

This transcript was exported on Nov 01, 2022 - view latest version [here](#).

Cheri Perry ([00:00:37](#)):

Come on now. Let's go, Ellen. (Singing) Got it. (Singing)

Howard Partridge ([00:00:52](#)):

So what do you say, Love, freedom, and whole lots of money. Is that what you say? Hey, get a load of those boots, guys.

Ellen Rohr ([00:01:05](#)):

They're diamonds. They're diamonds.

Howard Partridge ([00:01:06](#)):

They're real diamonds.

Ellen Rohr ([00:01:07](#)):

Yes. Am I on?

Howard Partridge ([00:01:11](#)):

Hey guys.

Ellen Rohr ([00:01:14](#)):

You mind undressing me for a moment?

Howard Partridge ([00:01:16](#)):

Oh, lord. We started with kisses.

Ellen Rohr ([00:01:23](#)):

We do have a couple of...

Cheri Perry ([00:01:23](#)):

Just don't make any fun noises.

Ellen Rohr ([00:01:37](#)):

Oh, what? Where is that? Oh man. Hello.

Cheri Perry ([00:01:37](#)):

Yay.

Ellen Rohr ([00:01:37](#)):

Does that sound right? Yay.

Howard Partridge ([00:01:40](#)):

Give it up for Ellen Rohr, ladies and gentlemen.

Ellen Rohr ([00:01:44](#)):

Thanks, Cheri.

Howard Partridge ([00:01:45](#)):

Can I ask you a question please?

Ellen Rohr ([00:01:47](#)):

Should we move that in a little closer? okay.

Howard Partridge ([00:01:51](#)):

Yeah. Get closer to me.

Ellen Rohr ([00:01:52](#)):

There we go. How's that?

Howard Partridge ([00:01:55](#)):

I think so. Is that good, Andy? Okay. Can I ask you a question? Please? How many of you in this room have been helped in the past by Ellen Rohr?

Ellen Rohr ([00:02:07](#)):

Aww. Yeah.

Howard Partridge ([00:02:08](#)):

All right. Let me not only see you, let me hear you.

Ellen Rohr ([00:02:10](#)):

Whoa, whoa, whoa, whoa, whoa.

Howard Partridge ([00:02:13](#)):

I told the story this morning.

Ellen Rohr ([00:02:17](#)):

You did?

Howard Partridge ([00:02:17](#)):

I did. So they already know the story of how I had tremendous debt, how we were losing money, even though we're making a lot of money in the front door, it was going out the back door. And also shared with them that there's just one thing that I had to do that really fixed everything. And that was raise my price. And I said that you might encourage them to do that.

Ellen Rohr ([00:02:43](#)):

Oh, how many people here have heard me say, "Raise your prices."? Raise your prices. At Zoom Drain, there's a drinking game for how many times I say it. So it could start as early as 8:00 AM and shots are being shot.

Howard Partridge ([00:02:58](#)):

All right. I have a follow up question to Ellen's question. So Ellen asked, how many of you have heard me say that? I want to ask you. How many of you have done that? Okay.

Ellen Rohr ([00:03:09](#)):

Yay. Let me hear it.

Howard Partridge ([00:03:12](#)):

This one right here, Lisa, she told us yesterday that they doubled their revenue in the last two years. Last two years. Yeah. Give it up for Lisa.

Ellen Rohr ([00:03:27](#)):

Yay.

Howard Partridge ([00:03:27](#)):

Okay. All right.

Ellen Rohr ([00:03:29](#)):

I love it.

Howard Partridge ([00:03:30](#)):

So, Ellen, we've been blessed that Ellen has been on our stage a number of times over the years. We've done a lot of programs together. We've shared the stage many, many times. I'll never forget the Colorado trip. That was a trip and a half, but we won't go there today. But you get this one wound up, you don't know what you're going to get. Can I call you a nut?

Ellen Rohr ([00:03:59](#)):

Yes.

Howard Partridge ([00:03:59](#)):

On stage?

Ellen Rohr ([00:04:00](#)):

Sure.

Howard Partridge ([00:04:00](#)):

Okay.

Ellen Rohr ([00:04:01](#)):

Yeah.

Howard Partridge ([00:04:01](#)):

Anyway, it was crazy. But anyway, the point is that we have all benefited from Ellen so many ways over the years. How many of you were in Ellen's class yesterday?

Ellen Rohr ([00:04:14](#)):

We had so much fun. It was such a great class.

Howard Partridge ([00:04:19](#)):

Awesome.

Ellen Rohr ([00:04:19](#)):

I loved it. Such awesome, vulnerable, candid participation. It was really great.

Howard Partridge ([00:04:26](#)):

So she's done a lot of presentations from the stage and she said to me, "This time, I want to do an interview style. I want to answer questions. And let's not just do another presentation." So I said... When Ellen speaks, you listen, right? And you say yes ma'am. So I said-

Ellen Rohr ([00:04:51](#)):

You make it so easy for me to be part of this community. Every time I come, y'all know I'm busy and I am exclusively working with Howard and this community to make sure that people who were in my tribe found a good home as I focused on Zoom Drain. But anything you ever need or want, I am here for you. I love you so much. I love this team so much, and I love you. So it's always an honor, and it's my pleasure to be here and to be of service to you. Awesome. Yay. Yeah. Love, love, love.

Howard Partridge ([00:05:22](#)):

Are we blessed or what? Okay, so I'm going to ask Ellen a few questions because I want to, and I'm going to have her share her story a little bit, but anytime I put together an agenda for a conference, I want to make sure that we deliver. I don't want there to be a statement or a benefit there that we didn't cover. And two of the things that I put in there was one... Actually three. One is, how do you price your services? I know you have a whole book, we have a whole program on that. But walk them through real quick what that process is that they need to go through.

Ellen Rohr ([00:06:02](#)):

I always say this, you've probably written it down five times before, but I know you're taking notes. Get your paper, get your pen. Here you go. Charge more than it costs.

([00:06:14](#)):

Charge more than it costs, so that means it doesn't matter what your competition is doing. It doesn't matter what the market will bear, what the going rate is, None of that matters. And if you don't know how much it costs, then you probably aren't priced right, which then backs us up to getting your financial house in order. Now, as you can see, I was not destined to be a financial maven. I'm very creative. I'm super distractible. I have the attention span of a gnat.

(00:06:47):

Even now when I look at financials, I'll take a piece of paper to my computer screen and pull it down because columns and spreadsheets are hard for me to even see. Who can relate to this? So I am an unlikely person to have figured this out. And I love to encourage you that if I can do it, anybody can do it. But my motivation for all of this is that I was going broke. I was fighting with my husband. I would say, "We don't have enough money." And he would hear, "I'm not good enough. I'm not working hard enough." And it was super stressful. Anybody relate to that? So money buys options and I've been broke and I've been rich and rich is better.

(00:07:28):

And it's so-

Howard Partridge (00:07:28):

Now that'll tweet right there. Yeah, that'll preach.

Ellen Rohr (00:07:31):

I've been poor. Yeah. Yeah. It's just easier. It's expensive to be poor. It's expensive to be poor. And so if you can figure out a way, and the best way is a business of your own. Like a second job now, you're not going to get overtime, you're going to be going... Even if you've got a job, start a side hustle. I encourage team members, What are you going to do on the side? Our general manager at Zoom Drain just started another franchise with his mother. I'm all in. Multiple streams of income, teaching your team and your family their asset from their elbow. This is my soapbox. And that's why it's so fun. And even as Howard said, "Well, what do you want to present on?" I'm like, "They've heard everything. They know it all." It's just a matter of updating you on some of the things I've learned recently, some of the focuses that I have, Some of the points I'd like to underline. I will tell you. Can I say one thing that happened the other day?

Howard Partridge (00:08:26):

You can say anything you want up here.

Ellen Rohr (00:08:29):

Who might be the youngest person in the room?

Speaker 4 (00:08:32):

Woohoo.

Howard Partridge (00:08:32):

Eli.

Ellen Rohr (00:08:33):

What do you got? Okay. All right.

Howard Partridge (00:08:34):

Elijah.

Ellen Rohr ([00:08:35](#)):

Elijah. Elijah. And who are you?

Speaker 5 ([00:08:37](#)):

My name's Angel.

Ellen Rohr ([00:08:39](#)):

Angel. So how old are you, Angel?

Speaker 5 ([00:08:40](#)):

24.

Ellen Rohr ([00:08:42](#)):

24. Is anybody younger? These guys may be younger.

Howard Partridge ([00:08:45](#)):

Elijah's almost two.

Ellen Rohr ([00:08:47](#)):

How old are you? 21.

([00:08:50](#)):

Okay. I didn't even wake up till I was 35. So when I just see young people, I am absolutely prejudice towards young people. But I had someone the other day, she was about 23 years old. She's working with her husband in a landscaping company. And she said to me, "If you could go back and tell your younger self something, what would it be?" And this goes to everybody, but it's absolutely be kinder to yourself. Just be kinder on this journey. It's fine. The mistakes are where the songs are written and the art is created. The hard stuff is the good stuff. And I am seeing in my industry... I just went to Tommy Mellow's thing, Vertical Track. And what struck me about it is there's just, there's kids growing these multi multimillion dollar companies because they don't know it's supposed to be hard. So don't listen to the people who in your life, who tell you this is going to be hard.

([00:09:44](#)):

It isn't. It's easy. It's a lot, but they're all... What are you going to make another phone call and can't find good people. Oh, you might have to put a better ad up. I like reading the books of the Great Adventures. I just read a book called The River of the Nile, River of Gods. And it's about the mouth of the Nile, the discovery, and just for the adventure of it, what people have done battling parasites and disease and death and disaster at every turn. Why do they do it? Because the hard stuff is the good stuff. Why does an ultra marathoner run a race? Because the hard stuff's the best part and the hard stuff ain't that hard. Not in business. Am I wrong?

Howard Partridge ([00:10:33](#)):

Not at all. Victoria. I need a transcript of this when it's published, because there's-

Ellen Rohr ([00:10:42](#)):

I'm on fire today.

Howard Partridge ([00:10:42](#)):

There's so many post-ables here. Yes. Okay. So I just want to get the process out of the way. Okay. So if you're going to price right, like in our case, we weren't priced. We had to figure out how much it costs, which means we had to get to KFP. So how do I get to KFP?

Ellen Rohr ([00:11:04](#)):

Okay. Anybody know what KFP means?

([00:11:09](#)):

Okay. Known financial position, which means that you can run your balance sheet and profit and loss. Those are the biggies. And that you understand them line by line. They're current, caught up, up to date and they're right, so that's a good place to be. Now you might fall off the wagon a little bit. It might take you a minute to get there. So as you're learning what it is that your company is actually costing you, you can do this really sexy exercise called budgeting.

([00:11:43](#)):

Budgeting, sounds like dieting. No fun. Deprivation. Tighten the belt. All that nonsense. All budgeting is, is goal setting. I think I want a million dollar business, a two million dollar business, a 10 million business. You make it up, and then you establish goals for sales and expenses and dollars and percentages. And if you have a little experience, use that. But if last year you didn't make any money, put in a real salary for you, put in a raise for the great people who work with you. So you're going to build out this better scenario. You're going to add up all your costs of doing business and you're going to divide it by the number of widgets you sell. So who here, and I know this is going to be a lot of hands, who here sells the widget of skilled labor time? So this is an easy one because you just have to divide your cost by the number of hours you could possibly sell your customers or likely sell your customers. Easy peasy. Or divide it by days.

([00:12:50](#)):

I need to bring him X number of days this year at this price in order to hit my goal. Do you see the math here? Are you with me? Say yes. Now, if you sell t-shirts or widgets, you've got a few more variables. I could have them produced here. I could have them produced here. I could have 10,000 at a time, 500 at a time. You just have a little bit more math ahead of you. But it's the same basic concept. Add up your cost of doing business, divide it by the number of widgets and inflate it for profit. Then how do we know if we're priced? I don't know.

([00:13:24](#)):

Someone will say, "Will you look at my pricing and see if it works." My response is always this, "Well, when you look at your actual financials and you're making a lot of money, then we're good." And if not, you always have the tool in your toolbox. Maybe I'll raise my prices a little bit more and maybe I'll get my operations really dialed in. I'll get more efficient. You're going to look at the score, think of things that might impact that score, put a project together, and get other people on your team to do it for you. Who's loving this?

Howard Partridge ([00:13:58](#)):

I love it.

Ellen Rohr ([00:13:59](#)):

Here's what I know and I know you know. Who here has team members? All right. Send them a text right now. Tell them how much you love them. Don't ever say, I can't find good people. You already found someone.

Howard Partridge ([00:14:12](#)):

Amen.

Ellen Rohr ([00:14:14](#)):

Tell them you love. And here's what I know like I know like I know, your team knows what's wrong and how to fix it. A hundred percent of the time. I'm in the office in the ivory tower trying to figure things out. I go and talk to someone in their truck along, talk to someone in accounting, "What do you think we should do?" And I'm like, that was so simple, so easy. Why did I make it so hard? So your team is going to come along with you. That's why I suggest you show them all this. Know why we have to charge what we charge. Here's our expenses.

([00:14:46](#)):

I want to get real money in there for you. That would be right, right? Show them what you're doing and get their buy in as you engage a higher selling price. You know what can happen with the selling price? This happened yesterday. We get to the spreadsheet, I told all sorts of exciting stories, tales of whoa, tales of adventure, wins, and then we get down to crunch in the numbers in the class yesterday. And I felt, okay, so this is how much this person would have to charge. And it was like \$312 an hour and we haven't even been generous yet. And just what happened just happened to you.

([00:15:24](#)):

The energy like clunks to the bottom of the room and it's like giving you this loaded gun. All right? That won't be dangerous at all. Just go home and quintuple your prices. You'll be fine. Well, here's a couple of tips. One, you'll probably be fine. You'll probably be fine if you did nothing different. But just raise your prices. Most people don't even know what they're actually being charged by you because they're busy and their heads are full and they're not paying the attention to it that you are. And the other thing is, so if you're going to charge more, you got to be better. You got to be better. But in my industry, drain cleaning, the bar isn't very high. So you got to show up clean, sober, on time, dressed right. Use a checklist and if so, you can charge. We charge 10 times the advertised rates of my competitors to clean drains. And in every market, we have 28 locations now.

Howard Partridge ([00:16:26](#)):

Yay. Congratulations.

Ellen Rohr ([00:16:29](#)):

I know next year we might be 70.

Howard Partridge ([00:16:32](#)):

What kind of revenue are we at now?

Ellen Rohr ([00:16:34](#)):

About 45 million. Some of them are just getting started.

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Howard Partridge ([00:16:38](#)):

45 million.

Ellen Rohr ([00:16:40](#)):

45 million is the top one.

Howard Partridge ([00:16:43](#)):

And what do you expect? So you expect 70 franchisees-

Ellen Rohr ([00:16:45](#)):

By next year.

Howard Partridge ([00:16:46](#)):

... because you're on a huge growth path.

Ellen Rohr ([00:16:47](#)):

Yeah.

Howard Partridge ([00:16:49](#)):

And what might the revenue look like next year?

Ellen Rohr ([00:16:52](#)):

If we could do a million per on average, so 70 million. So to double the size of our company for next year a little bit more, that would be conservative. Isn't that fun?

([00:17:04](#)):

And listen to this though. It took me five years to sell the first 15 franchises. In 2021, I sold zero because I retrenched, I got investors, I redid it, I found some help. I wasn't winning. I took a whole year to do that. Sold zero. My goal was seven, I sold zero. I don't know how I kept my job. And then we cranked up again this year and we've sold 13 this year.

Howard Partridge ([00:17:33](#)):

And when you say your job-

Ellen Rohr ([00:17:33](#)):

It goes like this.

Howard Partridge ([00:17:36](#)):

... you had-

Ellen Rohr ([00:17:37](#)):

Yeah, I have investors.

Howard Partridge ([00:17:40](#)):

From a Struggling Plumbing Business to a Booming... (Completed 11/01/22)

Transcript by [Rev.com](#)

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You have investors.

Ellen Rohr ([00:17:41](#)):

I have investors, I have a partner. I'm not so easy to fire anymore, but you know...

Howard Partridge ([00:17:45](#)):

What year did you get investors? Was it the beginning of 2021?

Ellen Rohr ([00:17:48](#)):

Yeah, beginning of 2021.

Howard Partridge ([00:17:49](#)):

So they invested 2021 with you and you had to right off the bat, retool it.

Ellen Rohr ([00:17:57](#)):

Yes.

Howard Partridge ([00:17:57](#)):

To get on the-

Ellen Rohr ([00:18:00](#)):

Yeah, and I sold them on that. Okay, so here's what I want to do. I'm not winning. Here's what I suggest. They were really great in helping me explore it. I have really great investors. How many of you would like to sell your company someday? How many of you don't know but maybe? All right. That's fair too. And the path to... You've talked about this a million times. Michael Gerber is our maybe number one guru of all time or the one that got our lights to go on.

Howard Partridge ([00:18:27](#)):

Well, especially when you grabbed his iPhone instead of yours one day.

Ellen Rohr ([00:18:33](#)):

I did. I had Michael Gerber's iPhone and I'm bummed that it's not working.

Howard Partridge ([00:18:40](#)):

And Michael's over there-

Ellen Rohr ([00:18:40](#)):

I'm calling my IT guy on someone else's phone. I had been locked out of my phone. It never dawns on me that it's not my phone. And I left my phone over there on that table, so I'm hoping I can find it again.

Howard Partridge ([00:18:51](#)):

So when the screensaver was, "Hello, this is Michael E. Gerber." That wasn't a clue?

Ellen Rohr ([00:18:57](#)):

It's all about me. I don't know. I didn't even think, so... Yeah. So anyway, Michael Gerber, his words still ring in my head and I love to share. That book is great. If you haven't read The E-Myth by Michael Gerber, it's so good. It's required reading.

Howard Partridge ([00:19:15](#)):

And if you've read it, read it again.

Ellen Rohr ([00:19:17](#)):

Listen to it. His voice is terrific. He's wonderful. But he basically says, build your business as if you were going to sell it. That it's scalable, systems oriented. That ordinary people can do extraordinary things because of how tight the system is. It's replicatable. That idea, you could build a business that could be worth 20 times EBITDA someday, or you could keep it. Yeah. Or you could keep it. Now our buddy Ken Goodrich... You know Ken Goodrich?

Howard Partridge ([00:19:50](#)):

I don't. I saw that you shared the stage with him last week.

Ellen Rohr ([00:19:54](#)):

He was on, I missed him. I said hi to him, but that was about it. But Ken Goodrich, I knew him as he was growing up in the trades. I'm old so I know a lot of these people. He sold his company for almost half a billion dollars and it's an HCAC company. So in my lifetime, these companies that were worth nothing 30 years ago are now the darlings of the investment world. Dirty jobs are where it's at. I know there's all kinds of companies represented here, but I loves me a dirty job. Those jobs other people aren't willing to do. The fine people who will do it won't be outsourced, recession proof, essential. I love everything about a dirty job. You know that. But it doesn't matter what you do. These concepts of pricing, budgeting, putting your financial house in order, they apply to any business. Right now I'm just kind of obsessed with franchising as a business model, regardless of what the business is.

Howard Partridge ([00:20:53](#)):

Talk about that a little bit. Why?

Ellen Rohr ([00:20:55](#)):

Does anybody here... Has anyone here thought I might franchise my business? Okay, so franchising. If you were to franchise your business, you'd be on the same page in terms of let's get the systems tight, let's get them right. But basically a franchise is when for an exchange of money, you get a rocking brand and proven systems and the support and community that's going to help you build your business. So if I were 21 years old just saying, instead of starting a business from scratch, I might look at one that's already been proven and buy theirs. Now what do you give up? The royalty. 5%, 10%. 1-800-GOT-JUNK charges 17% of sales. You pay to 1-800-GOT-JUNK. But they answer the phone for you. They have their own accounting system and point of sales and they have the graphics, they're on hoarders, they have all this advertising. So you just slide yourself right into that.

([00:21:56](#)):

It's really a cool way to grow businesses. And what I'm learning is people who like franchising, buy multiple franchises. So the Taco Bell guy will buy the KFC shop, et cetera. So I'm pretty obsessed with franchising right now. In business for yourself, but not by yourself, you could either be the franchisor, there's money in it. And in exchange for everyone giving me those royalties, I have to be the best relationship they have. I have to help them be successful. I have to be there for them. I have to tough love them like I did in class yesterday. I do all that for them, which is why I work just with you anymore and this community. But it's just has taught me a lot about the opportunities available to you. Should you standardize, systematize, raise your prices, raise your expectations, raise your standards across the board. There's nothing but money out there. That's how I can afford these diamond boots.

Howard Partridge ([00:23:01](#)):

Absolutely. So the thing is that when you scale your business, you get the systems put together and you grow your company. You got it turnkey. Now you have options.

Ellen Rohr ([00:23:15](#)):

You have options. And in fact, one of the candidates I'm looking at right now, he has a service company and he's going to add a franchise to his mix. Just doesn't want to... Just wants to try for the adventure of it. So, that's what I love so much about what you do. I say this all the time and I just want to say it from stage, you're the most generous business expert I've ever met. Just how you... Is this the truth? You do nothing-

Howard Partridge ([00:23:47](#)):

Thank you.

Ellen Rohr ([00:23:47](#)):

... but support people. You support these other businesses. You even support people who someone else would be threatened by. Well, they're going to do a coaching business. And you're like, there's a lot of people who need help. Your vision is so big and so expansive and so inclusive that we all love you for it.

Howard Partridge ([00:24:03](#)):

Ah, thank you, Ellen.

Ellen Rohr ([00:24:05](#)):

Thank you. Yay. Woo.

Howard Partridge ([00:24:08](#)):

Well you helped so much along the way. I told you guys the story of how she got me out of the hole. And then I started... At the time Ellen was doing consulting and it wasn't inexpensive.

([00:24:27](#)):

But I pay you like 60 grand all told, something like that. I think I paid her like 30 grand the first time, 30 grand the second time, because it was \$30,000 per program. So you want to get your financials in order, 30 grand, you want to have a reward system for your team, 30 grand. And it included I think a couple of onsite, whatever. And then, so at that time I invited Ellen to do... We had a group and she started sharing with this group, one of my higher level groups.

[\(00:25:03\)](#):

And of course everybody started getting helped and then we got more and more involved. And then she decides to stop doing consulting altogether, which she gave up a ton of money. Cash money, easy money. I think you called it like crack. I think mean you used some kind of reference like that. It was just like, because people were giving you so much money because they needed that help. She gave all of that up to build the Zoom Drain franchise. And we're blessed because she said to me, "Look, I got to figure out what to do with this audience that I built." So we are extremely blessed.

Ellen Rohr [\(00:25:56\)](#):

And even before that, as I was trying, is Zoom going to be able... It's just getting off the ground. It's a startup. I turned to Howard and I said, "Can I work for you?"

Howard Partridge [\(00:26:05\)](#):

I remember that. That was in Hawaii, wasn't it?

Ellen Rohr [\(00:26:07\)](#):

It was in Las Vegas. And I'm not really good at remembering, but I remember where we were sitting at that little table having a coffee and I'm just like, "Let me come work for you." We are going to be bonded forever. There's no doubt about it. But two, I'm not doing consulting anymore. I'm working with Howard, with you, exclusively. But here's so good about that. Now, one of the reasons why I stopped doing consulting and wanted to do this franchise and work with my partner and grow Zoom Drain was, if I'm so smart, why aren't I doing it?

[\(00:26:39\)](#):

And so I really had that itch to scratch and I want to run a hundred million dollar company, 3 million, \$300 million company. How do you grow into that? What's the self development journey to be able to pull that off? I mean it's about leadership, it's about networking, it's about all these skills that I still have to develop. To your advantage is I'm so much more relevant now than I was because I've got my hands in it every day. I'm getting humbled every day with someone who leaves us that I'm like. Why? Where did that happen? Or just finding people and making sure that they're in good places and helping them be successful, all of that. I am much more... Relevant is the best word I can think of. So it's really helping me as a coach, working in the business every day to relate more to the people I interact with.

Howard Partridge [\(00:27:33\)](#):

Plus your business. This business is investible, is scalable. And doing one on one consulting is not.

Ellen Rohr [\(00:27:48\)](#):

Yes. Well there's that. And so you have to look at what you really want to do. Whatever you want to do, go make money at it. Why do you charge a lot as a consultant? Because there's just you. I'm not going to-

Howard Partridge [\(00:27:58\)](#):

Well, there's tremendous value too. If I can invest \$30,000 and make \$300,000 per year every year after that as a result, or maybe not go out of business.

Ellen Rohr ([00:28:11](#)):

That for sure. And that just as a business model, consulting can be lucrative, but it isn't really scalable unless like you, you develop this amazing team and they're getting smarter and doing more and more of the-

Howard Partridge ([00:28:22](#)):

Yeah, you see how many trainers we have up here?

Ellen Rohr ([00:28:25](#)):

We can't fit them in the picture.

Howard Partridge ([00:28:26](#)):

I know.

Ellen Rohr ([00:28:26](#)):

I know. I know. It's so good.

Howard Partridge ([00:28:28](#)):

And there's more. But wait, there's-

Ellen Rohr ([00:28:30](#)):

Wait, there's more.

Howard Partridge ([00:28:31](#)):

Tomorrow-

Ellen Rohr ([00:28:32](#)):

You're a trainer and you're a trainer.

Howard Partridge ([00:28:33](#)):

Tomorrow... Okay. What's on your heart today that you want to share? Is there something in particular you want share with us? Do you want to take questions?

Ellen Rohr ([00:28:49](#)):

I'd love to take... If you have a question or two and I don't know a share-

Howard Partridge ([00:28:52](#)):

We're going to do-

Ellen Rohr ([00:28:54](#)):

We're going to do Q and A. You let me know timing wise. I'm at your leisure here, your disposal. Okay.

Howard Partridge ([00:28:58](#)):

All right. So is there something particular you wanted to share?

Ellen Rohr ([00:29:01](#)):

Yeah. And this is where I have a... Who knows that I don't tolerate whining? Who would say that this is part? Okay, now pop quiz. W-

Howard Partridge ([00:29:12](#)):

Is that how you do it?

Ellen Rohr ([00:29:13](#)):

This way. Okay. As soon as you start whining, I'm going to cut you off. And whining is defined by for me by repeating yourself and stating the obvious. Now when someone on your team or when you whine about something, I'm going to take you seriously, the first 10 seconds worth. And then it's your job to write that down. And you might even craft it. If this is what I don't want, what would I rather have? Because the bad stuff will springboard you to what you'd rather have if you're, you're paying attention. Are you with me? Say yes. Yes.

Howard Partridge ([00:29:43](#)):

Why do you think people stay there?

Ellen Rohr ([00:29:47](#)):

As Jim Ro says, "I don't know, it's a mystery." I don't know.

Howard Partridge ([00:29:52](#)):

It's a mystery of the human mind.

Ellen Rohr ([00:29:54](#)):

It's a mystery. I don't know. I am not a psychologist though I play one on stage. I don't know why. And I do encourage you as someone who's spent a lot of time, money, and energy on therapy and group therapy and other things too, explore all that. But that's not my job in your life. So what I would encourage you to do is write that down. Or if someone on your team winds about something, take it seriously. It was probably grounded in some kind of truth. Like why am I 50 miles from the shop and I don't have the pump in the back of my truck that I should have? That's whining. But there's also an opportunity to create a truck restock procedure that might solve that problem. Are you with me? So the whine is going to springboard you to what you want to do and put those things on a list.

([00:30:41](#)):

So you're going to keep score, you're going to see where you are, and then you're just going to decide on a project that might move the needle and you're going to engage it without being too smart about it. The smarts will so get in your way in business. Who's with me on this? Don't overthink it. Just take some action. Enjoy an adventure. And if it moves the needle, do more of it. And if it doesn't, try something else and see if you can set down the baggage and the drama long enough to just make some things happen. Who's with me? Okay. That's my encouragement and that's why I like young people. There's a great quote by Robert Jarvik that says, "Leaders are visionaries with no concept of the odds against them."

Howard Partridge ([00:31:27](#)):

Victoria-

Ellen Rohr ([00:31:28](#)):

Isn't that excellent? Victoria busy today.

Howard Partridge ([00:31:32](#)):

Order that transcript.

Ellen Rohr ([00:31:35](#)):

Now Robert Jarvik was one of the developers of the artificial heart, which never really worked, but what an ambitious undertaking. We'll take your heart out and put a piece of plastic in. But still though, his original idea never worked. He set heart transplant technology ahead by decades and decades. Right? So interesting, interesting. Yeah. So be less emotionally attached to it. Your business is a vehicle to drive you in the direction of your life dreams, your life goals, as Howard says is. Am I close?

Howard Partridge ([00:32:13](#)):

Yeah. The one and only reason your business exists is to be a vehicle to help you achieve your life goals.

Ellen Rohr ([00:32:19](#)):

So it's a vehicle, it's a car. You can fix the car, abandon the car, get another car it's just a car. And if you'll have a lighter touch on the reins... One thing I've learned about people who sell their businesses or get an investor, my partner included, me included, is now when you have a little bit of breathing room, you've taken some cash off the table. Those leaders have such a light hand on the tiller. They're making really good decisions. Does that make sense? It's just a little more breathing room.

Howard Partridge ([00:32:51](#)):

Talk about that.

Ellen Rohr ([00:32:52](#)):

So they got paid out some money when they sold their business. They rolled up some money, so they're still involved, maybe heartily involved, but not every poker chip is on the table for them every day. Who feels like every poker chip is on the table every day? You know what I'm saying?

Howard Partridge ([00:33:10](#)):

A lot of people in this room for sure.

Ellen Rohr ([00:33:11](#)):

So just like, if you could imagine that it'll be okay. Your sense of your awareness broadens and you'll see more choices. When you're absolutely in touch with the fact that every poker chip is there, your vision narrows and you won't make as good a decision. Did anybody... Did that land with somebody here? So pretend it'll be all right because I know like I know it will. That's why you should also be kinder to yourself. It'll be fine. If you're paying attention to the numbers, you'll catch a bad mistake before you go

down too deep a hole. What? That didn't work. Let's go in this direction. Know who my new best friend is?

Howard Partridge ([00:33:53](#)):

Who's that?

Ellen Rohr ([00:33:53](#)):

Kenneth.

Howard Partridge ([00:33:54](#)):

Who?

Ellen Rohr ([00:33:55](#)):

Kenneth. Right there.

Howard Partridge ([00:33:56](#)):

Kenneth. He's my friend too.

Ellen Rohr ([00:33:59](#)):

He's our new best friend. But I love-

Howard Partridge ([00:34:01](#)):

Always loved.

Ellen Rohr ([00:34:02](#)):

He's in my class yesterday and he announces he is a CPA. And I'm like, "Oh no." First off, I'm going to make a lot of fun of you. And secondly, I'm going to get busted for not knowing the right terms and stuff. But we had a great time yesterday and I get a lot of validation when you nod your head. So thanks for being my new best friend.

Howard Partridge ([00:34:22](#)):

What a wonderful human being he is. By the way, he just wrote a book called Gumption and you got to have some gumption to write a book called The Circle of Gumption. The Circle of Gumption.

Ellen Rohr ([00:34:37](#)):

Circle of Gumption.

Howard Partridge ([00:34:38](#)):

So be sure to get it. It's a wonderful book.

Ellen Rohr ([00:34:40](#)):

There's some gumption on the stage right here now, my friend.

Speaker 6 ([00:34:43](#)):

That's right.

Ellen Rohr ([00:34:44](#)):

That's right. Here we are.

Howard Partridge ([00:34:45](#)):

Here we are.

Ellen Rohr ([00:34:45](#)):

Here we are.

Howard Partridge ([00:34:47](#)):

We are gumption.

Ellen Rohr ([00:34:47](#)):

The gumption kids.

Howard Partridge ([00:34:49](#)):

The gumption kids. There you go. Am I writing this down? Oh, Victoria, transcript. We'll get a book out of this.

Ellen Rohr ([00:34:56](#)):

She's in the bathroom with Sarah Marion.

Howard Partridge ([00:35:03](#)):

Oh goodness.

Ellen Rohr ([00:35:04](#)):

Okay. Okay. What have we got?

Howard Partridge ([00:35:06](#)):

All right, why don't we do some Q and A? You have the young lady who has scaled up, not one franchise but two franchises. Remember that this young lady right here scaled up Benjamin Franklin Plumbing from zero to 40 million in two years. Two years.

Ellen Rohr ([00:35:31](#)):

This one's taken me a little longer, but we got a solid foundation. But you know what else too? That is cool and I'm super proud of it, but I now know there's so many people who are young. Again, act young. If you're old, act young. I'm old. Because the speed at which they're growing a company... 30 years ago in the trades, a 5 million dollar company was iconic. Now, it's Tuesday in some of these businesses, they're just growing so big and so fast. So can I tell you what Tommy Mellow told me? Do you mind if I repeat this?

Howard Partridge ([00:36:04](#)):

No, not at all.

Ellen Rohr ([00:36:06](#)):

So I spend a lot of money on my education. I'm always learning. I went to an event last week and Tommy Mellow is going to do over a hundred million in garage doors. A company he started-

Howard Partridge ([00:36:18](#)):

Sales and service.

Ellen Rohr ([00:36:19](#)):

Sales and Service Garage Door, he started out of his trunk like you did once upon a time, 36 years old, something like that. And he said, "To make a million, to become a millionaire, you need systems, and billionaires use networks." And the way two billionaire... And I don't know that I even aspire to that, but just think about it. My havingness is expanding, but the way to billionaire is millionaire. But the way you earn the right to have the time to explore that network is to put your systems into place. So you'll learn so much of that here in the inner circle without fuss. Edit it to work for your company, put it in place and don't question too much, just do it. Then you'll have some better evidence for you to ask a better question. And we'll rock and roll.

Howard Partridge ([00:37:11](#)):

Yeah, that's good. To become a millionaire, use systems. To become a billionaire, use your network. And this is something that... This community's been together for a long time, and so there are things that I recognize that we need to hear over and over. So one of the things I've been sharing with this community here is the value of your network and paying attention to who's in the room, getting yourself in the right position. And that's what happened with Ellen. I told them the story of how I didn't like you at first because you were in my space in the magazine and you're doing the keynote. I'm not. And I don't think I'd like this lady and-

Ellen Rohr ([00:38:01](#)):

I knew nothing of it, so there you go.

Howard Partridge ([00:38:05](#)):

So I'm going to tell you the rest of that story today. And then you rolled out on the stage and I was on the back row with, I don't know, Santiago and a couple of my buddies. And I'm just like this. And you were given away your PBS DVDs and asking people what their elevator pitch was. And a guy pops up, gives this elevator pitch, and you go, "Ooh, I really like that. And where'd you learn that." He said, "This guy named Howard Partridge." And you said, "Whoever this... I don't know who this Howard Partridge guy is, but I like him." So immediately I liked you.

([00:38:44](#)):

And then I shared with them that you had a package to sell. And I went to the back of the room where she had her table and I told them that I gave you my Platinum American Express card that had \$40,000 balance on it that I couldn't pay. And I thought, well, what's the \$41,000? If you can't pay it, what's the difference? And because I was in debt. My company was making a couple million dollars a year, but we

were losing money, and I was getting deeper and deeper in the hole. And I thought, well, she likes me, so I like her. And she has a program that'll help me. What I didn't tell you is that, that day was the very first time that she ever offered a product from the front of the room.

Ellen Rohr ([00:39:39](#)):

Oh my gosh, my armpits are filling with sweat. I'm in the back of the room. I'm like, I hope somebody buys it. And-

Howard Partridge ([00:39:46](#)):

I was her first customer.

Ellen Rohr ([00:39:47](#)):

First customer ever. Is that adorable? It was so good. And I'm like, "Well, thank you." Isn't that perfect?

Howard Partridge ([00:39:58](#)):

It's so cool how relationships come together and we had this adventure together. You think that I'm learning a lot from Ellen from this whole franchise experience. I got to meet her franchisees too in Seattle, which was what a wonderful group of people. You've really attracted some phenomenal people.

Ellen Rohr ([00:40:18](#)):

Oh, I know. Everybody loved you. And it was interesting too, because we had done personality mapping before we finally made the switch over to disk. I had Howard come out. And by the way, he covered for me and Santi. I asked Howard. I asked if Santi could do some training for us, and Santi could not make it because he hurt his back.

Howard Partridge ([00:40:39](#)):

He threw it on his back. And Tom and I were scheduled to do an event in Panama City Beach, which had rescheduled. And so I didn't have anything to do, but sit on the beach with my grandkids. And I started getting these messages from my team that, what are we going to do? Santiago can't fly to Seattle. I mean, that's not around the corner. And I'm like, okay, Santiago can't be there. Sherry Perry can't be there. I don't know any other DISC certified people in that area. And I ain't send in just anybody to Ellen Rohr for her franchisees. So I said, "I'll be there." And I'm so-

Ellen Rohr ([00:41:32](#)):

What a deposit in the bank account of our-

Howard Partridge ([00:41:35](#)):

I'm so glad I went.

Ellen Rohr ([00:41:37](#)):

So good. So good. It was so great and you did such a great job. And even some of my hardcore Ds were like, "Right, I get it now." All right. It really landed where before it had always seemed like an indulgence to me to even talk about it. So really there was a giant shift there as a result of your team.

Howard Partridge ([00:42:00](#)):

I mean, there's real results from DISC. And while I was there, I think I posted something. Did I post something on Facebook? And Sarah's like-

Ellen Rohr ([00:42:13](#)):

Oh, is that how you knew?

Howard Partridge ([00:42:14](#)):

Yeah. You're going to Seattle. They live what, three hours away? Three hours away. So Sarah and her husband Jim and my two adopted grandchildren, her daughters or my adopted granddaughters, not legally but you know. And they're like, "We want to come spend some time with you." And I'm like, "You going to drive three hours one day? I mean, drive three hours one way to spend not even a day with me, to spend three hours with me and then three hours back?" She said, "Yep." So we went to the Pike Place Market, we did all the Seattle stuff and it was fun. F U N. Phenomenal. Phenomenal. So you have family all over the world. I mean, how cool is that? So thank you for that. So we all work together. Okay. You want to do Q and a?

Ellen Rohr ([00:43:11](#)):

Yeah.

Howard Partridge ([00:43:11](#)):

Okay.

Ellen Rohr ([00:43:12](#)):

Let's do it.

Howard Partridge ([00:43:13](#)):

All right. Who has a question for Ellen Rohr? Right here. And then right here. Our lady starts.

Ellen Rohr ([00:43:21](#)):

Austin's on it. Oh, what?

Howard Partridge ([00:43:23](#)):

Austin is way on it.

Speaker 6 ([00:43:25](#)):

Hopefully this is appropriate. So I own All Things Driving, we're getting ready to release a video recording, which is awareness versus focus. It's not really about driving. It is life changing for parents, especially with teenagers, so they can understand why the teenagers are focused and they have about a thousand percent increase of falling downstairs, falling upstairs, going into traffic, getting hit, and going to the emergency room, where the parents didn't because they were aware. It's hilarious. It's funny. And I've had parents tell me that course were \$300. I got convinced earlier to charge \$19 for that. But I'm thinking more now like \$29 or \$39. What should I do?

Ellen Rohr ([00:44:16](#)):

What should you do? Well again, labor hours are actually easier to add up and divide by. You've got some more math to do. How many, if I produced them, if I did, if I deliver them as downloads? Are you delivering them as downloads? Downloads, just where you click on it or you having things produced?

Speaker 6 ([00:44:40](#)):

On the produced, the cost going to be like \$200 or less.

Ellen Rohr ([00:44:40](#)):

\$200. Okay. But these are decisions. You're going to map out a couple of spreadsheets. You're going to get a 15 year old, maybe your kid who knows how to use Excel to sit next to you and put these spreadsheets together. Are you with me? And then I would also always find someone in your space who's doing something similarly. And I would start harassing them like this. I would call them, I'd find out who they are on LinkedIn. I'd reach out to them on LinkedIn. If they don't respond, I'm going to hit them 10 times till I get their attention. And I'm going to say, "Hey, I've got a product that looks like it would be in a parallel space to yours. And I really admire what you're doing. I have one short question and it will be a ten second answer from you. I will take 10 seconds of your time if you would call me back." Something compelling, are you with me? And I will make fun of you too. People will reach out to me. Short answer, Ellen. How do I make money? Or short question? Short question. How-

Howard Partridge ([00:45:38](#)):

How about when you called Frank Bla?

Ellen Rohr ([00:45:41](#)):

Yeah, exactly.

Howard Partridge ([00:45:42](#)):

Kind of answer did he give you?

Ellen Rohr ([00:45:44](#)):

He was very mean to me when I first called, but he helped me. So what will happen is there's someone in your space. This is an answer to you specifically and to everyone. There's someone in a space that's similar with whom you don't compete. You're not going to be threatening to them. And just say, "Hey, if you could visit with me for 10 seconds, I will make that time well spent for you too." I'm just saying, you do something compelling to get their attention. Who's with me? To give them a real long spiel or a long, they're not going to read it.

([00:46:16](#)):

They're going to delete it. And you're going to do this. You're going to leave a voicemail, Facebook, LinkedIn. You're going to find this person and get them to talk to you. And then you could pattern yourself. Also, you're going to study their website. You're going to see how much they're charging. You're going to try some things. Now, I don't know that they're charging the right price, but they'll give you an idea of how they're positioning themselves and it'll give you something to start with. Does that make sense? And then you're going to keep track. I sell this many, I made this much money and you're going to make some decisions.

Howard Partridge ([00:46:49](#)):

The greatest life lesson that I have ever learned is get around people who have already been where you want to be and who have a plan for you to follow, because some of these guys may not talk to you. So you want to find someone who... What you really need for that business is you need to decide whether that is the beginning of a funnel or the end of a funnel. I'm kind of doubting you're going to make money on a \$20 video, right? Because you got to sell a bunch of them, right? So the video might be a free video to build your list that leads to something else. So I would suggest to you that you study the whole info marketing funnel hacking business, if you will.

Ellen Rohr ([00:47:39](#)):

And who in this room does this kind of business?

Howard Partridge ([00:47:45](#)):

Who's that?

Ellen Rohr ([00:47:45](#)):

Anyone? Anybody? Is anybody relating to selling product online or in... Sure. So talk to them. They're right here. Okay. Make sure that you're working that network and ask questions. And this is what my mentor taught me, and I like to talk. Listen more than you talk.

Howard Partridge ([00:48:03](#)):

Amen.

Ellen Rohr ([00:48:04](#)):

Right? So just ask, how are you successful? What advice would you give? What did you do that worked? What mistake would you avoid? And get yourself educated as Homer Simpson says.

Howard Partridge ([00:48:15](#)):

Yeah, you might do a model like Eric and Larry over here. You can't miss Larry. Blue hat colorful shirt and an orange jacket that I'm probably going to steal.

Ellen Rohr ([00:48:27](#)):

It's pretty sharp.

Howard Partridge ([00:48:29](#)):

I'll be wearing that jacket before the end of the conference at some point in time, even if it's just for a picture. But anyway, Eric and Larry have a subscription model where they produced a five minute video teaching soft skills to technicians. You could have some sort of subscription model where there are all sorts of short videos on different aspects of driving and what have you, but they pay by the month. Okay. So there's all kinds of ways to do this. And anyway, see the blue hat over there? Follow blue hat. There you go.

Ellen Rohr ([00:49:12](#)):

That's why he wears it. He's so amazing.

Howard Partridge ([00:49:15](#)):

Okay, Kelly.

Speaker 7 ([00:49:18](#)):

Can I just hold it for you?

Speaker 8 ([00:49:19](#)):

Sure. My name's Kelly Olive, and I appreciate, first of all, you saying how you are an unlikely money Maven.

Ellen Rohr ([00:49:26](#)):

Money maven.

Speaker 8 ([00:49:30](#)):

And you're a creative that's... I'm really at heart, I'm a creative. I was a stay at home mom, homeschooled my kids, loved it. I would've been happy just making cookies and helping my husband. But God put a love of business in my life. So I'm a business owner with my son and my husband. We have three coffee shops and a roaster in South Florida and love every bit. Everything about business. I love the relationship part, the number part, the strategy, all that. So we are considering franchising. I've heard there's licensing as well. I don't know the difference. And do you have any thoughts about that?

Ellen Rohr ([00:50:10](#)):

A franchise is when these three things exist... We all fly the same flag. You have a brand and that's required, and that there's systems to which we can hold you accountable, and then there's an exchange of money. So when those three things are present, if that's what you're doing, it's a franchise. And if you're doing it and you're not going through all the hoops of being a franchise, you could get busted for breaking SEC laws. So licensing attempts to get around that by taking one of those things out. So you could create a brand for people, but then you wouldn't have the systems.

Howard Partridge ([00:50:45](#)):

So say those three things again.

Ellen Rohr ([00:50:47](#)):

Okay. So it's the brand, the systems to which we hold you accountable, and the money. There's an exchange and we pay for it. So those three things, that is a franchise. That's how the SEC looks at it. And I'll tell you, franchising has a lot of laws as opposed to MLMs. Just saying MLMs are pretty wild west and franchising is very regulated. Now, I don't mind the regulation because it's really designed to protect the franchisee. There's waiting periods, there's protections in this lift with your leg documents. It'll cost you to become a franchise. So you could start exploring it. If you're interested, [franchise.org](#) is an excellent resource.

([00:51:30](#)):

It's like the association of franchises across the world. And there's 4,500 franchises out there. And only a small percentage, like 1% or 2% get to a hundred units. So of course, that's why I want to get to a hundred units. All right. But study up on it. And licensing may be as far as you want to go. There are

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some successful licensees in here, I think. I don't know. Who's a soft wash company? I don't know how they're structured. They might be dealers. So dealers might be another way to go.

Howard Partridge ([00:52:04](#)):

It's a licensing arrangement.

Ellen Rohr ([00:52:07](#)):

So yeah, talk to people who are doing both. Get a little education and then go to the source with franchise.org. Sign up for some classes.

Howard Partridge ([00:52:14](#)):

I have a contact for you. So...

Ellen Rohr ([00:52:17](#)):

Yes, you do.

Howard Partridge ([00:52:18](#)):

I have a group that can totally do that turnkey for you. I think it'd be a great franchise for you. Yeah. So I'll introduce you. Yeah, that's right. I love their place.

Ellen Rohr ([00:52:33](#)):

This is great. You have the best answers. Why am I here?

Howard Partridge ([00:52:35](#)):

Well, I don't know about all that.

Ellen Rohr ([00:52:35](#)):

What he said. All right. How are we for time?

Howard Partridge ([00:52:46](#)):

We're good. Let's not go there. All right. Well, I don't know. We're getting close. Oh, all right. Okay. Your friendly cpa.com right here.

Ellen Rohr ([00:52:54](#)):

Oh, were you asking though? You got a question?

Howard Partridge ([00:52:58](#)):

Okay, we're right here. We'll come to you. Yes, sir?

Speaker 9 ([00:53:03](#)):

Thank you. Our profit margins are between 50 and 58%, but I've identified many ways in which we can improve our unique experience, positioning a better customer experience for our clients. Do you

suggest that we first increase our prices? Or do we first improve our customer experience before we raise our prices?

Ellen Rohr ([00:53:27](#)):

Such a great question. Here's my 100% answer. Just by virtue of the fact that you are thoughtful enough to put a question like that together. I know you're doing right by your customers, or at least you're attempting to every day. So you deserve to make more money right now if you didn't change anything. So raise your prices, give yourself a little bit of breathing room, and then do that. So I tell the story, I told it yesterday, when we first raised our prices, I was scared to death. It took me a minute.

([00:53:58](#)):

I was a slow learner. I am too smart for my own good. I fought with my mentor, blah, whined, all that stuff I make fun of you about, right? But when we raised our prices, the one thing I did is I got new shirts for the guys, and they were chambray shirts with a patch that had our logo in the name on them, which was a total upgrade from one of my guys who used to wear a shirt that said, "Kill them all, let God sort them out." So the bar was low. The bar was low. So yes, you're going to do those things and you're going to add... And so what I know, what's your business?

Speaker 9 ([00:54:38](#)):

We deliver music lessons.

Ellen Rohr ([00:54:39](#)):

Music lessons. Okay. So clean, sober, on time, dressed right, and using a checklist, like those basic respectful things. When someone... Do you go to people's homes?

Speaker 9 ([00:54:50](#)):

No.

Ellen Rohr ([00:54:51](#)):

They come to your shop. So your shop is spotless. Start with clean. I went to a nail salon today. First thing I noticed, clean. I'm stoked. I don't care how much they charge. You with me? Start with clean. Clean's always good. Dirty is always bad. Don't make it so hard.

Howard Partridge ([00:55:08](#)):

Okay, the next one is Sober.

Ellen Rohr ([00:55:10](#)):

Sober. So drug testing is good. If you're going to send people into someone's home.

Howard Partridge ([00:55:16](#)):

That's the best music lesson I ever had-

Ellen Rohr ([00:55:17](#)):

Sober. Wow. Yeah. I don't know. I mean, they're coming to your house. I'm going to their house. Sober is really important in my business.

Howard Partridge ([00:55:26](#)):

Are you guys doing anything virtual?

Speaker 9 ([00:55:28](#)):

We did over covid. But the customers much prefer in person.

Howard Partridge ([00:55:32](#)):

Okay.

Ellen Rohr ([00:55:33](#)):

Something about live music.

Howard Partridge ([00:55:34](#)):

With that experience.

Ellen Rohr ([00:55:35](#)):

Yeah. Yeah. That's cool. All right. So see where I'm going? So raise them right away and then price differently. Now Howard, again is really good at this. In his service business, everybody's charging one way, so you package your prices differently, right? Don't make it so easy to compare, right?

Howard Partridge ([00:55:53](#)):

That's right.

Ellen Rohr ([00:55:53](#)):

In the trades, it used to be everybody charged time and material. Well, if I charge my labor rate compared to my competition's labor rate, I would stand out like a sore thumb, so we move to menu pricing and we give prices before we do the job instead of after. So we found really simple ways to add value that would give us a leg up when it came to that price conversation.

Speaker 9 ([00:56:15](#)):

Thank you.

Ellen Rohr ([00:56:16](#)):

You're welcome. That's a question. And it's good for everybody.

Howard Partridge ([00:56:20](#)):

There's so much you can do with that experience that you're going to learn in the inner circle and raising your prices... Like Ellen said, you raise your price 10% and lose 10% of your customers, you're still making more money because of the cost of doing business. I'm sure that there's a point of diminishing return there somewhere. But the thing is that as you create a unique experience, people are willing to pay more for that. And so that's one of the things that you're going to learn in the inner circle is how to elevate, raise your prices, always do what Ellen says. And then you probably do offer great customer service, but is there a unique service experience that when people get done, they just say, "Wow, this is the greatest thing ever."? Yeah.

Ellen Rohr ([00:57:17](#)):

Are you getting testimonials from your customers?

Speaker 9 ([00:57:20](#)):

I have a few but they're old.

Ellen Rohr ([00:57:21](#)):

Yeah. I mean, I drop the ball on this every day, but as soon as you have a great experience, you just take the selfie and put on the video. And now you can leverage that on your social media and just you've got... Because when they hear someone else bragging on you, those testimonials...

Howard Partridge ([00:57:38](#)):

Yeah. There's so much you can do with testimonials, reviews, all that stuff. And when you start doing referral marketing and you have your referral sources talking about you... I shared that a little bit this morning and yesterday you were in my bootcamp. That is the secret to record sales and profits.

Ellen Rohr ([00:58:00](#)):

We used this system at Zoom Drain. That our number one referral source are plumbers who say they do drains but really don't like to do drains and refer all their work to us.

Howard Partridge ([00:58:10](#)):

See that?

Ellen Rohr ([00:58:11](#)):

Easy peasy. Do we have time?

Howard Partridge ([00:58:15](#)):

We're going to take one last question.

Ellen Rohr ([00:58:17](#)):

Okay.

Howard Partridge ([00:58:18](#)):

Okay. Oh yeah. Michelle.

Ellen Rohr ([00:58:20](#)):

Pressure's on.

Howard Partridge ([00:58:21](#)):

She's your friendly CPA.

Ellen Rohr ([00:58:23](#)):

Yay. Oh, that right there is an oxymoron and very powerful.

Speaker 11 ([00:58:28](#)):

No, I'm your famous-

Howard Partridge ([00:58:29](#)):

No, she's really friendly.

Speaker 11 ([00:58:29](#)):

... and I happen to be friendly, too

Ellen Rohr ([00:58:33](#)):

Friendly. I mean, but it was unexpected.

Howard Partridge ([00:58:34](#)):

She's in Texas.

Ellen Rohr ([00:58:35](#)):

Yeah. Excellent.

Speaker 11 ([00:58:36](#)):

Okay, I have a question on franchising. Can you tell me the difference between whether you and the speed and the investment? You take one franchise where they build it, prove the systems and everything, and then franchise, or the idea and just jump in doing the system?

Ellen Rohr ([00:58:55](#)):

I would, having done it both ways, the first time when we did Benjamin Franklin, all I had was the name Benjamin Franklin. Didn't have the logo, the identity, anything, didn't have a system, didn't have a model center. So when I did Zoom Drain, the reason why it took longer to get it going is I wanted to make sure I had a red hot model center, red hot. Because if you wanted... This is what Al Levy says. If you want it to be lukewarm over there, it better be red hot right here. And it gives us so much credibility with our franchisees. In fact, at my franchise company owned stores, we pay the same franchise fees. So we know the whole burden. We have to earn it every day. So yeah, I would start with the model center and get the manuals in. Get your brand together. You're in a good place to do.

Howard Partridge ([00:59:46](#)):

That. If you want it to be lukewarm over there, it better be red hot right here.

Ellen Rohr ([00:59:51](#)):

That's Al levy

Howard Partridge ([00:59:52](#)):

Victoria?

Ellen Rohr ([00:59:55](#)):

Give AI credit.

Howard Partridge ([00:59:56](#)):

Transcript. Transcript. Okay, Michelle, I have an opportunity for you. Oh, yes ma'am.

Speaker 8 ([01:00:10](#)):

As a franchisor, I wanted to ask you,

Ellen Rohr ([01:00:12](#)):

Are you a franchisor?

Speaker 8 ([01:00:12](#)):

Yes.

Ellen Rohr ([01:00:13](#)):

All right. Okay.

Speaker 8 ([01:00:16](#)):

A new franchisor. And I wanted to ask how important... And which I think it is, but tiering your prices based on region?

Ellen Rohr ([01:00:24](#)):

Tiering-

Speaker 8 ([01:00:25](#)):

Your price structure based on region. Like-

Ellen Rohr ([01:00:27](#)):

Oh, I'm expensive in every single market we enter.

Speaker 8 ([01:00:34](#)):

So there shouldn't be a tier?

Ellen Rohr ([01:00:36](#)):

No.

Speaker 8 ([01:00:37](#)):

I've been told that I should tier and I should have three tiers of prices, but I feel like that's just going to create confusion.

Ellen Rohr ([01:00:43](#)):

He just said, "Do everything Ellen says." You don't have to do everything Ellen says, but you asked me and I would say... I'm not going to swear on your stage because I'm getting better.

Howard Partridge ([01:00:55](#)):

Good for you.

Ellen Rohr ([01:00:58](#)):

Getting better. I'm usually in trouble at some point. Swear word, no.

Howard Partridge ([01:01:06](#)):

Well, so when you're on this stage, if any of you guys ever end up on this stage, our standard is the five year old homeschool child

Ellen Rohr ([01:01:21](#)):

Who may be in here.

Howard Partridge ([01:01:21](#)):

We have two of them in the room right now.

Ellen Rohr ([01:01:24](#)):

Exactly, Yes. Yeah. And so, no, I don't make it complicated and don't give your franchisees or don't give your team members reasons to charge less. You see where I'm going? Find out ways to be more. When the value exceeds the price, you can sell at any price. Why do we buy a Rolex for 10 grand when it doesn't even run very well?

Howard Partridge ([01:01:52](#)):

True. So Natalie, I'm going to be working with you on that. I met Natalie in the new franchise world that I am a part of.

Ellen Rohr ([01:02:01](#)):

Great. You're great hands.

Howard Partridge ([01:02:03](#)):

She got a great company. It's going to be a great franchise. Speaking of these questions on franchising, buying companies with no money, selling companies. Ellen is going to be with us in February. Our phenomenal game changers. There we go. So we have a mastermind called Phenomenal Game Changers. It is for people who are wanting to scale, who are maybe turnkey or already turnkey. They want to do something new. And so we're going to do a day together exploring those different opportunities. How do you acquire a company? How do you scale? What about licensing? What about franchising? And those sorts of things. So you'll learn more about phenomenal game Changers tomorrow. And we haven't set this in the sand yet because I got one thing I got to check on the dates, but we're probably going to go to Hawaii.

Ellen Rohr ([01:03:21](#)):

Yes.

Howard Partridge ([01:03:23](#)):

Phenomenal Game Changers are probably going to Hawaii. Okay. We did that once before. Ellen, myself, Sherry was with us, I don't know, we had six or seven people. And what we did is we went to Oahu and there's a resort there called Colina and it's a beautiful, beautiful place. And so we started with breakfast, we all just had breakfast together and then we went out on the beach. We continued our mastermind in a circle on the beach and then we went to lunch together and then went back to the beach and continued our conversation. Then we had dinner together. We did that for three straight days. And you talk about breakthrough conversations. Sherry Perry gave me-

Ellen Rohr ([01:04:20](#)):

Are you going to cry? I know.

Howard Partridge ([01:04:25](#)):

Because I can't look at her without crying. She gave me this book. There's this book series, it's the hardback book series and it has numbers on it. This one was five and it says, "Where will you be five years from today?" And it had all these different exercises about dreaming, setting a vision and all this. You know how much stuff I have like that from Sherry Perry with stickers in it? And every time I look at that and remember that day on the beach in Hawaii and what has happened over these five years,

([01:05:17](#)):

it does make me cry. So anyway, I'm going to hopefully get that worked out by tomorrow. I'm going to work on that.

Ellen Rohr ([01:05:26](#)):

Great.

Howard Partridge ([01:05:27](#)):

I got to check a couple of dates and things like that. There's a couple little issues I got to get with Michelle on. But anyway, Ellen will definitely be part of Phenomenal Game Changers moving forward. Also, you may not be there yet, you may need to just get your financials put together. And Ellen mentors for us every Thursday, she has a program that we run for her. She shows up. And if you want to get all of Ellen's courses, how to compensate your team, how to build your budgets, how to price your services, how to get to K F P, how to do projects.

([01:06:10](#)):

All of those courses are available. And you can get mentoring with Ellen every Thursday. So you can ask her any question that you want. It's a one year program. And so you get Ellen for a full year. It's only a thousand a month. Or if you prepay the year it is 10,000, you save \$2,000. If you're in inner circle, you get 50% off. So it's only \$5,000 or \$500 a month. Okay. So if you'd like to join up with Ellen, just see the ladies at the back table back there. See Michelle and Victoria and they have an enrollment form and Ellen will be your mentor and your coach.

([01:07:00](#)):

And nobody else in the world can get it. Only you.

Ellen Rohr ([01:07:04](#)):

Thank you. It's much fun. Oh, this much fun.

This transcript was exported on Nov 01, 2022 - view latest version [here](#).

Howard Partridge ([01:07:11](#)):

Give it up for Ellen Rohr. How a little music there.

Ellen Rohr ([01:07:24](#)):

Awe. We're better exit stage right. I love... Wait, you went away.