

## Radio Show - Controversy Questions! – for Ellen Rohr

**Author of *The Bare Bones Biz Plan* and *From Bright Idea to Big Bucks* – how to start a profitable business over a weekend!**

**Ready to rile things up? Let's debunk a few MYTHS!**

- Get real. A business is a crap shoot. If I am looking for security, I need a good job!
  - *Ellen maintains, "The **least** secure position is a job! The unemployment rate is at about 10%. And the last ones to lose their jobs seem to be the fat cats at the top of the ladder."*
- If I do what I love...won't the money just follow?
  - *Ellen says, "Nope! There is the 'starving artist' clause. You can do what you love...but you need to address the money, honey. 50% of businesses fail in year one, 80% by year five. However, you can make money if you apply business basics!"*
- Business Planning. Budgeting. Yuck. Sounds like dieting.
  - *Ellen believes, "Like Dieting, most Business Planning and Budgeting processes are as appealing as dry toast. Avoid the 'fill-in-the-blanks' templates. Uninspiring!"*
- I'm unemployed!
  - *Ellen says, "Try saying, 'Self employed.' It's true...and a more powerful statement."*
- With all the red tape, tax issues, health care costs, etc. It's just not worth trying to start your own business. It's too expensive.
  - *Ellen says, "Your customer pays for everything. Yep. Everything. Including your mistakes!"*

**BONUS!** Call in...Ellen will share how to get started on your own great business idea...by Monday!

**Ellen Rohr**

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**Build a Rockin' Biz!**



**Profitable Biz Planning...From Bright Idea to Big Bucks – how to start a profitable business over a weekend!**

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