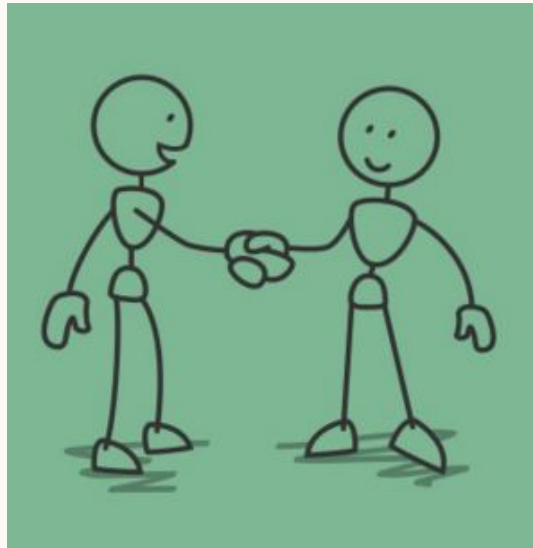
CHAPTER 2

THE ONGOING INTERACTION BETWEEN ENTREPRENEURSHIP AND ROMANTIC PARTNERSHIPS

Work and personal relationships are **always** interacting and impacting one another

No matter how hard you try not to let your personal relationship ups and downs affect your work performance, they can and they will.

Likewise, a bad day at work will inevitably spill-over into your romantic partnership.



Social science and economic research tells us that:

Happily married business owners increase profitability.

Unhappily married business owners decrease profitability.

Productivity is hurt directly by marital problems.

Successfully married people earn more money and live longer.

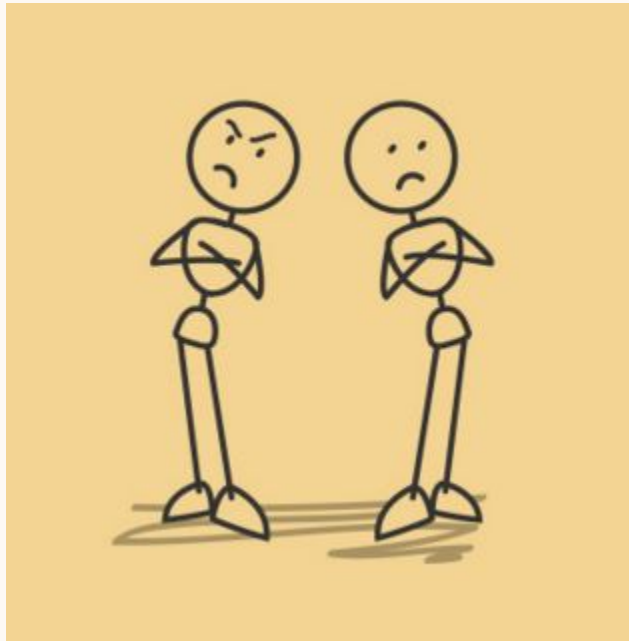
CONCLUSION:

**YOUR SIGNIFICANT OTHER IS AN IMPORTANT PART OF YOUR
ENTREPRENEURIAL SUCCESS**

CHAPTER 3

THE PROBLEM

TYPICALLY, ROMANTIC RELATIONSHIPS GET SHORT-CHANGED IN THE LIVES OF ENTREPRENEURS.



Indeed, there is a growing body of research indicating that when entrepreneurs feel stressed and seek help, they attempt to address *either* their work burnout *or* their relationship conflict, *but not BOTH*.

The truth is that most entrepreneurs lack the tools to thrive in both simultaneously.

Relationship counseling is a billion dollar industry and full of self-proclaimed experts offering conflicting advice. Should you take the advice of a professional person who does not understand the interplay of work and personal life? Should you head straight for the self-help aisle in the bookstore?

Where do you start?

CHAPTER 4

THE SOLUTION

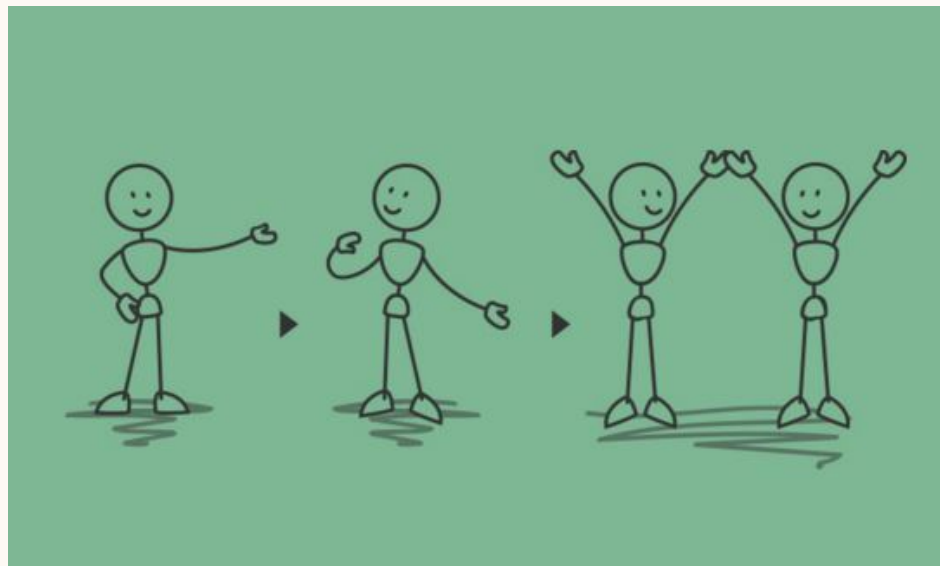
YOURS, MINE, OURS: ROMANTIC PARTNERSHIP DONE RIGHT

The answer is *Yours, Mine, Ours: Romantic Partnership Done Right*, a cutting-edge approach to healthy partnering that offers entrepreneurs a new relationship skill set and a new way of thinking that is *always* mindful of the ongoing impact that your business has on your personal relationship and vice versa.

Typically one thinks of a relationship as consisting of two people – you and your significant other.

Yours, Mine, Ours: Romantic Partnership Done Right has identified a third entity “we.”

What does this relationship model look like?



It consists of two individuals (**I and You**) and the life they share between them (**We**).

Each individual has a unique identity separate from the relationship.

Each individual understands and shares themselves openly with their partner and grant their partner the right to have their own feelings, needs, viewpoints, which will be different from their own.

Partnership problem-solving is about cooperation, not competition where one person wins and the other loses.

CHAPTER 5

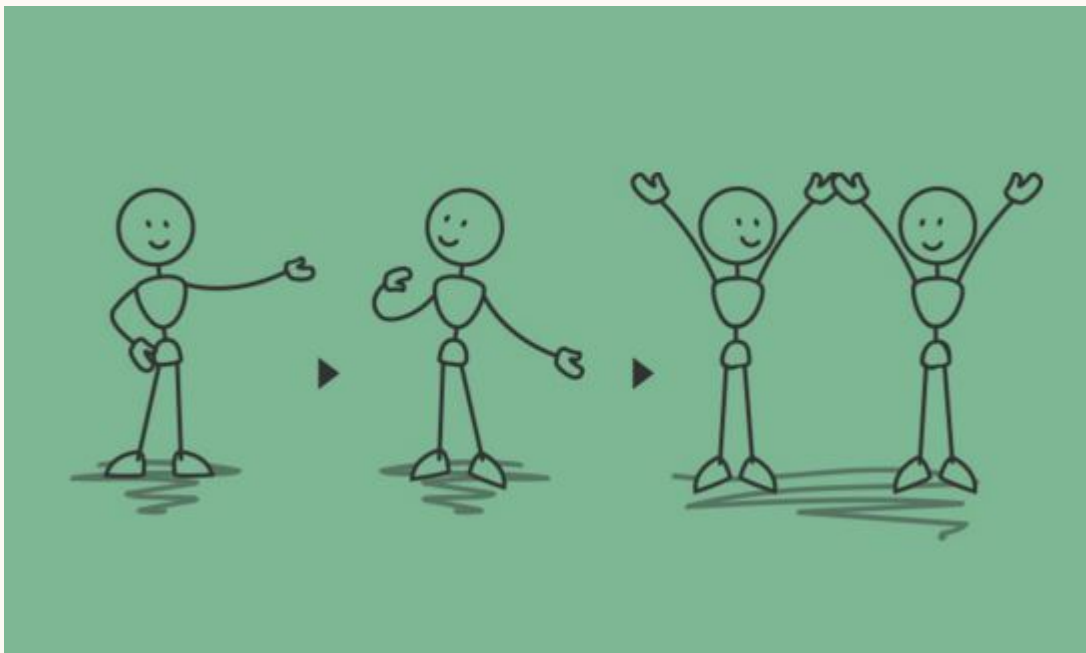
THE CONCLUSIONS

**COMMITMENTS TO THE WELFARE AND PROSPERITY OF BOTH THE BUSINESS
AND THE PERSONAL RELATIONSHIP ARE CRITICAL**

**ENTREPRENEURSHIP IS A TEAM SPORT, WITH SPOUSAL SUPPORT AS A
COMPETITIVE ADVANTAGE**

**IF AN ENTREPRENEUR'S SIGNIFICANT OTHER IS NOT SUPPORTIVE OF THEIR
VENTURE OR IF THERE IS CONSIDERABLE UNRESOLVED CONFLICT BETWEEN
THEM, THERE IS A POSSIBILITY THAT ONE BIG PART OF THEIR LIFE MAY FAIL**

- EITHER THE BUSINESS OR THE RELATIONSHIP.



Want to work with Dr. Hecker?

Dr. Hecker can support you in creating a more successful, rewarding marriage with your 2 loves:

- **Your Relationship Partner**
- **Your Business**

Through her caring, compassionate, personal phone or Skype counseling services Dr. Hecker will help you:

- ✓ **Identify what you want**
- ✓ **Integrate your I, You & We**
- ✓ **Enjoy a more intimate, fulfilling and satisfying love relationship**

**Call to schedule your complimentary
get-acquainted session
with Dr. Hecker today!**

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MEET DR. DEBORAH HECKER

A respected psychoanalyst, Dr. Deborah Hecker has developed a cutting-edge relationship model she calls

“ Yours, Mine, Ours: Partnership Done Right.” Her innovative approach assists clients in simultaneously developing their individual identities while teaching them how to successfully integrate that unique identity into their partnerships.

She integrates both inner personal dynamics with inter-personal skills for individuals going through separation and divorce. She also specializes in helping committed careerists and business people to negotiate boundaries for their work and their personal relationships.

CLINICAL EXPERT

Dr. Hecker has been in private practice as a psychoanalyst and psychotherapist for more than 35 years. She has a Master's degree from Columbia University and her Ph.D. from the Union Institute. She also has extensive training in: grief counseling, addictions counseling, couples' counseling, collaborative practice and mediation.

PUBLISHED AUTHOR

Dr. Hecker is the author of **"Who Am I Without My Partner?" Post-Divorce Healing and Rediscovering Your SELF.** Applying psychological theory, Dr. Hecker takes her readers through the grief of losing a loved one and the challenge of redefining who they are post-divorce.

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