

INTENTIONAL SUCCESS - The Power of Entrepreneurship

Chapter 7 | Working With Your Spouse

“Moving to Oregon to start our business was a real leap of faith for Brad, and especially me.

We went out on the proverbial limb that this was going to work for us. We had no choice but to intentionally succeed, although the level of success was unknown and quite scary, as it was 100% up to us. Failure would not be an option, period.

I had spent my life watching my Dad and most everyone in my immediate family work hard and do well — but always as the employee of someone else’s business.

When I decided to become a Registered Nurse, I was signing up for a life of the same: the familiar life of expecting the comfort of receiving a paycheck that was directly related to the hours I worked the previous week.



Marrying an entrepreneur was like learning a whole new language for me.

From the beginning, Brad was passionate about working hard and giving his all to his businesses.

It was very hard for me to comprehend how you could risk the consistency of a regular paycheck. We had a family to support; they depended on us. I always knew I could work more hours as a nurse (up to a certain point at least) to earn more money if needed. But typically, the ability to earn more ended when you reached the 40-hour mark each week.

As our business grew and became profitable, I could work fewer hours at my nursing job and more hours on our business. I was able to transition my mindset and not only clearly see the benefits of us working together for the life we were creating, but also the direct impact it had on the ability to be there more for our kids and family.

The flexibility we had because we worked for ourselves, the ease of going on a school field trip, staying home with a sick kid, visiting our family and kids in Florida or planning a vacation around nothing more than our business schedule made it all worth it.

I am so thankful that I could convert my “work hard for someone else as an employee” mentality to an entrepreneur mindset.

We truly do work well together, and our journey and vision has always been forward thinking, never looking backward.” - Cathy Taylor

