

Press Release

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MARRIED TO YOUR BUSINESS PARTNER? **HOT NEW BOOK GIVES THESE COUPLES THE SECRET TO SUCCESS**

“Couplepreneurs: Prosperity Through Partnership” now available

Blairstown, N.J. — Have the boundaries between your boardroom and your bedroom started to blur? If so welcome to the world of Couplepreneurs: a term defined as any two persons living together in a committed relationship who also run a business together. With the small business sector continuing to grow at rocket speed, and the largest segment of these businesses being owned by couples, Business Coach Jean Charles of JustRight Coaching, LLC announces the availability of her new book, *Couplepreneurs™: Prosperity Through Partnership*.

“People are always looking for the secret to success, but if you are in business with your life partner, getting on the right track can be even more important because there is so much more at stake,” says Charles, who has more than 20 years of personal experience as a Couplepreneur.

Charles wrote this book in order to help couples who are considering going into business together and those who have been in business together for a while but need some coaching. After interviewing dozens of Couplepreneurs to learn what made their businesses and relationships thrive and what obstacles they had to overcome, she compiled this self-help guide, which tells various success stories while taking Couplepreneurs on a journey of self-evaluation and strategic business planning.

The book discusses basic elements that are relevant from the moment you start a business together — even as fundamental as who should and who should not be entering into a joint venture together. Other topics the book touches upon include the impact on the family, equality in both the business and in the relationship, the need for a common

vision, the necessity for defined roles, and the importance of clarity and communication. Each chapter concludes with a series of questions that help couples identify key issues and evaluate themselves.

“This book dispels the myth that couples should not be in business together,” Charles explains. “While many people fear that working with a loved one can cause problems, working together can actually strengthen your personal relationship and lay a solid foundation for a very successful business.”

The book helps committed couples unleash their “couple power” in order to create a successful business together and reap great rewards for themselves, their customers, and their family. Charles explains that if couples always appreciate each other and the opportunities they have been given, they will be able to create something much bigger and better than either individual could have alone. And then people won’t have to say: “If only we had tried...”

Couplepreneurs: Prosperity Through Partnership is available in paperback online at Amazon.com, BN.com and Wheatmark.com. You can also obtain a copy through Charles’ Web site www.couplepreneursbook.com.

About Jean Charles

Jean Charles of JustRight Coaching, LLC coaches entrepreneurs and is a Couplepreneur herself for more than 20 years, during which she has owned and operated many businesses in joint partnership with her husband. Charles’ professional background includes a master’s degree in behavioral sciences and 20 year’s experience as a licensed health practitioner and small business owner. She has successfully built several small businesses individually and with partners, the largest of which was a multi-clinic rehabilitation company that was acquired by a national corporation five years ago. After graduating from CoachU, she founded JustRight Consulting & Coaching, LLC to assist other small business owners and professionals to reach their goals. For further information about JustRight Coaching, visit the Web site at www.justrightcoach.com