

Ellen Rohr

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To: maxrohr@earthlink.net

working solo® The information source for independent entrepreneurs and companies serving the SOHO® market

Working Solo Newsletter

Working Solo Business Gym Presents

Working Solo FAQ

Ellen Rohr

Working Solo Resources

on

"How Much Should I Charge?"

Solo Business Success Tools

Pricing Secrets for Making Money Doing What You Love"

Working Solo Business Gym

**September 24, 2004, noon-1pm ET
Program #1 of our Fall 2004 Series**

Pathfinder Mentor Program

Working Solo T-Shirts + Gear

As a solo business owner, how do you come up with your pricing? Do you call your competitors and pretend to be a customer to find out how much they charge -- and then charge the same thing? If so, Ellen Rohr has one reply: "Get real!"

Our Strategic Partners

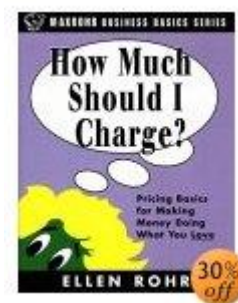
Marketing to SOHO

In this program, Ellen will show you how to price your services so that you'll make money -- as much money as you want -- on *every* job.

HOME

Forget "what the market will bear" or "the going rate." In this Working Solo Business Gym program, Ellen shares her experience and advice so that you will:

- * Learn a super simple formula for creating a selling price
- * Find out how to make sense of budgeting and sales forecasting
- * Discover how to triple your prices without losing your customers
- * Learn how to create a business that serves you, not the other way around
- * Hear how using "the going rate" can mean "going down the drain" -- and what your alternatives are
- * Get some fresh ideas on determining what you're really worth
- * Do what you love -- and make lots of money, too



As President of Bare Bones Biz, Ellen Rohr is passionate about business literacy. She knows, first-hand, how important the basics can be -- because she nearly sunk her own family's business. Through the help of wonderful mentors, she learned how to keep track of the money... and make more of it. In turn, she had helped hundreds of entrepreneurs start, fix, and grow their own companies.

Ellen speaks from experience. As former president of Benjamin Franklin Plumbing, a home service plumbing franchise company, she used the systems she will share in this session to grow the company from zero to \$40 million in sales, becoming the 18th

fastest-growing franchise in 2003.

Ellen is also the author of three business basics books, including "How Much Should I Charge?" and "Where Did the Money Go?"



This is just one of the five programs we have in store for our Fall 2004 Working Solo Business Gym. Please join us!

To register, just click on the blue box on the left, and you'll be automatically taken to our secure shopping cart.

To read about the other four programs in the Fall 2004 series, click on the hotlinks below.

[Jeffrey Gitomer on "Why RED is the Secret Ingredient of Sales Success"](#)

[Nancy Rosanoff on "The Power of Intuition for Solo Entrepreneurs"](#)

[Paulette Ensign on "Double Win: Promoting Your Business and Making Money with Booklets"](#)

[Joan Stewart on "How to Use the Media to Position Yourself as an Expert"](#)

Or, return to the [general Working Solo Business Gym page](#).

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