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Petitness
Have only what you need

If you do need your own office or shop from the get-go, start small. Too many retail concepts, for example, fail because people just start off too big, paying rent for floorspace they don't need. Conversely, there are lots of shops no bigger than a few square metres that raise the bar in terms of inventiveness.



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Equipment
Make work a pleasure

A desk, a chair, a laptop: get it right because it's likely you will be sitting here a lot. For the actual kit you need, turn to page 270. But there's also a pleasure factor to consider. Your working environment should make you feel good about the day ahead. A wobbly chair distracts, a desk that's too small frustrates and a laptop with a tricky demeanour soon infuriates. This is not about cash, just about choosing carefully.



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Support
Have help on hand when your computer gives up

Make sure there is a plan for when your computer breaks down and the website crashes – you need an IT man or woman. Hours lost trying to retrieve your spreadsheets are wasted hours; get a support system in place unless you are a genius with tech issues. Failing that, hire a team member who knows the key you need to press to reset your day.