

Dynamics of Being Married to an Entrepreneur -
Ashley Pearson: Ep #399



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Welcome to the Dentist Freedom Blueprint, a podcast about freedom—freedom from expectations of society and the traditional path to success that has been ingrained in us from our early years, I'm joined by mavericks, renegades, and non-conformers to discuss an anti-traditional path to financial freedom, freedom of time, relationships, health, and ultimately freedom of purpose. My name is Dr. David Phelps. Let's get started.

David Phelps: Good day, everyone. This is Dr. David Phelps of the Freedom Founders Mastermind Community, and the Dentist Freedom Blueprint Podcast. Today, I'm really excited to have somebody who I have been wanting to have on our podcast for some time.

And she is actually the spouse, the CFO, the person who keeps everything lit up at home and in place, but also, intervenes in the business or interacts in the business, I should say with her husband, Caleb.

So, I have today with us, Ashley Pearson. Ashley, great to have you with us.

Ashley Pearson: Thank you for having me.

David Phelps: I'll give you a little bit of background on Ashley, and then I'll tell you why she's here. And I think you're really going to enjoy this conversation we're going to have. In fact, I'm going to have to be a little more open and vulnerable than maybe I usually am here, but I promise to do that.

So, Ashley, she's the 40-year-old mama of two. She's married to an amazing entrepreneur, and I know her husband well,

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Caleb Pearson. We'll share a little bit where our mutual interests are there.

Ashley works as the CFO, the Chief Financial Officer for their companies. They have a real estate retail team, a fix and flip wholesale company, and a multi-family rental team.

Ashley's an accountant by trade and she is enjoying all the benefits of no longer being in corporate America, but learning to balance being the better half to this amazing entrepreneur, her husband, Caleb.

So, we met through our mutual mastermind group, the Collective Genius, which is high caliber real estate entrepreneurs, business owners from all over the country, in different asset classes and different types of styles of companies just as we mentioned here.

And your husband, Caleb, the typical entrepreneur and visionary, that's who he is and always been. You're right there, been with him. And your background, you are no wallflower. You've got significant degrees, corporate America, CFO, accounting — you bring that side. That's such an important side to any business and you just happen to be married to this great entrepreneur.

So, you started working more in the business, and then Caleb found this Collective Genius thing about five or six years ago, which we've been a part of. And off he goes four times a year to this mastermind, which you had not seen yet. You had not seen the inside of it, you had no idea what it was, and just let's take it from there.

As the spouse who loves her husband and loves all the characteristics that he brings that actually was attractive to you,

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which we could name all those off. No problem, no problem naming those off.

But what about this entrepreneur husband going off to these meetings and doing what the heck, you have no idea why this is so important.

Ashley Pearson: Yeah, honestly, when he would take off, it was four times a year. Even one time a year, I just remember leading up to it, I would be super anxious and I would worry because I just didn't know what he was doing.

I was at home holding down the fort, like you said. And also, a part of the business, which is not normally a normal thing for the wife. So, even, I guess to say that I was part of the business and should have more of an appreciation, I still didn't have a proper appreciation for what he was going away to do at these meetings until I went to my very first one. And it changed our relationship for sure.

David Phelps: So, what did you see? You expected to see one thing, I'm assuming.

Ashley Pearson: Yes.

David Phelps: You had some preconception of what you're going to go and you weren't probably looking forward to it. But okay, being supportive of Caleb and he's wanted you to come.

And so, "Okay, I'll go," kind of maybe not exactly dragging your feet but, "Okay, I'm going to go one time just so you don't keep asking me." That's kind of probably how you felt.

Ashley Pearson: Yes, exactly.

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David Phelps: So, you get there. And so, what was the first thing that changed your feeling, your perception of what this was all about?

Ashley Pearson: So, honestly, one of the very first things is I was able to put names with faces, which was incredible because I've heard my husband talk to all these people. And I said before, it changes everything once you've met a person and you know who your husband's on the phone with. You're a lot less upset when the phone rings, and it's a good buddy that you got to meet face-to-face, and you know that it's a business call and they're there to help each other.

Anyway, so first thing I did is I got to put names with faces. Second thing I saw was just a group of like-minded people to my husband. I had never met someone like my husband until I met my husband. And I realized, I was like, "Oh my gosh, everyone in this room is so similar."

All entrepreneurs, all just in my opinion, like I've said before a gift from God, like just have this incredible gift that I've just always looked at and valued. And I realized, "Wow, what he's doing is he's surrounding himself with people that have this incredible gift. It's not at all what I thought."

And they're all here learning and teaching each other. It's such a beautiful and wonderful thing that you guys do. And it's like you're trying to do better for your families.

I felt an immediate sense of guilt because I would get so angry the week up before I would be stressed out and dreading him going. And now I'm like, "Go have a great time." I appreciate it. I have an insane appreciation for it.

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David Phelps: Obviously, you and Caleb, members of CG, when was the first time that you came?

Ashley Pearson: I think probably five years ago.

David Phelps: And then how long have you been members? Did you come to the first meeting or did-

Ashley Pearson: No, no, no. I think he had been a member for about a year or a year and a half.

David Phelps: Wow.

Ashley Pearson: Yeah. And then I just, literally I was like, "It's four times a year. Like this is ridiculous. Like come on." Gosh, I gave him a hard time.

And then I started working with him and I gained more knowledge in that first CG. It was like drinking from a fire hose. I was like, "Wait ...". And I remember just being so overwhelmed.

And so, it was just a life changing moment I think for us and for our relationship, just to get to be there, see it and realize, "Wow, this is actually a beautiful thing. And these guys are really, and truly trying. There's no bad intention in this room."

And it's such a misconception, because I truly thought he was going away just go play and stay out drinking and-

David Phelps: Yeah, to get away from the family.

Ashley Pearson: Yeah, I'm like, "Oh, I wish I could go do that. Like sounds great to me too." No, now I'm like, "No, you go, I got it. I'll hold down the fort happily."

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David Phelps: So, when you first came a year or year and a half into the membership after Caleb had been going for several meetings, who initiated that? Just curious, how did that-

Ashley Pearson: I think it was him. I feel like he was like, "Ash, come on, come with me. I want you to go see what it is ... and I think you'll learn a lot." Because I think we were just starting to buy our first rentals.

And so, I was transitioning over to his company and he was like, "I know you appreciate like self-development and growth." And I do, I have a true appreciation with that from my past career.

And I was like, "Okay, I'm willing to give anything a shot one time." And buddy, it was the best. And I'll be honest, when we were building our business, it was a gift because I did learn. I learned so much. I never understood how energized it makes you and how excited it makes you to come home.

It's like you do start to get in a rut with what you guys do. It's so overwhelming. It's so much, and I think it just re-energizes you, gives you a new life to be around like-minded people. And I just didn't understand that.

The hardest part or the most mind-boggling was like the tenacity. So, the room, it's work. It's a hard day. It's going in there and spending hours, hours listening to these presentations, learning from people, talking to these people. It's not easy and it's not fun if I'm being completely honest.

It might be fun for you guys, but for me, it was just not fun. Do I love the people? Yes. And did I learn? Absolutely, but I started to realize that man, this is grueling. Like I want to be at the pool.

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I always thought he was in Florida and he was at the pool or he was playing basketball or he was playing golf. Like this isn't golf and this isn't the pool. This is a 12-hour day learning. So, I answered several ways there, but-

David Phelps: No, that's really good. Actually, I'm definitely going to get to more of the woman's perspective.

But before I jump there, I do want to gain how you see again, your husband, Caleb, the entrepreneur, and then knowing that he's kind of a rare bird. These entrepreneurs at CG, your husband Caleb, rare birds.

And is it fair for me to say that it's hard for people like us that are very visionary and just kind of out there in the way we think and communicate — you talked about like-minded kindred spirits at CG. How important is that from your standpoint for your husband to have that kind of community where he can go and be around people that really get him?

Because let's face it, other than you and my wife trying to get us, which is hard enough, the rest of the world doesn't really get us too well. And so, is it fair for me to say that it's a little bit lonely out there?

Ashley Pearson: Oh, I think it is. I think that's an understatement. I think you guys are such a rare breed. It's such a neat, amazing quality and I don't know. I have such a mad appreciation for it just from never seeing it until I was a little bit older and recognizing it.

And I think when you guys get together, it is so awesome to watch my husband be able to relate to people that he can't relate to on a daily basis.

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Luckily, one of the guys from CG lives in our hometown. And so, even happy hour or seeing him and his wife, just that conversation, that one-on-one is so incredible to watch because you guys need it. You need it for energy. You need it for, yeah, so, you don't feel alone out there.

Like I love watching him say, "We've got this problem and we had this personnel problem and what would you do?" And one of the 10 men going, "Oh man, I went through the same thing, let's talk about it."

And just watching the way you guys' minds work, versus the way my mind would've worked as an HR or administrative person, you all are on such a different level than that.

No offense to anyone in the lower level, but where you're at, it's such a lonely position. And yes, to have people to relate to and talk to that understand you, I truly think it's invaluable.

David Phelps: So, now that you've been to not just one, but a number of CG meetings, you don't feel compelled to need to come to everyone. In fact, it's probably not even practical because of your businesses, your family.

But now that you've been to several, you know what goes on there; now, when Caleb goes, even though you miss him and your family misses him, but you know in the bigger picture, it's a good thing.

Ashley Pearson: Absolutely. So, I think if I didn't have any part of the business, I would really never go, no offense to CG. But I will say that I don't fill a place in the room in the sense that I'm not like-minded, I am very different-minded.

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And so, do I have an appreciation gratitude for it? Absolutely. But I would probably not ever go again, if I wasn't in the business.

Do I go? Yes. When I'm going through a challenge or we're facing something in the business or some kind of change, I'm like, "Absolutely, I need to go. I need to be re-energized." Because it does re-energize even me as not an entrepreneur, but as a part of the business.

David Phelps: I didn't say this, but I want to give you accolades. As you mentioned, at every Collective Genius meeting, there are short presentations that are given. We are asked as members to not show up and just take from the room, we like to get wisdom and from the room and perspective on challenges and opportunities.

But we're also supposed to bring something that we've learned. Something that's worked in our business or our mindset, or could be personal life. But sharing is a big part of what we do. So, we give talks, they're short, they're kept to about 20/25 minutes. So, they have to be very pointed and very focused.

And at the last meeting, you gave the talk on behalf of you and Caleb. You stood up there and gave the talk and you spoke about being married to an entrepreneur. Why we're having this discussion today is because it is so familiar to me, it's the same situation that we deal with in our Freedom Founders Community, is we typically have not always, but the majority of the members, the male, the man is the business owner. We have some awesome female business owners, so not taking away at all.

But quite often, it's the male who says to his wife, "Hey, I've heard about this group and there's something there, I just think we got to go check it out. That's all." And again, with reticence,

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many times, it's like, "Okay, but we are not going to sign up or do anything here because I'm just going to support you and I'll go one time and that's it."

And then it's like, okay, just like you said, now, I'm here, I'm seeing who these people are, which is really a woman's intuition. I rely on my wife Candice so many times, I need the radar. I need the radar.

As a man, we'll walk in the room and we're looking just for all the positive things and we'll bypass all the things that you all ... your eyes are reading nonverbal messages, and we just are blind to that stuff.

And so, that's why I tell our perspective guests, our members who come to Freedom Founders, I say, "You really owe it to your marriage, your marriage partnership, even if your wife, she trusts you, but she didn't care a thing about ... she want to invest in as long as you're good for the family."

But I said, "You know what, she's never going to know what you're doing or where you're going unless she comes one time to see with her own eyes, ears, and intuition, what's here." Then I said, "If she didn't ever want to come back again, that's cool."

Ashley Pearson: She won't.

David Phelps: And she probably won't.

Ashley Pearson: No offense to you, David. She won't want to come back. But she will sure be happy to send you off on your way, be appreciative of what you're doing there, and have a totally different perspective on everything.

David Phelps: Yeah, I'm going to reflect back on some things that you said that really hit home with me. And this is where I'm going to

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be vulnerable because boy, just like all of us, I'm learning and trying to get better and understanding the real God-given differences between men and women.

And we spoke a little bit about those at a high level. But one of the things that you spoke so well about that I've heard, I've read, it's still hard for a man to grasp this, but I'm really working on it, and I appreciate so much how you said it; but you talked about the insecurities that a woman can often feel.

And as men and particularly like Caleb and others that we know, we're out there just slaying dragons every day. And that's just what we do. And when we face a challenge or something, or something's not going right during the day at the business or some deal ... there's always things falling off, always. That's just the life of an entrepreneur. I'll bring that home to Candice.

And I'll come in and I'll say, "Oh, such and so and so did this today, or this didn't happen and I'm a little miffed," but for me, it's just like another day. And then I'm on to the next.

But as soon as I come home and lay that on and she's like, "Oh, what do you mean?" She's thinking like the sky is falling. And it's like I'm thinking, "No, not at all." And I have to go back to her later and she's like, "Well, why do you tell me that stuff?"

Ashley Pearson: That's a catch-22.

David Phelps: So, it's like, "Honey, how was your day?" Well, instead of talking about the wins — because the wins for us are like we've already been thinking about the wins, the things that work out well.

We've been thinking and dreaming about that and pushing for that for a long time. So, when we hit them, it's like, "Ah, no big

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deal. We've been planning for that." So, we don't talk about that.

Ashley Pearson: You knew that was going to happen.

David Phelps: Oh, come on, "We knew that we were going to get that." It's like with the stuff that doesn't happen, it's what we bring home, I'll come back later and go, "What's wrong? Did I say something wrong?" I was like, I said, "I wasn't mad at you, I needed someone to talk to, you were there." So, mind describing it in your life a little bit?

Ashley Pearson: Yeah, no, I think that's completely common. And I think that as the wife, we don't understand what you guys are going through every day.

I think being a part of this Mastermind and getting to meet some of the similar people, it made me have more of an understanding that, oh my gosh, it's not just my husband that functions exactly the way you just spoke of functioning, slaying dragons every day, always expecting the best. Gosh knows, I feel like I'm an optimist, but God, you guys are crazy. It's incredible.

I use the example of the market crashing. Like we're sitting at home, we have no idea what's happening in your business, other than honestly what you just said. The only things I ever hear about are the negatives. And I hate that and I hate that that's a thing.

But I think it's because like you said, you guys are always looking in a positive direction and when something negative happens, you want us to be there as a shoulder to lean on.

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And that's where I push you and challenge you, and Caleb to share the positives with us as well, because we don't know that you've prepared for the future. We don't know.

It's simple, it's in your head, you know it. It's miscommunication. I don't want to say miscommunication. Maybe that's not the word. It's just a lack of putting out there what's in your head already because it gives us so much security knowing that.

I also use example like Caleb early on in our marriage, I really had a hard time going through like him coming home and just telling me the bad things about his day. Any deal that he took under his belt, I would stress out about, like stress to a whole nother level.

And he's like, "What is your problem?" Because I didn't have the understanding. I didn't know in my head it was going to be okay. I didn't have this magic that you guys have, this potion.

David Phelps: Your mind doesn't work the same as ours. And thank goodness, that's why God made us differently. But we feel strong and we're not taken down by the things that don't work out. We just have to express them and get them off our chest. That's all we want to do, because we're already figuring out how to solve.

And what we do is we come in and we just dump our stuff right there, knowing we're very, very capable of coming back and thinking back up and going, we just dump it.

And then we walk off because our little mind just goes from this, to this, to this, this, this, and women tend to, just everything's blended together. And it's like we compartmentalize and you all typically don't. I'm speaking like I know something here, but it's just-

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Ashley Pearson: No, you do. You've got it nailed. It's just a matter of doing it. But so, I think I realize where I was going with it is, yeah so, I think that having that security in the conversations, just a little more communication on the positives.

And also, just stability in the ... like Caleb and I, we went and saw a financial advisor and this person was so much more like me, not an entrepreneur. I was like, "Yes, cut him in his knees. Like tell him." I was like, "Tell him that he's being crazy."

And the guy was like, "No," he said, "He's not crazy. He's clearly got a gift here. Like come on." He's like, "But I think what your wife is looking for is she's looking to know that there's this certain amount of security in her life, whether that be kids' college funds, whether that be; if the market does crash, where is that going to take us tomorrow? What does that mean for our future?"

Because as a mother, it's in our nature to want to make sure and be secure for the future. And we depend solely on you guys for that, which is a terrible thing. But it's the truth, if I'm being honest.

We look to you, ultimately, like if I was still in corporate America and I lost my job, I'd turn my head and looked to Caleb. I hate to say that, because it doesn't sound right, but it's just true. It's an expectation. We want y'all to take care of us and we need to know that we're taken care of.

So, I think putting things in place like that, where I see a monthly statement, it comes to my email. I know what money's being put away. I also am the CFO. So, I literally know what's in every account, so I shouldn't worry, but it's just in my nature. And I think it offers some security that it's just incredible.

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David Phelps: Well, I don't feel like we're cavalier about our abilities. We've all had setbacks. We will continue to have setbacks. It's just like if you're a wrestler, and get taken down on the mat and you're pinned one day, okay, didn't feel good. But we know we're getting back up. If God allows, we're going to get back up to fight another day. That's just in our nature.

What you, as a female would like to know, is there a moat, a protection around some aspect of our life? And that can be through, as you said, college funds, certain assets, certain accounts that are just segregated off. Do we have an estate plan? So, if something did happen, where's the insurance and what's the plan there?

As entrepreneurs, again, this is not good, we tend to think that we'll always get up and fight another day. And unfortunately, we know plenty of situations where that wasn't in the plan, nothing that we did wrong. It was just the day came and we know plenty of stories. We think it's never going to be us, but-

Ashley Pearson: Absolutely.

David Phelps: But we tend to procrastinate that because why? We always want to be on the forefront of building the business, creating the next deal. And we'll get to that later.

What you're saying to us very, very well, and I'm really taking this in, I took it in when you spoke about it a month or so ago when you did your talk; is that it's really on us, if we want to do our job as the head of household and do it well, then we need to get in your corner and say, "Okay, you're right. Let's build together."

Whether we do that with financial help, someone else, which I think is always good — help us because maybe it's not my

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forte, but help us start building something that provides that security for you.

Then you can say, "Ah, okay, I'm okay." And now "Go, Caleb, go do your thing." But this is always the safe zone. We've got these things built, these constructs, these wills, these trusts, all these plans are in place. It's a contingency plan so that there's always this safety net that will never bounce below.

Ashley Pearson: That is honestly ... and like you mentioned the estate attorney, that's another thing. Like just buckling those two things down, it gave me a security that allowed me to be able to encourage him more in what he did with his next entrepreneurial feat, his next big challenge.

But I also was terrified and I still am every day. I don't know how this will come across, but one of my biggest fears in life is losing him, and not for financial reasons because he is my very best friend, but I'm also like what would I do?

All these people and all these businesses are dependent on us for an income. I don't even know where I would begin. And I think just setting things in place, that there's just a plan so that your wife has some kind of security in that, because honestly, I'm a lot more likely to let Caleb go down a double black diamond.

Not because I don't want to lose my best friend and I know it's up to God, but I also am so worried about how I would carry on what he's built and what you guys do and what that would mean for our children.

So, I think we just need some security and understanding, and I know that it seems like we don't want to hear about your bad

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days or your bad things, but we do. We want to hear a little bit about a lot and we want to know that we're secure. It's a need.

David Phelps: Last thing I want to hit on today, and again, this is an area that I am often negligent and I'm trying to work on it. But again, it just goes against our nature. We feel like as long as we are good men, ethical men, working hard, the good characteristics, but we feel like if we exhibited our good qualities and we've said at least one time somewhere, "Honey, I love you," that that should step.

And what I am learning is that's not the case, that we need to state over and over again, certain aspects of what we find that we love about our spouses, our wives. We can't say those things enough.

And I don't mean just spinning them off, like you just memorize. I mean, being intentional about doing it, even to the point where we're thinking, "God, I just said that yesterday."

Ashley Pearson: Yes, it's not natural.

David Phelps: So, just confirm what I'm saying, but put it in your words; how can we as men do that in an authentic way that we know we're sowing into you.

Ashley Pearson: Like you said, I think it's natural for us as mothers, as women to tell you that, to say that, to express that. For you guys, it's not natural.

You can tell us you love us one day and the next day, if you don't say it again, we're going to question everything on the planet and we're going to think you don't love us anymore.

I'm not speaking for all women, but I know I've had this conversation with so many women. And I know it's such a

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commonality between women in general, but specifically, women that are with men that are entrepreneurs that are in these industries. They're dominant and we are just super insecure and we need to hear every day that you care for us.

And when you're at these events and you're doing these things and you're gone 12 hours or you're gone 14 hours and we haven't heard from you and you've ignored our texts and our phone calls, is what we think. We have no idea what you've really been doing — we just need some reassurance.

And my advice to that would just be, make intentional time. So, Caleb, this is going to sound so sad, but he will make comments to me like, “Your life is so terrible.” And I'm like, “I'm not saying my life is terrible, but I am married to a squirrel.”

Like I cannot nail you down to save my life. And he looks at it as he's sitting on the couch while I'm sitting on the couch, and he's on his phone working and I'm doing whatever I'm doing, he looks at that as we just spent so much time together. And I'm sitting there like, I had no one-on-one conversation with him, I had no like intimacy with him.

So, we do a specific, and I am planning it for tomorrow because we have not done it in the last couple weeks and I can feel it. But we do ... I know 45 minutes is such a silly amount of time, but I take his phone, his computer, he takes my phone, my computer, and we literally sit down to dinner and we just have an awesome conversation.

And what I think is such a misconception with you guys, and what you don't realize is when you're looking at your phone, when you're working 24/7, when you're doing these things, we are honestly sitting here, we're questioning everything when all

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you're doing is to provide for us, what you think is showing us your love.

Honestly, we need that one-on-one, whether it's that 45 minutes of just reassurance or just that you love us, touch base on where you are in life. Like we just need that connection with you guys so desperately.

I will say I've been married before and I wasn't married to an entrepreneur before, this wasn't a challenge. So, this was new territory for me. And I had to like sit Caleb down and have a serious talk and he was mind-blown.

Like, "What do you need? I give us all this free time. I provide for our family so well." And I'm like, "Absolutely, but all I want is you. All I really want is you." And just to have you guys, your presence, to know that we are still your one and only, and we're in this together, it's just something we need.

David Phelps: Oftentimes, we tend to want to withdraw — not withdraw from you, but I know if I've had a busy day or I've been gone somewhere or just a lot going on, we talk about the man's cave, wherever that might be. So, we like to go to our cave. That could be a special room or just whatever because we want our downtime, right?

Ashley Pearson: Yeah.

David Phelps: And I think we're not constantly trying to withdraw typically from our wife or our family, we just need some downtime. Everybody does, everybody needs it. You need it as much as anybody.

But I think we have to be cognizant of the fact that when we are doing that, even though we're not consciously trying to

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withdraw, we're not mad. I may just come in and not say a lot. I may just go to my office or something to take care of something. And then my wife Candice will later say, "Are we good?"

Ashley Pearson: Oh, I know that feeling.

David Phelps: I'm thinking, "What? Are we ..." My initial reaction is, "Of course, we're good. What are you talking about?"

Ashley Pearson: What are you even talking about.

David Phelps: Yeah. And so, here I am. I don't want to tell you how old I am, but I'm still figuring this stuff out, oh my gosh.

Ashley Pearson: I don't doubt that. And I love and appreciate that you're honest about that. Like I spoke to a room of older men and I was afraid that this wasn't going to resonate, but clearly it did.

And I just think I am telling you, and Caleb, he can be working so hard and be so excited about something. And if he doesn't give me that little bit of acknowledgement, I'm asking that — and I remember it's been a few years, but I used to ask, "Do you still love me?"

And he was like, "That question, where does that even come from? It infuriates me." And I'm like, "I'm just checking. I don't know." And I know there's like *The Love Languages* books. There's all these books, I've read them all.

But he says, I'm all five love languages. So, that's a little hard. I think finding out how your wife feels loved is really important too, because I think just doing whatever ... however she receives love, showing that to her, it really makes a difference because you guys are, you're truly — we are so, so, so fortunate to have you.

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And the saddest thing for me is watching couples that Caleb and I have been friends with through this group, and watching them divorce or split up because of a misunderstanding when I know these two people love each other. But it's just, you guys are a different bird. As somebody that's been married twice, wow, what a gift you are and what a beautiful thing it is.

And God has truly, truly blessed you all and us. But to understand that and really to know that we appreciate that and we do love you, but I think we'd appreciate it more if we get to sit in on the rooms and do the things that you all do, because we forget, it's easy for us to forget.

But you guys are awesome and we do appreciate you, but we just need you all to show us a little love.

David Phelps: Yeah, exactly. That's why I wanted to have this conversation. Last thing, you did mention a book, which I have picked up and I think it's good to have for the resources. It's the book, there's one for men and one for women.

It's actually for men only, and there's a book for women only. And I think you've found that probably reading both of those books for each of us is probably a smart thing, which opens the door for some of these conversations that we don't even know that we're not having.

Ashley Pearson: In the book, I think it suggests (in like the forward) that you read each other's book as well. And so, I would pick the book up, that he would read and I would look through it and I would see he would literally circle and star and be like, oh my gosh, like-

David Phelps: There you go.

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Ashley Pearson: There's the commonalities between women in general, the way God created us, we are very different. And I think that book is a tremendous ... just it helps you understand each other a little more and it's very simple, very easy read, and just get in our little brains a little bit, because we're crazy.

David Phelps: Well, you're all crazy. That's why we love you.

Ashley Pearson: My dad says all women are crazy, it's just about finding the one that you can deal with the best.

David Phelps: There you go. Well said. Well, Ashley Pearson, such a pleasure. Thank you for providing your insights.

Ashley Pearson: Thank you, David.

David Phelps: You are a gift and I appreciate what you did at Collective Genius. And thank you for doing this, so my listeners can also have the potential benefit and maybe listen to this with their spouse.

Because I think again, we all want to learn. We all care and we're just trying to do it better. And there's no reason why we can't continue to grow in our marriages just like we want to grow our businesses.

Ashley Pearson: Absolutely. Just put a little bit of what you all put into your businesses into us and we'll appreciate the heck out of it. It'll go a mile.

David Phelps: Perfect. Thanks, Ashley.

Ashley Pearson: Thank you, David

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