

---

Episode #2 Transcript

## **Business, a love story.**

Ron and Lisa Beres share how to find balance and lifelong joy in your work.

---

Hello friends, today we are going to talk about boundaries and focus - the essential ingredients for creating balance in our life. And even though this is a business podcast, I want to really emphasize the importance of viewing your business, and all the ways you choose to spend your energy in your business, as a part of your lifestyle. Not the other way around.

Now, if that seems obvious to you, you're probably a seasoned entrepreneur who learned this the hard way, like I did, or you grew up in a country that does a way better job with work-life balance than we do in the U.S.

It took me a long time to really understand that concept. In fact, this is an area where I've grown so much in my 10 years as an entrepreneur, but I find that I fall back really easily into habits that are not balanced...so this is something that I have to stay really mindful of.

I have always been a fantastic compartmentalizer, so I tend to get tunnel vision, especially when I'm working on something really compelling. I also tend to be a perfectionist, and I grew up in a household that valued work ethic and productivity very highly.

So I like to visualize how I spend my energy as a pie chart. And before I really understood that my business was an aspect of my life and not a compartment to itself, I imagined my pie chart with work and life as the categories.

Which meant that my health (both mental and physical), relationships, personal development and finances all fell inside the life part of the chart.

So you would expect to see a pretty significant part of that chart dedicated to life, right? But of course not. If you were to look at how I was spending my energy 10 and 20 years ago, it was about 90% work and 10% life.

And the crazy thing was that it seemed OK to me then. Because working was what made me feel valuable and I enjoyed my work, so I felt like a lot of my needs were being met. And, there was this part of me that had the retirement mentality, you know, where people fantasize about how great their life will be after they retire. That was me, I kind of always felt like the life part of my life could come later.

Now, you probably already know where I'm going with this. It's basically a bullet train to burn-out. Which is exactly what happened, and had some major repercussions. I'll definitely talk more about burn-out in future episodes; primarily I'll talk about how to avoid and recover from it.

But for now, this is what I want to share. The major reason that you need to take a holistic view of your life, and see your business as part of that, is that the health of your business and what you are able to create is directly related to the state of all of these other areas of your life. It wasn't until I understood that, that I was able to really start getting what I truly wanted from my business.

So let me ask you, how does your pie chart look right now? What are you making a priority and how do those priorities line up with the things that matter to you?

My guests today are Ron and Lisa Beres, they are husband and wife business partners known as **The Healthy Home Dream Team**. Ron and Lisa share a part of their journey when they came to a similar realization as the one I had; *If we are sacrificing important pieces of our life for our work then we are doing it all wrong.*

Before I created my company Spark Collaborative, my husband and I ran a business together for several years. So I can absolutely relate to the personal struggle and wake up call that helped them get truly aligned with their purpose so that their marriage and business became part of their truly meaningful life.

They share some amazing tips for getting focused and creating boundaries. Let's talk with them.

---

**Linsi:** Hi, guys!

**Ron:** Hi, Linsi.

**Lisa:** Hi, thanks for having us.

**Ron:** Yes.

**Linsi:** Thank you for coming and meeting with me. So I have known you for a long time now, and I've loved seeing your brand and your business evolve over time. That has been so fun to

watch. But also, your passion for this and your commitment to the work that you do is really impressive. Especially as a person who kind of tends to get bored with things quickly. You have just been getting better and better over the years. So I'm super excited to talk with you.

**Lisa:** Thank you. That means a lot. We really value you. Obviously, you've been a big part of not just our friend, but part of our team, too, in some ways.

**Ron:** For eight years. Yes, we have a lot more work to do, Linsi. Thanks so much.

**Lisa:** Yeah.

**Linsi:** Awesome, so I know what you do, but tell our viewers about the Healthy Home Dream Team.

**Lisa:** Okay! Well, hi, everyone. As Linsi said, I'm Lisa Beres.

**Ron:** And I'm Ron Beres.

**Lisa:** And we are Healthy Home Authorities; we're published authors, and we are TV media experts. And we teach busy women simple, step-by-step solutions to improve their health. And how this germinated was my own personal experience of deciding to help other people eliminate toxic chemicals from their home and their life, is I moved into a newly-remodeled home, and I was exposed to a host of chemicals, of gas, and BOCs, and cancer-causing chemicals. I went to over a dozen doctors, who couldn't help me.

And I started researching, and I discovered that we are literally living and breathing in toxic breweries. Our homes are loaded with chemicals, everything from our carpet, furniture, paint, electromagnetic radiation in your cleaning products, your personal care products, everything. And that's, we take 25,000 breaths a day, we're inhaling all of these chemicals. So it wasn't until I cleaned up my home that my health completely returned, and we started our great path, and that is where we are today.

**Ron:** Yeah, and actually, after Lisa suffered this toxic exposure from her newly-remodeled home, that embarked our green journey. So we actually founded a retail business called [inaudible 00:02:20], which had multiple healthy home solutions, and we managed that for about six years. But we realized through that experience that, really, the consumer required education. Right. They needed to be educated as to why this was so important.

And in fact, the thing is though, knowledge just isn't power. It's the implementation of knowledge that really creates the catalyst for making the change. And so, we had to get out there and really promote this in a big way. And that's what we did. And so then we went and created ronandlisa.com, so we have 500 different articles you could read on healthy living. And we also have amazing giveaways, too.

**Lisa:** Oh, yeah.

**Linsi:** So fun, yes. And I just need to throw in, that you guys are, not only are you truly the experts, you know so much stuff. But the brand that you have, your personalities just really shine, each of you. And then the dynamic that you have together, you just do such a great job sharing that information in a way that gets people excited, and out and ready to implement. So I just-

**Ron:** Oh, thanks, Linsi. Appreciate you saying that.

**Lisa:** That's so nice. Yeah, we are passionate. This is why we're here.

**Linsi:** Exactly. Well, that helps because, yes, when you have a company for a very long period of time, you go through all of these evolutions. So I'm really curious, what has been the hardest part of this journey, and how has that impacted where you are right now?

**Ron:** The hardest part of the journey, literally, we were two full-time employees. So we had security, we had benefits and stability. And we created this national brand, while at the same time, we had to feed ourselves, put a roof over our head.

**Lisa:** Sleep.

**Ron:** And really, back then, this was in 2005, there weren't a lot of online resources. This was before Linsi, right, before...well, you were there. But not with us yet, right-

**Lisa:** Yeah, before all the experts.

**Ron:** Before the experts, and you couldn't find it online, so it was really trial by fire.

**Lisa:** Yeah.

**Ron:** That was probably the hardest part.

**Lisa:** And our passions, certainly, were the fuel that got us to launch entrepreneurship, leave corporate America and do this. However, our passions also got in the way sometimes. Because when we started, I was so excited, and so was Ron. We didn't want to say "no" to anything. So I'd say one of the hardest part of the journey was understanding barriers, and borders, and knowing when to say no. So we didn't want to miss opportunities and things that came to us.

We got a lot of exposure early on, and we wanted to sort of ride that wave. Well, that got us into a little trouble because we really didn't stick to a plan, our big picture vision. We were just really in a reacting mode, and saying, "Yes," and lost sight of work-life balance. So our marriage was suffering. Our breakfast, lunches, and dinner conversations literally sounded like a-

**Ron:** It was a board meeting, it was. It was ... Sometimes there were fights at the board meeting.

**Lisa:** Oh, yes. Food fights.

**Ron:** I never won, I never won.

**Lisa:** Yeah, so really. We went on a cruise once, and well, at that time, to get away. And we were, spent a lot of the cruise time in the business center. And so, we can't get that time back. But what we have learned is to set barriers and have a work-life balance, and make sure that everything has its place; friends, family, your fitness, your health, and your work. It's not all just about your work.

**Linsi:** I love it, you guys. That is, that's so huge. Especially when, because you are husband and wife, and not everybody has that experience. But having your own boundaries either way, and knowing when to set the business aside. I mean, gosh, I would say, people probably don't learn that. You don't learn it easy. Yeah, a lot of people don't ever learn it.

**Lisa:** Yeah, we learned it the hard way.

**Linsi:** Yes, exactly.

**Ron:** Well, I think part of it, too, was, I think what really helped us later, because we realized our talents, right. So typically, things would always start off a little prickly before they get really better, right. But we realized, she's a perfectionist, and I'm more-

**Lisa:** And so I was like, "I don't want to put something out there until it's perfect." So I had that personality where, "Oh, it's not good enough. It's not good enough. I can't write that book. I can't put that article out there." And so it held me back, and then Ron is the exact opposite.

**Ron:** I am. I had a tendency, I was a little fearless, that I would just jump into something. But I would not be ready, I wouldn't be ready at the granular level. So it literally was, we needed to come together, and weren't on the same page. That's such a powerful expression in its own-

**Lisa:** We needed learn how to work together, and like utilize our talents, and use that synergy. So each person was using their talent to sort of help each other, rather than clashing.

**Linsi:** Wow, so when do you feel like that really started to come together and work for you guys?

**Lisa:** There was a part of our business where things just felt like they were spiraling. It was kind of bigger than us. And I think we started to pull back and say, "You know what? We started this because we love what we're doing, and we love each other, and if this is messing up our personal life, we got to pull back."

And so we started creating space and actually taking better care of ourselves. Because if you have a business and you're not taking good care of yourself, you're not in balance, and your business probably isn't going to thrive.

Because we're all about energy, and believe in energy, and healthy mind, healthy body, healthy work, right. That all has to be in synergy. And so I think that was also part of it, too. Once we started taking better care of ourselves, we started feeling better, really learning to say "no". Understanding when, "Hey, I get that opportunity, but it's not for me right now."

**Linsi:** That's a huge thing, learning to say "no".

**Lisa:** I know.

**Linsi:** I'm really curious. In the taking better care of yourselves, was one of you more of the leader of that?

**Lisa:** I think we both, I think we both got out of health together, and we got back into health together. We were really just, we were always workout people, and we just like stopped working out. Everything was business, business. "I got this project due. I have this deadline. Oh, that can wait. That can wait." And then, you're kind of in denial. We noticed we put on a little weight because we do a lot of TV, we'd notice it on camera. So we're like, "Wait, I think something's ... I'm not balanced."

# SPARK+VICTORY

**Ron:** It was weird. You'd feel guilty sometimes working out. Like, "Oh, my goodness. I'm working out, I should be working."

**Lisa:** Yeah, I should be working.

**Ron:** Then when you're working out, you're like, "Wait a minute, I'm exhausted."

**Lisa:** And, Linsi, I'll tell you four points that I want to also share with you and whoever's listening. Is that we learned, was one, "No," is a complete sentence. Two is, calm is a super power. You're going to have issues, you're going to have technology issues, you're going to have things that come up, no matter how good you plan. And so just being calm, that can help you get through it. Three is, this is my favorite, done is better than perfect. Or, really good is good enough.

**Lisa:** And then, finally, everything is figureoutable. Because when you come into a little work crisis, or hiccups, or barriers, you have to just take a deep breath and say, "You know what? I will figure this out. I might not figure it out in the next minute or tomorrow, but I will figure this out." And that's helped me a lot.

**Linsi:** Definitely worth tweeting about. Thank you, again. Thanks for coming and chatting with me. You guys are true mavericks. I'm so honored to know you. I can't wait to show you to other people.

**Lisa:** Oh, thank you.

**Ron:** Wow, thanks for having us, Linsi.

**Lisa:** Thank you so much.

**Ron:** Thanks so much.