



HELPING HUSBANDS BECOME HEROES

---

## "Heroes in the Making" - Newsletter

**First Edition**  
**April - 2007**

---

**in this issue**

[Romance Leadership](#)

[Execution - How to get started and keep it going](#)

[Upcoming Events](#)

**Dear Gerald,**

By Husbands For Husbands wanted to send you our very first edition of "Heros in the Making" - eNewsletter. H.I.M. or Heroes in the Making is a monthly newsletter full of helpful information to assist our members in their romanctic lives with their wives. Guys, we are excited about your desire to enhance this area of your marriage and we look forward to assisting you with very practical advice and execution techniques. You are a Hero in the Making!!!

Gerry Baron & Steve Worthy

Founders

---

**Romance Leadership**

by [Gerry Baron](#)

What does it take for a husband to be the romance leader in his marriage? I don't know if many husbands have given this much thought.

I asked myself "Can leadership principles that work in business be applied to marriage

and romance?" At first blush, I thought that the two worlds are too different. However, upon closer examination, I could see how the business principles of mission, vision, and values are tools that can help to get a marriage on track.

Most companies have a Mission Statement which describes the reason the company exists. The idea behind a mission is that it gives everyone in the company a good idea of the direction in which the company is moving. It is the company's raison d'etre.

### **Should a marriage have a Mission Statement?**

I think it should. And the mission should be a big one. I believe that God puts a man and woman together to become one flesh so that they can together fulfill a purpose that they are uniquely suited to fulfill. Each of them has talents, abilities, and skills which when combined enable them to make a significant impact on a specific group of people. In my case, my wife and I are uniquely gifted to be leaders of leaders. The combination of our education, experiences, personalities, and talents place us squarely in a role of influencing leaders.

A Mission Statement on its own does little to fuel the passion of the employees of a company. That is where the Vision Statement comes in. The Vision Statement is a description of what the future will look like when the company accomplishes its Mission Statement.

### **What will the future look like when your family accomplishes its Mission Statement?**

Whose lives will be changed because their paths crossed those of you and your wife? The Bible says that without a vision the people perish. Could it be that many marriages are ending up in divorce because they have no vision for their marriage beyond raising children?

With a Mission Statement and Vision Statement, there is a sense of where to go and what it will feel like when you get there. How can a company assure that the employees stay on track along the journey? Core Values or a Value Statement serve that purpose. The Core Values are the principle beliefs that are used to guide decisions. In the heat of the moment when emotions are high, Core Values help employees to make the right decisions. Therefore, Core Values must be consistent with the Mission and Vision Statements.

### **What is the role of Core Values in a marriage?**

These non-negotiable items navigate a couple through the difficulties that all marriages face. A couple with Core Value established can keep disagreements from spiraling out of control.

The next three newsletter articles in this series will delve deeper into each of these three concepts. You will receive pointers on how to develop a Mission Statement, Vision Statement, and Core Values. With each newsletter article, there will be a linked posting on the blog ([www.byhusbandsforhusbands.wordpress.com](http://www.byhusbandsforhusbands.wordpress.com)) with examples and more details. Visit the blog now to see articles on a variety of topics including Things to Do, Places to

Go, and Restaurants.

---

## **Romance Execution - "The Art of the Start"**

by Steve Worthy

One of my favorite books of all time is "The Art of the Start" by Guy Kawasaki. It is an entrepreneur's best friend. Guy outlines some valuable principles for getting your business off the ground. We at By Husbands For Husbands feel that some of these same principles can be applied to getting your romantic life off to a solid start.

### **Get a Prototype Up and Running**

In business there is a concept called "First Mover Advantage", where the first company to market has a distinct advantage over other forthcoming entrants into the market. As a husband, you can create a distinct first mover advantage by taking the lead and "Just Getting Started" - with something. If you have an idea about how to romance your wife, "JUST DO IT" Write the ideas down and Get Going. The simple gesture of getting started will give you more credibility down the road.

### **Keep it Simple**

Some of the best business ideas are the most simple. The same holds true for romance. If the romance in your marriage has fizzled out, you can restart it with simple forms of affection such as leaving little note cards on the pillow or a place she is sure to get it first thing in the morning or taking her out to an unexpected lunch, and helping out "MORE" with the kids, dinner, etc. - sounds commonplace, but my wife loves when I help out more than my fair share.

### **Remain Consistent**

Woman Love Consistency. My wife often says to me, "I can only take you at your word" Meaning, that what I say and what I do must be consistent and in alignment with each other. In the area of romance, a consistent and simple gesture of affection will soon melt your wife's heart. Set a day of the week for the month to do something special for her.

### **Make Meaning**

The last step in the Art of the Start is Make Meaning which can be achieved by consciously evoking that emotional button of your wife through:

1. Getting up a prototype up and running
2. Being consistent and intentional
3. Create meaningful experiences on harmony, oneness and faithfulness your date

nights, picnics or through simple gestures of love.

In the weeks to come I will develop each of these in more detail and give so action steps you can apply the same day.

---

## Upcoming Events

In future editions this section is reserved for "Poor Jim", our comic strip. We will be introducing him and his wife Helen in next month's edition.

By Husbands For Husbands would like to let you know of a few upcoming items:

- **New Website** - We will be launching a brand new website in about 14 days. We are very excited about the new site. Its content and functionality will be extremely rich for all of our members and blog contributors. The site will have enhanced features and a **Unique Community** that allows husbands to exchange ideas about marriage, life, family, and business in a safe environment.
- **Comic Strip** - "Poor Jim" is comic strip that shows the every life of Jim and Helen. Jim is your **everyday husband** trying to get the this romance thing down to a science. Please follow Jim in his adventures in becoming a Hero!!



- **New Pricing** - We have restructured our membership pricing that will give all members increased value for the price.
- **Blog!!** - All I can say is WOW!! The By Husbands For Husbands blog has been incredible and we appreciate all for the contributors and ask that you take the opportunity to check out our blog and post your own comments.
- **New Book - Heroes In the Making - H.I.M.** - This book will be our first of many. The book will about **Executing Romance Leadership**. We approach the idea of romance from a very practical perspective that all husbands will be able to appreciate.

**Quick Links...**

**Our Website**

**Blog**

**Services**

