

OUCH! Help!



by Reg Green

When, many years ago, I was thinking of setting up a one-person public relations business, I did something I knew would be of no help whatsoever: I read a how-to book on setting up a one-person business. It lived fully up to expectations: it was no help whatsoever. Or, rather, it contained only one useful piece of advice. “Never work before breakfast.”

Plus, this caveat: “If you have to work before breakfast, get up early and have breakfast first.”