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## ORLANDO Business Journal

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Get Connected

# Internet connects couples, jobs -- sometimes both

Orlando Business Journal - July 13, 2007 by [Mary Gardner](#)

The Internet allows like-minded people to connect from all over the globe. It was a novelty 12 years ago when I met my husband in an American Online chat room. Singles now seek out compatible people on the Internet from around the world to date and marry through myriad dating sites.

These matches made on the Net allow couples to have great compatibility about life goals and dreams. And that's not the only way in which the Internet is helping people achieve a work/life balance.

Many dual-income families are stressed out and overbooked. While they have more money, they have less time to enjoy it.

New college graduates, seeing this situation and wishing to avoid it, want their career to fit into their lifestyles, not their lifestyles to fit into their careers.

The Wall Street Journal, for example, reported that 125 of this year's top law school graduates are asking law firms to consider having less-regimented work schedules for new attorneys and are suggesting less pay for fewer work hours.

And many people, such as sales professionals, are working remotely because all they need is a computer and a phone. Considering that many companies also outsource everything from information technology to human resources, company employees may only see each other for monthly or quarterly meetings.

Telecommuting means professionals can live in their destination of choice, instead of having their jobs dictate where they live.

Another offshoot of the Internet's effect on work/life balance is that more couples will seek to work together. Couples will see the benefits of both partners working as entrepreneurs, either from home or from an office. They will, therefore, get to enjoy the freedom that this lifestyle creates.

This lifestyle of freedom is appealing, and over time I believe more couples will operate a family business that will sell products internationally from anywhere, while building a life and a business at the same time.

One couple who followed this path is Doris and Nathan Collier. Doris Collier grew up in Winter Park and raised her family in Alabama. Her husband, Nathan, a medical doctor who used to work 14-hour days, now is the medical consultant for Doris' business, Happy Feet LLC. The company markets ergonomic insoles for major corporations. Her family works for the business even though they live in Tampa; Gadsden, Ala.; and Chattanooga, Tenn.

The couple are able to travel together and do business wherever they go. They say they have never been happier.

Could individuals begin intentionally seeking out a partner who will want to build a life together and not just a career? With individuals having a deeper understanding of their own needs, desires and purpose in life, working with one's spouse will become a goal, and not just a bonus if it happens. Perhaps this trend will drive divorce down, because neither of the parties will feel that they're giving up their dreams to be a part of a couple, and the stress won't be as bad because they're actually enjoying life.

*Mary Gardner is president of Lifestyles Communications Inc., which is dedicated to helping individuals understand and succeed in the new virtual, Internet and global marketplace. Contact her at [Mary@marygardner.com](mailto:Mary@marygardner.com).*

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