

My Story: The Mad Butcher

“He climbed out of bed at 4am to go to work every morning, for over 25 years. Finally, he’d had enough.”

Peter Leitch, aka the Mad Butcher, bought a hammer and smashed his alarm clock to smithereens. But the snoring that followed wasn't a sign of giving up. It was the sound of success.

The Mad Butcher had gone from owning and running a tiny, local butcher shop in Mangere to managing a multi-million dollar franchise business, spread throughout the country. How did he do it?



Peter Leitch, aka the Mad Butcher

Taking out a Yellow Pages® ad was one of the **first business decisions** he made. The phone started ringing, and so did the tills.