



MASTERING *Effective Communication & Intimacy* for Couples

by Oliver & Denise Marcelle

Question: *Hi Oliver & Denise, Roquita, thank you for joining us today! Now you two do couples counseling as a couple. How did that come about?*

Oliver & Denise: We've been married for 21 years and in that time we've blended our family (and conquered the challenges that often come along with that), overcome the hurt of near-infidelity, worked through feelings of rejection and neglect, navigated sexual intimacy challenges, and learned how to successfully resolve the conflict that arose from dealing with the impact our child's emotional illness had on our relationship.

All of these things, plus more inspired us to start our business because we realized

that many couples go through the same, or similar, experiences - yet feel like they're alone and no one understands.

We started to become that couple that others would share their relationship concerns with, and we found ourselves giving advice based on our own experience. That, along with feeling the nudge from God, is how we started what has now become Denoli, LLC.

We started in 2013 with us simply blogging about some of our experiences, in hopes that it would resonate with readers and offer at least some kind of encouragement. The blog was intended to be the only means of sharing, but we quickly realized God had other plans



and was calling us to do more. We started getting speaking engagement requests for events geared towards couples, acquired a few certifications, started coaching, and the rest, as they say, is history.

Question: *So, what was the light bulb moment for you two in deciding to go forward with your passion, purpose, and business with couples?*

Oliver & Denise: In 2015, we were asked to speak at a church for Father's Day weekend. It was our very first speaking engagement. Shortly after that, we were asked to conduct a one-day conference at another church. Those experiences, and the feedback from each, were instrumental in the realization that God had more in store for us, and that He was telling us that it was time to officially pursue the passion He placed in us.

Question: *Awesome! Now, what's the best thing about coaching couples?*

Oliver & Denise: The best part of couples coaching is that each couple's experience with us is the blueprint crafted to the kind of relationship that THEY envision, or are dreaming of.

We achieve this by candidly sharing examples from our own experiences, such as how we handled the stress and conflict of being a blended family, how we navigated through feeling neglected, and how one of our children's struggles with anxiety and depression affected our marital relationship. These examples, among others, help to illustrate to our couples how they can successfully navigate the various relational scenarios that may arise.

Question: *What are the most common issues you see that couples have?*

Oliver & Denise: In our work with couples, we've identified two areas that consistently seem to be a challenge. Those areas are effective communication and

intimacy-building. So we tend to focus more heavily on those topics when creating content.

Question: How do you stand out as coaches for couples?

Oliver & Denise: There are several things that we believe make us great relationship coaches, including:

1. **SERVICE** - Make serving people your priority. Why? Because in the coaching industry, you hear a lot about high-ticket sales, scaling, big offers, etc. All of those things are great, but shouldn't be at the expense of serving couples. We are just "naive" enough to believe that if we put couples first and focus on enriching marriages, everything else will follow.

2. **ATTENTIVENESS** - Pay attention to the specific needs of your clients and work diligently to meet those needs. What worked for one of your clients may not necessarily work for any of your other clients. Many coaches use what we call "conceptual knowledge", and don't take the time to really hear the client's specific needs, and then craft a strategy that directly addresses those needs.

3. **HONESTY** - Be honest and don't give false hope. So many coaches are out here promising things they can't deliver or are unrealistic. It's important to remember that couples' relationships are at stake, and they came to YOU for assistance. When you

under-deliver or promise impractical outcomes, it's ultimately the couple that suffers.

4. **EXPERIENCES** - Use your life experience as an example of either what to do, or what not to do. Couples find you more relatable when they can tell that you are actually living - or have lived - what you talk about. Don't be afraid to be vulnerable and transparent; it adds to your authenticity. AND, let's face it: you're trying to get your client to do the same thing so that you can better serve them. You can't expect them to be fully open if they don't feel like they can trust or relate to you, at least on some level.

5. **INTENTIONALITY** - Be intentional about your own personal and professional development. We should always be learning and growing in our area of expertise. If you don't already have one, find a mentor - someone you admire and are inspired by. Ask them questions. Observe their ways. Receive their constructive criticism without offense.



Denoli, Inc, founded by Oliver and Denise Marcelle, offers 1:1 and group coaching for couples. They are also available to speak at churches and organizations and facilitate any and all group sessions. Through social media, Denali, Inc. also provides a large library of free relationship enrichment resources. For more information, visit: www.denoli.org