

AARON AND JOCELYN FREEMAN

Aaron and Jocelyn Freeman are dedicated to being a new kind of power couple. Focused on creating a life and relationship of ease, alignment and being purpose-driven, they have made it their mission – and have even written a book – to redefine what “power couple” means.

Having met four years ago, The Freemans each left successful careers (Aaron as a corporate engineer, Jocelyn as a nurse) to fulfill on their joint vision: to experience financial freedom and contribution through speaking, investing and mentorship, while empowering couples to fulfill their dreams together and, ultimately, lowering the divorce rate. Describing themselves as empowered, bold and purposeful, The Freemans, who have shared the stage with Tony Robbins and were nominated for *Phoenix Business Journal's* 2017 “40 Under 40,” are an undeniable example of these qualities.

As trained leadership coaches and even ordained ministers who officiate wedding ceremonies, The Freemans recall that as they began mentoring others, they saw their lives transform – and a business, brand and belief was built.

Now, they lead speaking events, host a relationship podcast on iTunes called *EmPowered Couples*, host a monthly couples brunch at JW Marriott Scottsdale Camelback Inn, coach and mentor people worldwide, and are angel investors in a socially conscious business. Fittingly, their published book is titled *The New Power Couple*.

So, how *do* The Freemans define the new power couple? Rather than categorized by status, influence or wealth – which are based on the perception of comparison, judgement and the idea of perfection – the new power couple is where each person is aligned with their individual desires and purpose first before joining



together to form a collaborative vision.

It's this collaboration that is so central to The Freemans' marriage, business and service to others. “Our No. 1 value in being a power couple is our commitment to growing as individuals – physically, financially and spiritually – so that our

relationship is an example and invitation for others to live and love full out,” they say. “As Jim Rohn has stated, ‘service to many leads to greatness’ and couples creating strong relationships, leading to a declining divorce rate, is the legacy we hope to leave.”