

## Ellen Rohr's Bio

Ellen Rohr, president of [www.BareBonesBiz.com](http://www.BareBonesBiz.com), teaches the *basics*, the few things that make all the difference to your business success. Ellen nearly sank her own family's business. Then, she learned how to keep track of the money...and make more of it. In turn, she has helped thousands of biz builders start, fix and grow their companies.

She is a columnist for PHC News, Business Journals, and lots of trade magazines– providing “in the trenches” insight that business owners can relate to. As president of Benjamin Franklin, The Punctual Plumber, a home service franchise company, the company grew from zero to \$40 million in sales, 47 locations, in less than 2 years.

Ellen is the author of three business basics books, including *Where Did the Money Go?*, and *How Much Should I Charge?* and *The Bare Bones Biz Plan*.

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