

Red Dirt Romance: How Oklahoma Couples Turn Love Into Lasting Business Success

A Free Workbook for Couples in Business

By Lisa Lee Martin

Introduction: Love, Legacy, and the Oklahoma Sky

Under big Oklahoma skies, love isn't just a feeling—it's a force that builds homes, raises families, and, for some, launches bold new businesses. When two people decide to share both a last name and a logo, they're choosing a love story that shows up at sunrise openings and late-night closings. From cozy mom-and-pop shops in small towns to sleek startups in Oklahoma City and Tulsa, every couple-run business is a living Valentine: a promise to dream together, work together, and grow together.

On Valentine's Day, it's worth remembering that your business is more than a way to pay the bills; it's a daily love letter to each other and to the community you serve.

This workbook is designed to help you strengthen both your romance and your business partnership. Take time to work through these sections together, celebrate your journey, and build an even stronger foundation for the future.

Section 1: A Shared Dream, Written in Red Ink and Red Roses

Before LLC paperwork and bank accounts, there was a spark—two people who saw something in each other worth betting their future on. Let your business be an extension of that original "yes."

Reflection Questions

- What was the original dream or vision that brought you into business together?
- What does "success" mean to each of you individually? (Financial freedom? Time flexibility? Community impact? Legacy?)
- What shared values do you both hold that your business represents?
- If you could describe your business as a love letter to your community, what would it say?

Exercise: Your Love and Business Mission Statement

Take 15 minutes together to write a mission statement that reflects both your business goals and your relationship values. Make it personal, romantic, and inspiring.

Our Mission:

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Section 2: Roles, Respect, and Little Acts of Romance

Roles may sound practical, but when they're done right, they are incredibly romantic because they say, "I see who you are, and I trust you."

Reflection Questions

- What are each partner's natural strengths in the business?
- Where do you complement each other's weaknesses?
- Are there areas where roles overlap or create confusion?
- How do you currently show appreciation for each other's contributions?

Exercise: Role Clarity Chart

Business Area	Partner 1 Role	Partner 2 Role
Daily Operations		
Financial Management		
Marketing/Social Media		
Customer Relations		
Staff Management		
Strategic Planning		

Romance in Action

List three small, romantic gestures you can build into your workday:

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2. \vspace{1cm}
3. \vspace{1cm}

Section 3: Sweet Talk, Even in Tough Times

In business, hard conversations are unavoidable; in love, how you handle them is everything. When you mix the two, tender communication becomes a superpower.

Reflection Questions

- How do you currently handle disagreements about the business?
- What communication patterns cause the most tension between you?
- When do business conversations tend to spill over into personal time?
- What would "safe" communication look like for both of you?

Exercise: Communication Contract

Create agreements about how you'll handle business conversations:

We agree to hold weekly business meetings on:

Day: _____ Time: _____ Location: _____

During conflicts, we will:

- Use "I feel" statements instead of "You always/never"
- Take a 10-minute break if emotions run too high
- Sit side by side, not across from each other
- End with affection (hug, kiss, or "I love you")
- Other: _____

Section 4: Protecting Your Love From the Grind

The grind can be a thief—of time, tenderness, and attention. Romance survives when you guard it fiercely, especially when you work together.

Reflection Questions

- When was the last time you had a date that didn't involve business talk?
- What parts of your home or schedule feel overtaken by work?
- What boundaries do you wish you had in place?
- What activities or rituals help you reconnect as a couple?

Exercise: Sacred Boundaries Agreement

Our "No Business" Times:

- Daily: After _____ p.m. until _____ a.m.
- Weekly: _____
- Special occasions: _____

Our "No Business" Zones:

- Bedroom: Yes / No
- Dining table: Yes / No
- Car rides: Yes / No
- Other: _____

Our Non-Negotiable Date Night:

Frequency: _____

Favorite local spots: _____

Section 5: Money, Storms, and Staying Wrapped Around Each Other

In Oklahoma, you know storms can blow in out of nowhere. The same is true in business. Romance deepens when you hold each other tighter instead of pulling apart.

Reflection Questions

- How transparent are you with each other about business finances?
- What financial fears or stress does each partner carry?
- How do you currently celebrate financial wins?
- What happens when business is slow or money is tight?

Exercise: Financial Transparency Check

Question	Yes/No
Do we both have full access to business accounts?	
Do we review finances together monthly?	
Have we agreed on salaries or draws for each partner?	
Do we have an emergency fund for the business?	
Do we celebrate wins, not just worry about losses?	

One financial goal we'll work toward together this year:

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How we'll celebrate when we reach it:

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Section 6: Turning Differences Into Divine Chemistry

The planner and the dreamer. The spender and the saver. The early bird and the night owl. Your differences, when wrapped in love, can become the chemistry that keeps both romance and revenue alive.

Reflection Questions

- What are the biggest personality or working-style differences between you?
- How do those differences sometimes create conflict?
- How could those same differences be strengths for your business?
- How do you honor each other's differences in front of staff and customers?

Exercise: Strength Mapping

Trait/Style	Partner 1	Partner 2
Risk Tolerance	Risk-taker / Cautious	Risk-taker / Cautious
Decision Speed	Fast / Slow	Fast / Slow
Communication	Direct / Diplomatic	Direct / Diplomatic
Planning	Big-picture / Detail-oriented	Big-picture / Detail-oriented
Work Hours	Morning person / Night owl	Morning person / Night owl

How our differences make us stronger:

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Section 7: A Valentine's Vision for Your Future

At the end of it all, the most beautiful thing in your business isn't the décor, the logo, or the bank balance—it's the romance that still flickers between the two people who dared to build something together.

Reflection Questions

- Where do you see your business in 3 years? 5 years?
- Where do you see your relationship in those same timeframes?
- What would make you both feel like your business journey was "worth it"?
- What legacy do you want to leave through your business and your love?

Exercise: Dream Out Loud Together

Close your eyes and imagine your ideal future. Then write or draw it here:

Our 5-Year Vision:

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What we want to be known for as a couple in business:

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Your Valentine's Challenge

This Valentine's season, give each other a gift that lasts longer than flowers: a deeper, more intentional partnership at work and at home.

Challenge Tasks

1. **Write two letters:** One to your partner as your forever Valentine, and one to them as your co-founder. Read them aloud over dessert or under the stars.
2. **Choose one new romantic ritual at work:** A morning "I love you, let's do this" hug before you open, a secret phrase only you two know when the day gets stressful, or a nightly "gratitude walk" through your business before you lock up.
3. **Schedule your next date night:** Make it non-negotiable. Put it on the calendar right now.
4. **Share this workbook:** Know another Oklahoma couple in business together? Pass this along and strengthen your community of entrepreneurial love stories.

Our Commitment:

We commit to working through this workbook together and prioritizing both our love and our business.

Partner 1 Signature: _____ Date: _____

Partner 2 Signature: _____ Date: _____

Closing Thoughts

Keep choosing each other, and your love story will always be your greatest profit.

Whether you're launching a new venture or celebrating decades in business together, remember that your partnership is the foundation of everything you build. This workbook is just the beginning—use it as often as you need to reconnect, realign, and remember why you started this beautiful, complicated, rewarding journey together.

Here's to red dirt, big skies, and even bigger love.

— Lisa Lee Martin

About the Author

Lisa Lee Martin is a filmmaker, entrepreneur, and founder of RM Entertainment Channel. With years of experience in creative production and business development, Lisa understands the unique challenges and rewards of building something meaningful with passion and purpose. She created this workbook to support Oklahoma couples who are brave enough to mix love with business—and make both thrive.

For more resources and inspiration, connect with Lisa through RM Entertainment Channel.

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