Most businesses SUCK...the money and the life right out of the owners. How about you? **If *your* business is falling short of your wildest dreams, there are only two possible reasons.**

1. You are neglecting to do the bare bones basics that make all the difference to your success. Perhaps you don't *know* the basics. (Very likely...we don't learn this essential information in school.) Maybe you are *scared* to dig into your business...and discover that the situation is even worse than you think. Either way...we can help you.

2. You are in the wrong livelihood Are you PASSIONATE about your business? Or are you trying to live out someone *else's* dream? Maybe you haven't even thought about it...because you're so busy just getting by. **No matter what shape your business is in, We can help you fix it and grow it...**using bare bones business basics.

About Ellen Rohr

Ellen Rohr, president and founder of Bare Bones Biz, a business training and consulting company, teaches you how to turn your big ideas into a successful business. Ellen teaches the *basics*, the few things that make all the difference to your success…bare bones business basics.

Her passion for business literacy began when she nearly sank 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 has helped hundreds of entrepreneurs start, fix and grow their companies.

For more than 15 years, she has been a columnist for PHC News, Plumbing & Mechanical Magazine, Business Journals, Roofing Contractor Magazine– providing "in the trenches" insight that business owners can relate to. Her consulting work led to a position as president of Benjamin Franklin Plumbing, a home service plumbing franchise company. On her watch, the company grew from zero to $40 million in sales, becoming the 18th fastest growing franchise.

Ellen is also the author of three business basics books. She has sold over 60,000 copies of *Where Did the Money Go? – Accounting Basics for the Business Owner Who Hates Numbers*, and *How Much Should I Charge? – Pricing Basics for Making Money Doing What You Love***.** Her latest endeavor is called *The Bare Bones Biz Plan*. Currently available as an E-book, *The Bare Bones Biz Plan* is a simple, easy-to-implement program for crafting your vision and turning it into a successful business.

Ellen says, "Business basics are EASY! The problem is…the basics aren't TAUGHT in school. Common sense…isn't common! I have a degree in Business Administration, and I still didn't learn essential business success skills, even in *college*. I learned the hard way…and my mission is to make it easy for YOU. You CAN learn the basics…how to have more fun and make more money in your business. I can help you!"

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