MERGED TRANSCRIPTIONS: PEA 2024 WS 10

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📋 INCLUDED FILES:

1. PEA 2024 - Workshop 10 - Session 1 - Transcription (9,920 words)

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3. PEA 2024 - Workshop 10 - Session 2 - Transcription (1,796 words)

4. PEA 2024 - Workshop 10 - Session 2 - Transcription (1,796 words)

5. PEA 2024 - Workshop 10 - Session 3 - Transcription (78 words)

6. PEA 2024 - Workshop 10 - Session 3 - Transcription (78 words)

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📄 FILE 1: PEA 2024 - Workshop 10 - Session 1 - Transcription

📊 Words: 9,920 | Original: PEA 2024 - Workshop 10 - Session 1 - Transcription.docx

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Session 1\_Transcription

[Adam Goff] (0:20 - 8:20)

Before we get back in here, presenting to our peers, fighting it out for the end of the year awards. So now's the time to pull out all the stops, take the foot, put the foot fully on the gas and just absolutely nail those promises you made to yourself in January. That is what championship season is.

That's what the summer is all about. We're already closing in on winter. So now is the time.

It is here. This is it. No, no messing around.

It's time to rock on. So, Geoff, I'm going to read you about, then I can get back. Yeah, it was such a good night.

What an amazing night. It must have been a lot of effort. I couldn't actually believe it when I saw a disco was happening because the symphony was so long, wasn't it?

I thought the symphony was a disco all day. And then I got into it and I was like, oh, nice evening meal. Nice and relaxed.

Again, then I saw like Joe Jackson and the DJing girls. It was so fun. It was a fantastic event.

And 143, for those people that don't know or weren't there, 143,000 pounds raised. So let's give Dan and Ros another massive thank you. It's very nice to see lots of advanced members, people in this room, looking at the Benson and going again, going again, maybe for the third, fourth time.

Several people in here were recognised with awards. Very inspiring. And let's give Steve Hammond a big shout out as well, because he did get a free raise.

And if he can find time to raise money for charity two years on the trot like he has, it's just like leaving everyone else without any excuse. So I find it very inspiring. And it was just a fabulous evening.

And also just having all the other charities there from all the years. You know, I was talking to people from last year, two years ago, and they're just so grateful. And it's like, we're part of their story now.

It's really cool. And the Betts Centre, they're going to name the kitchen after us. And it's just like, it's so, like, it's just, it's really fantastic.

So yeah, it was five years. And it was just a really memorable, memorable evening, indeed. So I hope you've all had good months since then.

I hope you've really been focusing and taking what we taught you and running with it and had some really good feedback about it. A little bit about what I've been doing behind the scenes. Obviously, the Super Rent Weekend, again, we sold out advance, which was fantastic.

We broke the checkouts, as lots of you know. And because we're with a new bank, we broke the bank. I mean, we picked out of our bank for a few weeks, which was a bit scary, because they thought we were never going to be taking this much money on one day.

There literally must be something wrong. But it was fantastic. So well done to everyone who secured your seat for next year.

So a round of applause for everyone who did manage to secure the seat. Thank you, MCs. Looking forward to going on to something next year.

I'm sure you can't wait. Obviously, now that we're in the room, we're going to be putting more investment into virtual and hybrid to make sure that those people that missed out or do want to continue the journey from home or in a different way can. So we want to make it as literally as good as we can.

So you can do prime time workshops at home. So obviously, with the hybrid option, we can come to the super events. We need the virtual option where you can just do all 12 workshops at home.

This is the first time we've ever done it for advance. It's a brand new, new product. Never done it before.

And we are going to invest in the professional film crew, the guys that are going to do... Some of you will have seen it on the vault. It's a fantastic set up.

You can see the slides at the same time. So that's a big investment and we'll be committing to that for the virtual. We're going to have TV screens in the room where we can see people in virtual on their Zoom, you know, on the Zoom to stop you just showing up in your pants, you know, watching it on the sofa.

OK, so it's like, it's legit. So that's going to get you signed up, like brand new. It's going to get you to do your hair and your makeup before you come to a virtual event.

And that's going to add to the interaction. It's going to make you feel like you're part of it. And, you know, we want this to be more of an experience.

Obviously, some people like Simon at PIN are already doing this quite successfully. Obviously, we want to do it in a world class, you know, in a world class way. So putting that investment into the tech, obviously, everything is going to be there on the vault, as you already know.

So that's quite exciting. And now we can really focus on making that happen. And there will be a virtual host as well.

There will be a virtual host that will facilitate networking before, answer questions. So it's not just going to be your left to your own device because you're just watching it. It's going to be interactive.

There's going to be someone there, a PE mentor, to help you and create a community with the people that are engaging virtually. So it's very exciting. Marketing and finance has been just the flavour of the month.

Last couple of months for me, I've been learning a tremendous amount about marketing. Obviously, now running the marketing for property entrepreneurs, we've made a lot of success with our first funnel, our first paid funnel. We spent a lot of money and we didn't get a lot.

We've got a lot of emergencies, we didn't get any sales, actually, believe it or not. I think some people think this isn't really easy. And it's just like, oh, yeah, you do a paid and you do a free.

No, it's actually, it takes time. It takes iterations. It's a learning experience.

You're trying to sell things live with lots of other people that are also trying to do the same. So we've learnt a lot of lessons and we've rejigged our funnel now. You can go on Don't Talk To Tenants and you can watch an on-demand masterclass.

That's now the top of our funnel. So they watch the masterclass, give us an email, and then they're in our nurture sequence from there. And then we're going to look at trying to extract a mobile number and then probably even have a direct sales call to close them onto the blueprint.

So that's like our refined funnel for getting people onto the blueprint. People who don't necessarily know about us like most of you would have heard about us when you joined. So just a little behind the scenes about what we're doing within marketing.

And then it isn't easy, but if you get it right, obviously the sky's the limit. And just to get our heads up, so we are going to be running the World Class Women promo this weekend again. So obviously we did it last month and we had some really good success.

We didn't get it out as well as we would have liked, so we're going to run it again. So just if you know anyone that missed out or you know anyone that you would want to refer using this, this is the biggest discount we ever did for the blueprint. And the important thing about this blueprint is that we're also running it virtually.

So we're going to have a virtual blueprint or virtual host, and it obviously is cheaper. So the prices are a thousand pounds per lady who would like to attend or 807 to attend virtually. So then just to put that on your radar, just in case you do know anyone, because most of our World Class Women profiles do contribute.

So thank you very much. And the Summer PGM. So we did this on the board and the mastermind last night.

So if you didn't see my post on the 8th, then you're going to have to catch up. Hopefully everybody saw it, you saw the announcement. A really good opportunity to determine where you are against your targets.

So we've got two months to go. There's still time to pick something up. And if you leave until August the 28th to realise that there's one thing you forgot to do, it's too late.

So now we want to add to the accountability of the first time we're going to do this in the room later. So hopefully you've all got that ready, you've got your laptops or you've got your notes or you could very quickly access those to share with your partner. We are going to see where you've got to with your game of quarters.

Please, you know the drill by now. And scan the QR code. Okay, thanks for some easy time.

Count up your game changers in the game of changers workbook, or if you've got the score recorded and enter your score for the month, please.

[Adam Goff] (10:08 - 10:10)

Stop when you're done and put your fingers down.

[Adam Goff] (10:11 - 14:31)

Roll those down. Nice. All right, cool.

Ready for some content? We've got stuff because we have got a fantastic session for you today. Our summer season is all about sales, making the tills ring and making money.

And session one is going to be that. It's going to be about maximising your margins. Dan's going to be taking us through, gone back off paternity leave to be here.

He's going to be taking us through this session about trying not to leave any money on the table. Like lots of us think we need to go and do new deals. You know, we need to go and get 100 more clients.

Actually we might have enough clients. We just need to increase the lifetime value of the customer. There's things we're not doing to extract more income out of our customers and make it a win-win for everyone.

So this is going to be how you can make the most out of the summer. And then we're going to be running through our summer PGM, which I just talked you through. There's going to be, you know, no change is inevitable.

Lots of us saw it coming, but what does it actually mean for us as property entrepreneurs? We want to know how it's going to affect us because we know the information that is going to come out of Dan's vocal cords is going to be incredibly valuable. So he's here to do session two, which is going to be the changing of the guard and what the election results mean for us.

This is what it is. And then going on to session three, we're going to be picking up the theme of championship season. And not only am I going to be, not only am I going to be hosting, so we're going to host a panel of some of our top performers about how they have had six figure summers and how therefore inspire you to also have six figure summers, whichever level you're at.

And there's also going to be a session in there on beast mode following on from the super event, Dan's take on beast mode. So a fantastic day, lots to talk about and lots to get into. So without further ado, we'll move on to this fantastic session.

This is how you can make some money out of your business by not really necessarily adding too much more work, admin, employees, customers. This really is what it's all about. And most people are just programmed to think that they need more.

This is it. It's like just almost innately, if I want to make more money, I need to do more. I need to be bigger.

I need a second office. I need to start doing another deal. I need to launch a commercial.

You start thinking that the grass is greener and the money is just over there. And actually, all that means is you just run faster and faster around the treadmill, you know, and you just get busier and busier. You're going to end up being less successful.

You're chasing, you're chasing it. But the reality is, we're all sat on a mountain of value already. And in the same way that most of our customers for the banking come from our community, we don't need to be marketing to millions of people.

We need to be talking to a hundred people in this room, because if everybody here referred one person, we'd have a full, an oversubscribed program next year. So it's much better to actually focus on the value that you've already created, the relationships you've got with customers that are already customers. That is a much easier way to increase your margin, which is what it's all about.

We've got a handful of websites, we talk about it, you know, there's a digital money free one. You know, as I say, it's really what it is. It's like, how do you create that level up where you can actually generate more income from really doing very little.

And the third thing that came to mind was the speedy boarding analogy. These are going back to the early days, didn't they? I mean, how do you make a business pay 15 pounds just to be hanging in the corner?

It's kind of a bit like saying household for time, yeah, but what? You know, people want to do it. They like that little figure, they feel good, they've got the best results they've ever seen.

All the things they used to feel good for, they then feel like they can charge for it. This is what it's all about in real business. This is a great example of how we can get money for nothing.

So now we're going to go on to my team.

[Adam Goff] (14:31 - 14:52)

Welcome, thank you for joining us today. Today we're going to see where the funding comes from. We're going to have a look at some of the things that we can do.

I want to introduce myself first.

[Daniel Hill] (14:52 - 18:06)

My name's Simon, sorry, my name is Simon. So what we're going to do today is we're going to be maximising this summer from a sales top line and then profit bottom line point of view. We've heard the saying money from the ropes before, pretty much everyone.

This is what we're looking at here is it's all well and good running around trying to make sales, do deals, smash it out of the park, and that's part of what we do. The real secret is how do you actually then make the money? And what we're looking at here is how to make money from nothing.

Before we go into this, I just want to share one thing to make sure you've since checked it, because there isn't really another time for you to do this today. Most of you that are running campaigns this year, it's just a simple stuff. I did this with Adam, I did it with a few of our incubators.

It's making sure that you've got your GPS sorted. If you don't remember what your GPS is, it's where are you going to generate your leads, how many people do you need to pitch to, and then how many sales are you going to get? But if you're in campaign season, it's very easy to get distracted while you need to get all this stuff out the door.

Actually, when you boil it down, it's far more achievable than you think. And this was what we did for the proper entrepreneur first Blueprint event. Adam said, there's so much stuff to do, we're not getting out the door.

So just figure out where your sales are, and then just double down on that. And what they did was said, we're going to get four sales from a pin masterclass, four from a private masterclass, three from flow and convert, six from promoters, two date swaps, and one from existing people who've done the Blueprint and got pwned. When you've got that, it very quickly makes it look realistic.

You look at that and think, well, do you know what, that's actually far more realistic. And you double down on where you are. So if you've already done this, if you are doing a campaign this year, and you haven't already got your GPS sorted, just put a note in your action list.

So when you go home, it's like, where are the sales? And you literally just get a piece of paper, you need 500 grand from investors. It's like, well, I need to go to a pin meeting every month.

I need to go on the online Facebook groups for an hour a day. And then whatever the other one, you know, I need to network in the proper entrepreneur community. Just break it down and then you can, you know, you'll know where to focus your efforts.

So this is a bonus there for your action lists. So money for nothing, we're going to do two blueprints this morning. One is money for nothing, which is take what you're already selling to the people you're already selling it to, and literally out of nowhere, create an additional profit.

And this is what the first list is going to be about. Who remembers when the tenant fee ban came in? Boo, Hunter, and we're up at that point.

What did we do? When the tenant fee was announced, basically, you know, for a multi-line, they would lose about 18% of our revenue by banning the ability to charge tenants. When that was announced, what did we all do?

We probably didn't manage to care. You know, let's say, where's that fund? Do you know what we did?

Yeah, what we did is we all ran around like that. We've got to replace 15 or 80 or 20% of our revenue. Let's go and find where else we can find it.

And it's no coincidence that people actually pay the money to replace the tenant fee ban, and more, in most cases, just by charging for things that we should have been charging for anyway.

[Adam Goff] (18:07 - 18:13)

Now, I wonder if you want to watch that, because of course, it's a competition. What do you want to go to the grounds for to make it?

[Daniel Hill] (18:14 - 25:36)

You know, that's the only way to sort of put it out in the world. It's a win-or-lose game. Do you know what I mean?

We've been doing tenancy cleans just to pay everyone. We've been asking them. We've been doing X, Y, Z.

Well, eventually, when we're finished with that, rather than waiting until the next crisis point where you're not making money or there's a regulatory change, that's what you're already doing. And this summer, make more money from what you're already doing in that. So there's five things that you can do.

What you're going to do is write these five things down, and I'm going to give you about ten minutes or so to figure out which ones you can use in your business over the championship season. So five P's. And you want to write these down.

So the first is positioning. And what this is about is it's all a game. And even though you might only have one product to sell, what we're going to do is position it in a way that it looks the most attractive.

And one way you see this is in our food business. Actually, this is called sandwich steak, if you've never heard of it. Sandwich steak is basically if you want to sell something to somebody, an investor, rather than just saying, like, here's the options, you can have this or you can have this or this.

What you find in the main is if you make this in the middle an absolute no-brainer, this one a little bit more expensive and this one a little bit lacking, he wouldn't go in the middle. And that's what they do with soft drinks, lots of takeaways and fast food. You fly a low and a high, because most people tend to buy in the middle.

Another way to do it is, and you would have seen this, is you can even tell people which ones to buy. You can say, one, two, three, four other options, and actually say, this is the most popular or this is the best price. You're positioning it as this is what you want to buy.

So this is the package with your name on. So first is positioning. Can you tell me what you already sell?

And then position it in and around other products, which again, I wouldn't sell, but if you do, it's a bonus to increase the appeal and fast track the buying process. And for those of you that did promote a tree then, I talked about the red coat or the blue coat. For those of you that haven't done it, the red coat or the blue coat, what you do is when you say to somebody, do you want to buy, rather than say, do you want to buy, like with a child, if we're going to get a house, do you want to put your coat on?

No, I'm not going to put my coat on. If you say, do you want to put your red coat on or your blue coat on, they don't care which coat they go for. You just want them to put their coat on.

So when you're doing a sale, say, would you like to go for the basic or the premium? Would you like to pay on debit card or credit card? If you can stand between some options and position it, it'll be easier to pose.

The next one is creating value from nothing. And you might have heard me talk previously about productisation, which is what the second one is, or putting in a box with a bow, which relates specifically to like turning services into products or packaging things that don't exist. It's much easier to sell something to somebody when it's productised or when it's packaged.

So the answer to this is, oh, the animation's gone now, apologies, is my studio. So the studio that I go to for my content creation to record our podcasts, when I turned up there, then reasonably new, about a year old, they said, gee, you can have whatever you want. I said, well, I want a podcast, I want social media, I want posting.

They said, yeah, whatever you want, you can have it. The danger of that is you're constantly building bespoke packages. You can never really open to it.

It's very hard to delegate, and it's definitely not going to be scalable or profitable unless it's the end of the bespoke thing, which is like your Rimmel's Voices, things like that. If you productise it, you don't want people like me coming in and dictating what they want. You want to create some packages.

So what they did, they said, well, we do music videos mainly, and we do podcasts for people. So they created two podcasts. They had a music video package, which was a medium and expensive, and they had a podcast package, which was come in and record, and then you go and do your own editing.

Come in and record, and we do your editing. Come in and record, we do your editing, and we do your social media clips. They're packages.

They don't really exist, but you can put them in a box, put them on a shelf, and easily sell them to somebody. You pull this together, and it just creates additional value. Sarah Lloyd, who I think I met last year, won the Property Entrepreneur of the Year for Advanced, she came to us with interior design.

So she was doing interior design for people. She was like, whatever you want. I'll do your accounts.

I'll do your offices. I'll do your commercial. I said, what you need to do is productize it.

What she did was she created three products. So she had the 4D wire map, which is basically creating a 4D model of a building so you can map it. The second was a design scheme.

So she would then do your design scheme, and the third was what she called the shopping list. If you want me to show you where to buy all the stuff from, I'll do that. And what she did was actually most people she worked with wanted all of those, and she wanted to charge, say, £6,000 for all of them, or £3,000 for all of that.

So what she did was actually sell £3,000 for all of them. So what I said was, what we'll do then is we'll sell the products individually, but not for $1,000. We'll sell them for £1,500.

So you can have any of these three products, they're £1,500 each, or you can buy this package, and it's £3,000 rather than £4,500. What do you think 90% of the clients went for? They went for the package for all three.

And because they were paying for money, they thought it was great value for money. The reality is, because it was a package, she'd expect to get better value for money, but she only ever wanted to sell it for £3,000. So it wasn't like I'll package it and you get a discount.

It was more, if I package it, you'll pay what we want you to pay, and actually if you buy it separately, she'll make an additional margin. So the second is packaging it and productising it. How can you bring this thing to life, create these packages, and then use the positioning to have a cheap, a medium, an expensive?

The third, which Adam alluded to, is in terms of a fantastic example, is perceived value. And what this is to understand and acknowledge is that people have a different perception of value. Some people want it quick.

Some people want it to be the best. Some people don't want it to be cheap. You've never seen that thing where you sort of get those bars.

You've got speed, you've got price, and you've got quality. And what you find is if you're going to do it, it probably won't be good or cheap. Or if it's expensive, it probably will be good, but it won't be fast.

You sort of go over those things. What you're preaching is that not everybody focuses on price. Other people have a higher value.

They perceive other values to be higher. And the answer to this is speed, like Adam said. If you go to Auckland town, you can go on a fast trip.

Some people value their time more than their money. It's paying an extra 40 quid to get a fast trip. The people that value the time and the experience more than the money, or who have the money but don't have the time, it's a great option.

It gets them straight to the front because they value the experience and the speed rather than the price. Has anyone heard of this, the VIP Disneyland tour? A few people?

How much is it? How much is it?

[Audience Member] (25:39 - 25:40)

Yeah, I've heard of that.

[Daniel Hill] (25:40 - 25:41)

Who did you hear that from?

[Audience Member] (25:44 - 25:45)

Yeah, yeah, exactly.

[Daniel Hill] (25:45 - 27:10)

I was just trying to argue a bit. So if you're talking about the Disneyland experience that you're doing, basically the limit is six grand. So you don't pay a patient, which is normally 200 quid, 300 quid.

It's normally Disneyland. They don't pay the people, which is six grand. But they do six grand per person, not six grand per family.

So six grand per person, not 200 quid. And the difference is, you bring it to the front of the queue, but once you've been around the world, the only thing you need to know is, if you want to go up there, you have to bring your hand up, because you think you're going down. There aren't going to be many people who are going to bring six grand.

It's only a few who think they've had a moment of wealth, maybe a kids' break, and maybe a negative effect to the people that are queuing. But for people who've got a full six grand, and straight to the front of the queue, you haven't done anything there. The policy prioritised the product to pin it to people who've got the money.

And this is one that we've done recently, is cancellation fees. So cancellation fees and instalment fees. If you're going to allow somebody to exit a contract, so for example, on the 94th Evans, we've had our first experience of a tenant in a five-year lease, they've spent 50 grand kicking a big Timothy now into a boxing gym and training facility, and they may or may not go the distance with the lease.

So now I'm saying, what can we do to get out of the lease? And normally, because we're good people, we would say, no problem, if you find us a tenant, or we find you a tenant, once the lease is agreed, we'll let you leave with yours, thanks mate, you're an arse, you may not lose anything.

[Adam Goff] (27:10 - 27:18)

And originally, we thought, it's not really a big win, because actually, there's only about 3,000 tenants in the town, and we've only had 8,000 market locally to find a tenant.

[Daniel Hill] (27:19 - 27:35)

So actually, there's just that. And ultimately, it's not really a big win, because we're not allowing them to go out with four and a half grand, four and a half-year lease, which is hundreds of thousands of pounds, and typically within a three-month cancellation fee, they're going to be subject to finding their tenant.

[Adam Goff] (27:35 - 30:18)

And all of a sudden, if they have 6,000 new tenants, they're going to have to spend, if there's a big win, they're going to have to put on more rents if they make it, and actually, they're going to be paying, they're going to have to pay a huge amount of money, they're going to be paying, I don't say thousands of pounds a month, but they're going to be paying a huge amount of money. So if you look at all of the tenants here, there are a few, few of them, just a number of tenants. So there's a difference.

So you might have to pay fairly, but there's a difference because most of them do not have the same rate of experience as those who don't have a tenant. And so you've got this group of people, tenants on one, tenants on two, tenants on three, tenants on four, tenants on five, tenants on six, and then you've got tenants on ten, and the funders here, have this perception of you've got to buy now.

[Daniel Hill] (30:19 - 52:19)

Black Friday. DFS is the specialist, like every bank in the UK. DFS sale, buy now.

DFS have always got a sale on. You go on the website, it's bank holiday, it's summer sale or whatever. And this is one I actually learned from Max in the room.

Max used to sell government-based services for a big national company. And their sales trick, if they couldn't come up with any other reason to give a discount, like upgrade the windows and we'll give you 10% off, or they couldn't do anything else, they used what they called the manager's birthday. He said, do you want to pay me out?

They said, pretend to ring me, say that it's my manager's birthday, you might be in a good mood, and you'll ring me up to see if you can do a deal. And the manager's like, you know what? It's my manager's birthday today, I might be able to get you a deal you'll never be able to get.

It's just any way to create a promotion and get people excited, create discounts. And also a value stack. When you look at promotions is, what can you do to create a value stack?

And you'll see these all the time, we use them all the time, you'll see them with things we buy, what can you put into a value stack, this genuine value that doesn't cost you anything. So for example, partner dining, we do our partner dining on the Blueprint events now, if you were to pay to have lunch with one of our mentors, it would cost you 500 to £1,000. But we include that in the Blueprint, it doesn't cost us anything.

WhatsApp, the VIP WhatsApp group, two weeks before the event, two weeks after the event, what we're doing is creating environments, get some of the clients, take them through the process, help with the Blueprint. Actually, we encourage them to network, to do deals, to look for investment. That's another value add.

Deals, deals, deals. Last year, we did a training program, one-liner, half-day, 500 quid. Cost us nothing, so throw that into the package.

So no surprise, we did this for property for over the last month, and it was an absolutely huge success. The other day, it's just an absolute no-brainer. And then did it the following Sunday, and then we had 27 people in the room and we closed 20 of them on a £1,000 plus product they didn't know they were going to get pitched on, a £1,500 product.

And then, I don't know if it's the fourth or the fifth one, it's the fourth or fifth. Last year, we released this Blueprint. Again, this sort of plays on what we've talked about with the other things, but it's creating a premium product for the people who want premium.

Premium products, premium price point. There's certain people who just want the expensive option, or the perceived value of buying the best one. You may have heard me talk about this before.

I used to have a clothing company, a national clothing company, and we used to sell university branded hoodies, custom made. 45, this is all we do, hoodies, the company we use, 45 different hoodie colours. And what I did was, there's 45 of them, I picked out four, but I thought I wouldn't, extra cool, or we had four names, Pink, Fire Red, Sapphire Blue, and Kelly Green, and they became our premium price products.

So, you can have 41, and there's 42 in total, you can have 38, we call basic colours. Any of these 38 colours you can choose, and it's £18.50, or you can have one of our four premiums, and they're £25.75. 75% of our sales were premium price products. And we were charging an extra £4, £5 for those, but it was nothing more than a strategy.

And I just decided, those four things, and four names, Pink, Fire Red, I created premium in the colour lines, all the basic ones were listed on our desk, and then the four premiums which are enormous at the top, were like sparkling lights and fireworks. It's like, how cool would you be if you bought one of these? Unless you're ginger, Fire Red's not even good.

You just create money for nothing by playing the game. You're not discounting the basics, you're adding value to the premiums. Here's another one, some people will just buy the premium.

When Heath was born, I wanted to get her stem cells frozen. So, I went and did some research, did some recommendations, some advice from other people, and this turns out, in my opinion, to be the best one, biggest supplier in the UK, only one that does every single type of stem cell, cord, placenta, baby blood, storing and testing, stores it in two places, blah, blah, blah. But this is, in example two, where they say this is our most popular version.

I didn't even look at the websites, none of the VIP ones, because I just want to play most. VIP must be better. And when I actually read from it, from the thing to present for this, from all I actually got for that, I basically got these two extra tests, CellPlus and SecurePlus, and it's like, they're definitely not worth four grand.

They didn't cost them four grand. You know, a VIP out there has probably made them three grand, because I'm saying, you want that one, you get a VIP service, et cetera, et cetera. Equally, when you're doing VIP upgrades, it's an opportunity to do two buying decisions.

So, if you're doing anything that could add to this, you're doing an investor day, you have an investor's round, maybe you get a VIP upgrade, and they come half an hour early, and they get a coffee with you once a while, or if you're actually at an event like this, you're going to be able to upgrade, and they get to sell one of the VIP tables, which is the ones in the front row, because they've got VIP signs on them.

There's no difference. If you want to do a staggered approach, you can have two buying decisions. So, a buying decision to sign up, to come to the investor day to buy the thing, and then commit it to that, and then you go for the upgrade afterwards, because you split it as two different buying decisions.

You could stack it, sell it together, or you could do an aftersale and an upgrade. So, I'm going to do a bit of a workshop now, working with these five friends. We really need to find money for this.

The investors you work with, the deals you're doing, the products you're selling, whatever it is. There is money in the bank that you've just not taken, and we're going to wave this magic wand, and pull out some rabbits, and see where this extra money is. So, let's do something in time.

I'm more than happy to come around and help you. So, I'm going to spend about seven minutes or so on this. Just give me just one minute.

So, hopefully, you've seen three things that I've done. I'll be able to pull some money out. Fantastic.

Pretty much everyone in the room, two thirds of the room, three quarters of the room. One that wasn't actually what I delivered, which I spoke to two people about, which is really good, is add-ons. Someone was saying, I was just chatting to John, and he was saying, you've got four, but I could probably make it six.

And we're saying, look, four's probably four different options. Probably maximum, ideally, maybe three. Five's probably too much.

And he said, these are the other packages I was going to add. And I was like, do you know what? That's really good.

What we'll do is we'll use those as add-ons. So, have your three packages or your four packages, and then the other bits, which you were thinking you could get another package out of, is actually sell them on the basic, or the advanced, or the platinum, or the VIP. And then afterwards, go back for the after-sale.

So, John was saying, you can sell them on his package, and then there's other things you can sell them later on. So, you get two buying decisions. You can actually do an upsell or an add-on.

So, hopefully, you're going to pull some more money out of that game. And then, this is another game for you. What you see here is, one of the things I've observed in the boards I've been sitting on is where there's some of the advice and direction I've offered has been how to get more out of your team.

We all want more out of our team, more results, more productivity, less problems, more predictability, more output, more consistency. You want more out of your team, the win-win, the ultimate Holy Grail would be to get more out of your team, but actually for you to do less. How can you do less work with your team and actually get more output?

And I'm going to take you through this for the second workshop, how you can get more out of the next few months by actually doing less with your team. So, the first is the task triangle. And I shared this with the board yesterday, specifically when we were talking about marketing, but it applies in any part of your business.

Now, if you're a proper entrepreneur, you're probably already starting to get tuned into delegation. And if something lands on your desk and it's not high value, you're delegating it to somebody else. What I'm talking about here specifically is high-value tasks.

So, we all know that you shouldn't be booking your own trains, paying your own invoices. That should be a VA job. You shouldn't be doing your own management reporting.

That should be a bookkeeper. It should be an EA. And you should only be doing the high-value stuff, sourcing the deals, meeting the investors, growing the company.

That's high-value, medium-value, and low-value tasks. What I want to talk about here is how to actually delegate further your high-value tasks. So, this is the task triangle for high-value tasks.

So, the example I always give is YPN Magazine. This is my 11th year of writing for YPN Magazine. And for the first nine years, I wrote every article myself.

And it doesn't matter how many times I did it, it takes time. And it would probably take me a day in total, a few 90-minute sessions creating it, writing it, proofreading it, copy editing it. But to me, it was a high-value task.

So, I had to do it. Then the thought is, how do I get more? I want to get this out the door by actually putting less in.

But what I need to do is I need to plan the article. And I need to basically speak it, which is to dictate it. That's actually the only high-value bit of this task, is me sitting there, coming up with a title, coming up with a plan, and then telling somebody what I want it to say.

So, I do that as a planner, which takes me 20 minutes. So, I dictate it, which takes me 20 minutes. So, what takes me a day?

Now, it takes me 40 minutes, because my EA, obviously, like I said earlier, comes from a copy editor, even if you don't have a copy editor.

[Adam Goff] (52:44 - 53:42)

So, it takes 20 minutes. So, I sit there for 20 minutes. So, what I do in those 20 minutes, is I write down the EPs, and then I have to work it back in the day.

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[Audience] (53:42 - 53:55)

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[Speaker 5] (55:29 - 55:46)

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[Audience] (55:46 - 55:59)

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[Speaker 5] (55:59 - 56:05)

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[Audience] (56:05 - 56:15)

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[Speaker 5] (56:15 - 56:26)

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[Audience] (56:26 - 56:48)

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[Adam Goff] (56:51 - 1:02:49)

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[Speaker 5] (1:02:49 - 1:02:50)

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[Adam Goff] (1:02:51 - 1:05:03)

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[Daniel Hill] (1:05:03 - 1:05:04)

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[Adam Goff] (1:05:04 - 1:57:28)

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[Background Voice] (1:57:28 - 1:57:29)

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[Adam Goff] (1:57:29 - 1:57:51)

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[Background Voice] (1:57:51 - 1:58:09)

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📄 FILE 2: PEA 2024 - Workshop 10 - Session 1 - Transcription

📊 Words: 9,920 | Original: PEA 2024 - Workshop 10 - Session 1 - Transcription.docx

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Session 1\_Transcription

[Adam Goff] (0:20 - 8:20)

Before we get back in here, presenting to our peers, fighting it out for the end of the year awards. So now's the time to pull out all the stops, take the foot, put the foot fully on the gas and just absolutely nail those promises you made to yourself in January. That is what championship season is.

That's what the summer is all about. We're already closing in on winter. So now is the time.

It is here. This is it. No, no messing around.

It's time to rock on. So, Geoff, I'm going to read you about, then I can get back. Yeah, it was such a good night.

What an amazing night. It must have been a lot of effort. I couldn't actually believe it when I saw a disco was happening because the symphony was so long, wasn't it?

I thought the symphony was a disco all day. And then I got into it and I was like, oh, nice evening meal. Nice and relaxed.

Again, then I saw like Joe Jackson and the DJing girls. It was so fun. It was a fantastic event.

And 143, for those people that don't know or weren't there, 143,000 pounds raised. So let's give Dan and Ros another massive thank you. It's very nice to see lots of advanced members, people in this room, looking at the Benson and going again, going again, maybe for the third, fourth time.

Several people in here were recognised with awards. Very inspiring. And let's give Steve Hammond a big shout out as well, because he did get a free raise.

And if he can find time to raise money for charity two years on the trot like he has, it's just like leaving everyone else without any excuse. So I find it very inspiring. And it was just a fabulous evening.

And also just having all the other charities there from all the years. You know, I was talking to people from last year, two years ago, and they're just so grateful. And it's like, we're part of their story now.

It's really cool. And the Betts Centre, they're going to name the kitchen after us. And it's just like, it's so, like, it's just, it's really fantastic.

So yeah, it was five years. And it was just a really memorable, memorable evening, indeed. So I hope you've all had good months since then.

I hope you've really been focusing and taking what we taught you and running with it and had some really good feedback about it. A little bit about what I've been doing behind the scenes. Obviously, the Super Rent Weekend, again, we sold out advance, which was fantastic.

We broke the checkouts, as lots of you know. And because we're with a new bank, we broke the bank. I mean, we picked out of our bank for a few weeks, which was a bit scary, because they thought we were never going to be taking this much money on one day.

There literally must be something wrong. But it was fantastic. So well done to everyone who secured your seat for next year.

So a round of applause for everyone who did manage to secure the seat. Thank you, MCs. Looking forward to going on to something next year.

I'm sure you can't wait. Obviously, now that we're in the room, we're going to be putting more investment into virtual and hybrid to make sure that those people that missed out or do want to continue the journey from home or in a different way can. So we want to make it as literally as good as we can.

So you can do prime time workshops at home. So obviously, with the hybrid option, we can come to the super events. We need the virtual option where you can just do all 12 workshops at home.

This is the first time we've ever done it for advance. It's a brand new, new product. Never done it before.

And we are going to invest in the professional film crew, the guys that are going to do... Some of you will have seen it on the vault. It's a fantastic set up.

You can see the slides at the same time. So that's a big investment and we'll be committing to that for the virtual. We're going to have TV screens in the room where we can see people in virtual on their Zoom, you know, on the Zoom to stop you just showing up in your pants, you know, watching it on the sofa.

OK, so it's like, it's legit. So that's going to get you signed up, like brand new. It's going to get you to do your hair and your makeup before you come to a virtual event.

And that's going to add to the interaction. It's going to make you feel like you're part of it. And, you know, we want this to be more of an experience.

Obviously, some people like Simon at PIN are already doing this quite successfully. Obviously, we want to do it in a world class, you know, in a world class way. So putting that investment into the tech, obviously, everything is going to be there on the vault, as you already know.

So that's quite exciting. And now we can really focus on making that happen. And there will be a virtual host as well.

There will be a virtual host that will facilitate networking before, answer questions. So it's not just going to be your left to your own device because you're just watching it. It's going to be interactive.

There's going to be someone there, a PE mentor, to help you and create a community with the people that are engaging virtually. So it's very exciting. Marketing and finance has been just the flavour of the month.

Last couple of months for me, I've been learning a tremendous amount about marketing. Obviously, now running the marketing for property entrepreneurs, we've made a lot of success with our first funnel, our first paid funnel. We spent a lot of money and we didn't get a lot.

We've got a lot of emergencies, we didn't get any sales, actually, believe it or not. I think some people think this isn't really easy. And it's just like, oh, yeah, you do a paid and you do a free.

No, it's actually, it takes time. It takes iterations. It's a learning experience.

You're trying to sell things live with lots of other people that are also trying to do the same. So we've learnt a lot of lessons and we've rejigged our funnel now. You can go on Don't Talk To Tenants and you can watch an on-demand masterclass.

That's now the top of our funnel. So they watch the masterclass, give us an email, and then they're in our nurture sequence from there. And then we're going to look at trying to extract a mobile number and then probably even have a direct sales call to close them onto the blueprint.

So that's like our refined funnel for getting people onto the blueprint. People who don't necessarily know about us like most of you would have heard about us when you joined. So just a little behind the scenes about what we're doing within marketing.

And then it isn't easy, but if you get it right, obviously the sky's the limit. And just to get our heads up, so we are going to be running the World Class Women promo this weekend again. So obviously we did it last month and we had some really good success.

We didn't get it out as well as we would have liked, so we're going to run it again. So just if you know anyone that missed out or you know anyone that you would want to refer using this, this is the biggest discount we ever did for the blueprint. And the important thing about this blueprint is that we're also running it virtually.

So we're going to have a virtual blueprint or virtual host, and it obviously is cheaper. So the prices are a thousand pounds per lady who would like to attend or 807 to attend virtually. So then just to put that on your radar, just in case you do know anyone, because most of our World Class Women profiles do contribute.

So thank you very much. And the Summer PGM. So we did this on the board and the mastermind last night.

So if you didn't see my post on the 8th, then you're going to have to catch up. Hopefully everybody saw it, you saw the announcement. A really good opportunity to determine where you are against your targets.

So we've got two months to go. There's still time to pick something up. And if you leave until August the 28th to realise that there's one thing you forgot to do, it's too late.

So now we want to add to the accountability of the first time we're going to do this in the room later. So hopefully you've all got that ready, you've got your laptops or you've got your notes or you could very quickly access those to share with your partner. We are going to see where you've got to with your game of quarters.

Please, you know the drill by now. And scan the QR code. Okay, thanks for some easy time.

Count up your game changers in the game of changers workbook, or if you've got the score recorded and enter your score for the month, please.

[Adam Goff] (10:08 - 10:10)

Stop when you're done and put your fingers down.

[Adam Goff] (10:11 - 14:31)

Roll those down. Nice. All right, cool.

Ready for some content? We've got stuff because we have got a fantastic session for you today. Our summer season is all about sales, making the tills ring and making money.

And session one is going to be that. It's going to be about maximising your margins. Dan's going to be taking us through, gone back off paternity leave to be here.

He's going to be taking us through this session about trying not to leave any money on the table. Like lots of us think we need to go and do new deals. You know, we need to go and get 100 more clients.

Actually we might have enough clients. We just need to increase the lifetime value of the customer. There's things we're not doing to extract more income out of our customers and make it a win-win for everyone.

So this is going to be how you can make the most out of the summer. And then we're going to be running through our summer PGM, which I just talked you through. There's going to be, you know, no change is inevitable.

Lots of us saw it coming, but what does it actually mean for us as property entrepreneurs? We want to know how it's going to affect us because we know the information that is going to come out of Dan's vocal cords is going to be incredibly valuable. So he's here to do session two, which is going to be the changing of the guard and what the election results mean for us.

This is what it is. And then going on to session three, we're going to be picking up the theme of championship season. And not only am I going to be, not only am I going to be hosting, so we're going to host a panel of some of our top performers about how they have had six figure summers and how therefore inspire you to also have six figure summers, whichever level you're at.

And there's also going to be a session in there on beast mode following on from the super event, Dan's take on beast mode. So a fantastic day, lots to talk about and lots to get into. So without further ado, we'll move on to this fantastic session.

This is how you can make some money out of your business by not really necessarily adding too much more work, admin, employees, customers. This really is what it's all about. And most people are just programmed to think that they need more.

This is it. It's like just almost innately, if I want to make more money, I need to do more. I need to be bigger.

I need a second office. I need to start doing another deal. I need to launch a commercial.

You start thinking that the grass is greener and the money is just over there. And actually, all that means is you just run faster and faster around the treadmill, you know, and you just get busier and busier. You're going to end up being less successful.

You're chasing, you're chasing it. But the reality is, we're all sat on a mountain of value already. And in the same way that most of our customers for the banking come from our community, we don't need to be marketing to millions of people.

We need to be talking to a hundred people in this room, because if everybody here referred one person, we'd have a full, an oversubscribed program next year. So it's much better to actually focus on the value that you've already created, the relationships you've got with customers that are already customers. That is a much easier way to increase your margin, which is what it's all about.

We've got a handful of websites, we talk about it, you know, there's a digital money free one. You know, as I say, it's really what it is. It's like, how do you create that level up where you can actually generate more income from really doing very little.

And the third thing that came to mind was the speedy boarding analogy. These are going back to the early days, didn't they? I mean, how do you make a business pay 15 pounds just to be hanging in the corner?

It's kind of a bit like saying household for time, yeah, but what? You know, people want to do it. They like that little figure, they feel good, they've got the best results they've ever seen.

All the things they used to feel good for, they then feel like they can charge for it. This is what it's all about in real business. This is a great example of how we can get money for nothing.

So now we're going to go on to my team.

[Adam Goff] (14:31 - 14:52)

Welcome, thank you for joining us today. Today we're going to see where the funding comes from. We're going to have a look at some of the things that we can do.

I want to introduce myself first.

[Daniel Hill] (14:52 - 18:06)

My name's Simon, sorry, my name is Simon. So what we're going to do today is we're going to be maximising this summer from a sales top line and then profit bottom line point of view. We've heard the saying money from the ropes before, pretty much everyone.

This is what we're looking at here is it's all well and good running around trying to make sales, do deals, smash it out of the park, and that's part of what we do. The real secret is how do you actually then make the money? And what we're looking at here is how to make money from nothing.

Before we go into this, I just want to share one thing to make sure you've since checked it, because there isn't really another time for you to do this today. Most of you that are running campaigns this year, it's just a simple stuff. I did this with Adam, I did it with a few of our incubators.

It's making sure that you've got your GPS sorted. If you don't remember what your GPS is, it's where are you going to generate your leads, how many people do you need to pitch to, and then how many sales are you going to get? But if you're in campaign season, it's very easy to get distracted while you need to get all this stuff out the door.

Actually, when you boil it down, it's far more achievable than you think. And this was what we did for the proper entrepreneur first Blueprint event. Adam said, there's so much stuff to do, we're not getting out the door.

So just figure out where your sales are, and then just double down on that. And what they did was said, we're going to get four sales from a pin masterclass, four from a private masterclass, three from flow and convert, six from promoters, two date swaps, and one from existing people who've done the Blueprint and got pwned. When you've got that, it very quickly makes it look realistic.

You look at that and think, well, do you know what, that's actually far more realistic. And you double down on where you are. So if you've already done this, if you are doing a campaign this year, and you haven't already got your GPS sorted, just put a note in your action list.

So when you go home, it's like, where are the sales? And you literally just get a piece of paper, you need 500 grand from investors. It's like, well, I need to go to a pin meeting every month.

I need to go on the online Facebook groups for an hour a day. And then whatever the other one, you know, I need to network in the proper entrepreneur community. Just break it down and then you can, you know, you'll know where to focus your efforts.

So this is a bonus there for your action lists. So money for nothing, we're going to do two blueprints this morning. One is money for nothing, which is take what you're already selling to the people you're already selling it to, and literally out of nowhere, create an additional profit.

And this is what the first list is going to be about. Who remembers when the tenant fee ban came in? Boo, Hunter, and we're up at that point.

What did we do? When the tenant fee was announced, basically, you know, for a multi-line, they would lose about 18% of our revenue by banning the ability to charge tenants. When that was announced, what did we all do?

We probably didn't manage to care. You know, let's say, where's that fund? Do you know what we did?

Yeah, what we did is we all ran around like that. We've got to replace 15 or 80 or 20% of our revenue. Let's go and find where else we can find it.

And it's no coincidence that people actually pay the money to replace the tenant fee ban, and more, in most cases, just by charging for things that we should have been charging for anyway.

[Adam Goff] (18:07 - 18:13)

Now, I wonder if you want to watch that, because of course, it's a competition. What do you want to go to the grounds for to make it?

[Daniel Hill] (18:14 - 25:36)

You know, that's the only way to sort of put it out in the world. It's a win-or-lose game. Do you know what I mean?

We've been doing tenancy cleans just to pay everyone. We've been asking them. We've been doing X, Y, Z.

Well, eventually, when we're finished with that, rather than waiting until the next crisis point where you're not making money or there's a regulatory change, that's what you're already doing. And this summer, make more money from what you're already doing in that. So there's five things that you can do.

What you're going to do is write these five things down, and I'm going to give you about ten minutes or so to figure out which ones you can use in your business over the championship season. So five P's. And you want to write these down.

So the first is positioning. And what this is about is it's all a game. And even though you might only have one product to sell, what we're going to do is position it in a way that it looks the most attractive.

And one way you see this is in our food business. Actually, this is called sandwich steak, if you've never heard of it. Sandwich steak is basically if you want to sell something to somebody, an investor, rather than just saying, like, here's the options, you can have this or you can have this or this.

What you find in the main is if you make this in the middle an absolute no-brainer, this one a little bit more expensive and this one a little bit lacking, he wouldn't go in the middle. And that's what they do with soft drinks, lots of takeaways and fast food. You fly a low and a high, because most people tend to buy in the middle.

Another way to do it is, and you would have seen this, is you can even tell people which ones to buy. You can say, one, two, three, four other options, and actually say, this is the most popular or this is the best price. You're positioning it as this is what you want to buy.

So this is the package with your name on. So first is positioning. Can you tell me what you already sell?

And then position it in and around other products, which again, I wouldn't sell, but if you do, it's a bonus to increase the appeal and fast track the buying process. And for those of you that did promote a tree then, I talked about the red coat or the blue coat. For those of you that haven't done it, the red coat or the blue coat, what you do is when you say to somebody, do you want to buy, rather than say, do you want to buy, like with a child, if we're going to get a house, do you want to put your coat on?

No, I'm not going to put my coat on. If you say, do you want to put your red coat on or your blue coat on, they don't care which coat they go for. You just want them to put their coat on.

So when you're doing a sale, say, would you like to go for the basic or the premium? Would you like to pay on debit card or credit card? If you can stand between some options and position it, it'll be easier to pose.

The next one is creating value from nothing. And you might have heard me talk previously about productisation, which is what the second one is, or putting in a box with a bow, which relates specifically to like turning services into products or packaging things that don't exist. It's much easier to sell something to somebody when it's productised or when it's packaged.

So the answer to this is, oh, the animation's gone now, apologies, is my studio. So the studio that I go to for my content creation to record our podcasts, when I turned up there, then reasonably new, about a year old, they said, gee, you can have whatever you want. I said, well, I want a podcast, I want social media, I want posting.

They said, yeah, whatever you want, you can have it. The danger of that is you're constantly building bespoke packages. You can never really open to it.

It's very hard to delegate, and it's definitely not going to be scalable or profitable unless it's the end of the bespoke thing, which is like your Rimmel's Voices, things like that. If you productise it, you don't want people like me coming in and dictating what they want. You want to create some packages.

So what they did, they said, well, we do music videos mainly, and we do podcasts for people. So they created two podcasts. They had a music video package, which was a medium and expensive, and they had a podcast package, which was come in and record, and then you go and do your own editing.

Come in and record, and we do your editing. Come in and record, we do your editing, and we do your social media clips. They're packages.

They don't really exist, but you can put them in a box, put them on a shelf, and easily sell them to somebody. You pull this together, and it just creates additional value. Sarah Lloyd, who I think I met last year, won the Property Entrepreneur of the Year for Advanced, she came to us with interior design.

So she was doing interior design for people. She was like, whatever you want. I'll do your accounts.

I'll do your offices. I'll do your commercial. I said, what you need to do is productize it.

What she did was she created three products. So she had the 4D wire map, which is basically creating a 4D model of a building so you can map it. The second was a design scheme.

So she would then do your design scheme, and the third was what she called the shopping list. If you want me to show you where to buy all the stuff from, I'll do that. And what she did was actually most people she worked with wanted all of those, and she wanted to charge, say, £6,000 for all of them, or £3,000 for all of that.

So what she did was actually sell £3,000 for all of them. So what I said was, what we'll do then is we'll sell the products individually, but not for $1,000. We'll sell them for £1,500.

So you can have any of these three products, they're £1,500 each, or you can buy this package, and it's £3,000 rather than £4,500. What do you think 90% of the clients went for? They went for the package for all three.

And because they were paying for money, they thought it was great value for money. The reality is, because it was a package, she'd expect to get better value for money, but she only ever wanted to sell it for £3,000. So it wasn't like I'll package it and you get a discount.

It was more, if I package it, you'll pay what we want you to pay, and actually if you buy it separately, she'll make an additional margin. So the second is packaging it and productising it. How can you bring this thing to life, create these packages, and then use the positioning to have a cheap, a medium, an expensive?

The third, which Adam alluded to, is in terms of a fantastic example, is perceived value. And what this is to understand and acknowledge is that people have a different perception of value. Some people want it quick.

Some people want it to be the best. Some people don't want it to be cheap. You've never seen that thing where you sort of get those bars.

You've got speed, you've got price, and you've got quality. And what you find is if you're going to do it, it probably won't be good or cheap. Or if it's expensive, it probably will be good, but it won't be fast.

You sort of go over those things. What you're preaching is that not everybody focuses on price. Other people have a higher value.

They perceive other values to be higher. And the answer to this is speed, like Adam said. If you go to Auckland town, you can go on a fast trip.

Some people value their time more than their money. It's paying an extra 40 quid to get a fast trip. The people that value the time and the experience more than the money, or who have the money but don't have the time, it's a great option.

It gets them straight to the front because they value the experience and the speed rather than the price. Has anyone heard of this, the VIP Disneyland tour? A few people?

How much is it? How much is it?

[Audience Member] (25:39 - 25:40)

Yeah, I've heard of that.

[Daniel Hill] (25:40 - 25:41)

Who did you hear that from?

[Audience Member] (25:44 - 25:45)

Yeah, yeah, exactly.

[Daniel Hill] (25:45 - 27:10)

I was just trying to argue a bit. So if you're talking about the Disneyland experience that you're doing, basically the limit is six grand. So you don't pay a patient, which is normally 200 quid, 300 quid.

It's normally Disneyland. They don't pay the people, which is six grand. But they do six grand per person, not six grand per family.

So six grand per person, not 200 quid. And the difference is, you bring it to the front of the queue, but once you've been around the world, the only thing you need to know is, if you want to go up there, you have to bring your hand up, because you think you're going down. There aren't going to be many people who are going to bring six grand.

It's only a few who think they've had a moment of wealth, maybe a kids' break, and maybe a negative effect to the people that are queuing. But for people who've got a full six grand, and straight to the front of the queue, you haven't done anything there. The policy prioritised the product to pin it to people who've got the money.

And this is one that we've done recently, is cancellation fees. So cancellation fees and instalment fees. If you're going to allow somebody to exit a contract, so for example, on the 94th Evans, we've had our first experience of a tenant in a five-year lease, they've spent 50 grand kicking a big Timothy now into a boxing gym and training facility, and they may or may not go the distance with the lease.

So now I'm saying, what can we do to get out of the lease? And normally, because we're good people, we would say, no problem, if you find us a tenant, or we find you a tenant, once the lease is agreed, we'll let you leave with yours, thanks mate, you're an arse, you may not lose anything.

[Adam Goff] (27:10 - 27:18)

And originally, we thought, it's not really a big win, because actually, there's only about 3,000 tenants in the town, and we've only had 8,000 market locally to find a tenant.

[Daniel Hill] (27:19 - 27:35)

So actually, there's just that. And ultimately, it's not really a big win, because we're not allowing them to go out with four and a half grand, four and a half-year lease, which is hundreds of thousands of pounds, and typically within a three-month cancellation fee, they're going to be subject to finding their tenant.

[Adam Goff] (27:35 - 30:18)

And all of a sudden, if they have 6,000 new tenants, they're going to have to spend, if there's a big win, they're going to have to put on more rents if they make it, and actually, they're going to be paying, they're going to have to pay a huge amount of money, they're going to be paying, I don't say thousands of pounds a month, but they're going to be paying a huge amount of money. So if you look at all of the tenants here, there are a few, few of them, just a number of tenants. So there's a difference.

So you might have to pay fairly, but there's a difference because most of them do not have the same rate of experience as those who don't have a tenant. And so you've got this group of people, tenants on one, tenants on two, tenants on three, tenants on four, tenants on five, tenants on six, and then you've got tenants on ten, and the funders here, have this perception of you've got to buy now.

[Daniel Hill] (30:19 - 52:19)

Black Friday. DFS is the specialist, like every bank in the UK. DFS sale, buy now.

DFS have always got a sale on. You go on the website, it's bank holiday, it's summer sale or whatever. And this is one I actually learned from Max in the room.

Max used to sell government-based services for a big national company. And their sales trick, if they couldn't come up with any other reason to give a discount, like upgrade the windows and we'll give you 10% off, or they couldn't do anything else, they used what they called the manager's birthday. He said, do you want to pay me out?

They said, pretend to ring me, say that it's my manager's birthday, you might be in a good mood, and you'll ring me up to see if you can do a deal. And the manager's like, you know what? It's my manager's birthday today, I might be able to get you a deal you'll never be able to get.

It's just any way to create a promotion and get people excited, create discounts. And also a value stack. When you look at promotions is, what can you do to create a value stack?

And you'll see these all the time, we use them all the time, you'll see them with things we buy, what can you put into a value stack, this genuine value that doesn't cost you anything. So for example, partner dining, we do our partner dining on the Blueprint events now, if you were to pay to have lunch with one of our mentors, it would cost you 500 to £1,000. But we include that in the Blueprint, it doesn't cost us anything.

WhatsApp, the VIP WhatsApp group, two weeks before the event, two weeks after the event, what we're doing is creating environments, get some of the clients, take them through the process, help with the Blueprint. Actually, we encourage them to network, to do deals, to look for investment. That's another value add.

Deals, deals, deals. Last year, we did a training program, one-liner, half-day, 500 quid. Cost us nothing, so throw that into the package.

So no surprise, we did this for property for over the last month, and it was an absolutely huge success. The other day, it's just an absolute no-brainer. And then did it the following Sunday, and then we had 27 people in the room and we closed 20 of them on a £1,000 plus product they didn't know they were going to get pitched on, a £1,500 product.

And then, I don't know if it's the fourth or the fifth one, it's the fourth or fifth. Last year, we released this Blueprint. Again, this sort of plays on what we've talked about with the other things, but it's creating a premium product for the people who want premium.

Premium products, premium price point. There's certain people who just want the expensive option, or the perceived value of buying the best one. You may have heard me talk about this before.

I used to have a clothing company, a national clothing company, and we used to sell university branded hoodies, custom made. 45, this is all we do, hoodies, the company we use, 45 different hoodie colours. And what I did was, there's 45 of them, I picked out four, but I thought I wouldn't, extra cool, or we had four names, Pink, Fire Red, Sapphire Blue, and Kelly Green, and they became our premium price products.

So, you can have 41, and there's 42 in total, you can have 38, we call basic colours. Any of these 38 colours you can choose, and it's £18.50, or you can have one of our four premiums, and they're £25.75. 75% of our sales were premium price products. And we were charging an extra £4, £5 for those, but it was nothing more than a strategy.

And I just decided, those four things, and four names, Pink, Fire Red, I created premium in the colour lines, all the basic ones were listed on our desk, and then the four premiums which are enormous at the top, were like sparkling lights and fireworks. It's like, how cool would you be if you bought one of these? Unless you're ginger, Fire Red's not even good.

You just create money for nothing by playing the game. You're not discounting the basics, you're adding value to the premiums. Here's another one, some people will just buy the premium.

When Heath was born, I wanted to get her stem cells frozen. So, I went and did some research, did some recommendations, some advice from other people, and this turns out, in my opinion, to be the best one, biggest supplier in the UK, only one that does every single type of stem cell, cord, placenta, baby blood, storing and testing, stores it in two places, blah, blah, blah. But this is, in example two, where they say this is our most popular version.

I didn't even look at the websites, none of the VIP ones, because I just want to play most. VIP must be better. And when I actually read from it, from the thing to present for this, from all I actually got for that, I basically got these two extra tests, CellPlus and SecurePlus, and it's like, they're definitely not worth four grand.

They didn't cost them four grand. You know, a VIP out there has probably made them three grand, because I'm saying, you want that one, you get a VIP service, et cetera, et cetera. Equally, when you're doing VIP upgrades, it's an opportunity to do two buying decisions.

So, if you're doing anything that could add to this, you're doing an investor day, you have an investor's round, maybe you get a VIP upgrade, and they come half an hour early, and they get a coffee with you once a while, or if you're actually at an event like this, you're going to be able to upgrade, and they get to sell one of the VIP tables, which is the ones in the front row, because they've got VIP signs on them.

There's no difference. If you want to do a staggered approach, you can have two buying decisions. So, a buying decision to sign up, to come to the investor day to buy the thing, and then commit it to that, and then you go for the upgrade afterwards, because you split it as two different buying decisions.

You could stack it, sell it together, or you could do an aftersale and an upgrade. So, I'm going to do a bit of a workshop now, working with these five friends. We really need to find money for this.

The investors you work with, the deals you're doing, the products you're selling, whatever it is. There is money in the bank that you've just not taken, and we're going to wave this magic wand, and pull out some rabbits, and see where this extra money is. So, let's do something in time.

I'm more than happy to come around and help you. So, I'm going to spend about seven minutes or so on this. Just give me just one minute.

So, hopefully, you've seen three things that I've done. I'll be able to pull some money out. Fantastic.

Pretty much everyone in the room, two thirds of the room, three quarters of the room. One that wasn't actually what I delivered, which I spoke to two people about, which is really good, is add-ons. Someone was saying, I was just chatting to John, and he was saying, you've got four, but I could probably make it six.

And we're saying, look, four's probably four different options. Probably maximum, ideally, maybe three. Five's probably too much.

And he said, these are the other packages I was going to add. And I was like, do you know what? That's really good.

What we'll do is we'll use those as add-ons. So, have your three packages or your four packages, and then the other bits, which you were thinking you could get another package out of, is actually sell them on the basic, or the advanced, or the platinum, or the VIP. And then afterwards, go back for the after-sale.

So, John was saying, you can sell them on his package, and then there's other things you can sell them later on. So, you get two buying decisions. You can actually do an upsell or an add-on.

So, hopefully, you're going to pull some more money out of that game. And then, this is another game for you. What you see here is, one of the things I've observed in the boards I've been sitting on is where there's some of the advice and direction I've offered has been how to get more out of your team.

We all want more out of our team, more results, more productivity, less problems, more predictability, more output, more consistency. You want more out of your team, the win-win, the ultimate Holy Grail would be to get more out of your team, but actually for you to do less. How can you do less work with your team and actually get more output?

And I'm going to take you through this for the second workshop, how you can get more out of the next few months by actually doing less with your team. So, the first is the task triangle. And I shared this with the board yesterday, specifically when we were talking about marketing, but it applies in any part of your business.

Now, if you're a proper entrepreneur, you're probably already starting to get tuned into delegation. And if something lands on your desk and it's not high value, you're delegating it to somebody else. What I'm talking about here specifically is high-value tasks.

So, we all know that you shouldn't be booking your own trains, paying your own invoices. That should be a VA job. You shouldn't be doing your own management reporting.

That should be a bookkeeper. It should be an EA. And you should only be doing the high-value stuff, sourcing the deals, meeting the investors, growing the company.

That's high-value, medium-value, and low-value tasks. What I want to talk about here is how to actually delegate further your high-value tasks. So, this is the task triangle for high-value tasks.

So, the example I always give is YPN Magazine. This is my 11th year of writing for YPN Magazine. And for the first nine years, I wrote every article myself.

And it doesn't matter how many times I did it, it takes time. And it would probably take me a day in total, a few 90-minute sessions creating it, writing it, proofreading it, copy editing it. But to me, it was a high-value task.

So, I had to do it. Then the thought is, how do I get more? I want to get this out the door by actually putting less in.

But what I need to do is I need to plan the article. And I need to basically speak it, which is to dictate it. That's actually the only high-value bit of this task, is me sitting there, coming up with a title, coming up with a plan, and then telling somebody what I want it to say.

So, I do that as a planner, which takes me 20 minutes. So, I dictate it, which takes me 20 minutes. So, what takes me a day?

Now, it takes me 40 minutes, because my EA, obviously, like I said earlier, comes from a copy editor, even if you don't have a copy editor.

[Adam Goff] (52:44 - 53:42)

So, it takes 20 minutes. So, I sit there for 20 minutes. So, what I do in those 20 minutes, is I write down the EPs, and then I have to work it back in the day.

And I begin putting down the EPs. I'm not putting down the EPs. I'm not putting down the time in my head.

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[Audience] (53:42 - 53:55)

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[Speaker 5] (55:29 - 55:46)

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[Audience] (55:46 - 55:59)

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[Speaker 5] (55:59 - 56:05)

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[Audience] (56:05 - 56:15)

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[Speaker 5] (56:15 - 56:26)

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[Audience] (56:26 - 56:48)

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[Adam Goff] (56:51 - 1:02:49)

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[Speaker 5] (1:02:49 - 1:02:50)

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[Adam Goff] (1:02:51 - 1:05:03)

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[Daniel Hill] (1:05:03 - 1:05:04)

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[Adam Goff] (1:05:04 - 1:57:28)

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[Background Voice] (1:57:28 - 1:57:29)

I'm not putting down the time in my head.

[Adam Goff] (1:57:29 - 1:57:51)

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[Background Voice] (1:57:51 - 1:58:09)

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📄 FILE 3: PEA 2024 - Workshop 10 - Session 2 - Transcription

📊 Words: 1,796 | Original: PEA 2024 - Workshop 10 - Session 2 - Transcription.docx

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Session 2\_Transcription

[Speaker 1] (0:00 - 29:58)

Hello, welcome to my lecture. My name is Jane Green. I'm a professor at the University of Michigan, and I'm here to talk to you about some of the things that students are afraid to do.

One of the things that students are afraid to do is to try to get a job. So, I'm here to talk to you about some of the things that students are afraid to do. One of the things that students are afraid to do is to try to get a job.

So, I'm here to talk to you about some of the things that students are afraid to do. One of the things that students are afraid to do is to try to get a job. One of the things that students are afraid to do is to try to get a job.

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♪ I'm going to play a little bit of a song that I wrote for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going to play it for you, and I'm going Ask yourself if you can hear me. Right. We're going to do this.

We're going to do it on the streets. And if you think you're going to do it today, you're not going to be able to do it on the streets. But if you do it, you're going to be miles away, because it's the last thing you're going to have, miles away from getting to where you're going to be in two or three years.

So remember, it's a plan B for you guys. I hope you enjoy hearing about that. And I'll see you next time.

And make sure that you have a lot of free tickets for this next webinar. All right. This is what's going on.

And this is what's going on now. I don't know if you can hear me. sales.

We need to get things through our sales one hour last night. So, we've been producing for six evenings, we've had one, we've had another two to come, but we don't have anyone. It's already about eight o'clock.

And the thing really, really important to me is that we're working against the risks. So, I've been using the website, obviously, I'm going to be using it for the next six weeks, so I get a little bit of a headache. I don't want to be able to stay the rest of the day without spending it.

But we don't want my sales. I think it's a good thing, because I think it's much better to be able to get things through the next six weeks. I mean, it's not something I really don't want, so it gives you an idea of what you're seeing.

Thank you, that's really nice of you. I don't know. I don't know.

I don't know. What I realised when I came to the office this month, because I didn't know that, is that it's my early government months that are going to be good. My ex-government months are going to be okay.

So, I think it's going to be a little bit of a speed, so that's going to be my advance bill at the end of the week. I've got a couple of government months as well. So, here's the plan.

The government's going to be young and we're going to be young and we're going to be healthy and good. And it's going to be a great time. I'm very sure we're going to be able to get it done.

It's going to be nice to be able to get it done. So, we're going to get through the government months as well, and we're going to fly all the vaccines back. So, it's going to be a huge anniversary for both of us, you and I.

It's really, really amazing. Thank you, Sarah. What's on your mind?

Just a couple of quick seconds. So, I'm a 60-year-old, can't have a 50-year-old. So, he is really, really healthy.

He goes in May, because we didn't have a night last month. And I've got a question for you, Sarah. So, I've had my first one in this as an adult, and mostly it's on the two dynamics.

And I've had some really wonderful symptoms, with some people in the dynamics. So, it's been really good. It's been really, really good.

It's been really good to get people to engage, and put all their energy and effort into that, with very little success. So, then we have two dynamics. So, I'm doing that.

Steve and I are being certified as AI, by Google, as AI. So, we've got that. Well, we know that we've got human dynamics.

It's been really good. And that means we've got a fine group today, because what we realise is that you still need humans in the lab. And then, well, it's about moving their life to the lab, and so they're amazing, and they have high value.

And using the AI as the lowest level. So, you do know, there's so many of us, and so many of them, but I must say we're really focused on the products, and the apps, and stuff like that. Where we're going to do really good sell, is that human side of it, the human and the plain AI, actually, is going to elevate by people.

Thanks. So, I'm still thinking about it. I guess, again, it's the internet, and it's going to be so much more and so many more people.

So, I'm excited about it. and that's why I'm here. I'm so glad I could share this with you.

It's been so long since I've had the chance to have a chance to talk with you. It's been so long since I've had the chance to talk with you. But I just wanted to give you a little bit of an outside and a little bit of an inside and say it's interesting that I'm here with you and that you've been so passionate about me.

Firstly, I'm so happy that we are a family. It's been such an incredible honor that we're gathering together for this family. I'm very happy to be here and that I had such great part in the house and that it's started all the way from home.

We all grew up under such supporting everyone. This is my way in my brain. This is my breath in my life.

This is a moment in our life into the left hand and then to the right, advance into the left hand, and then to the right, and then to the left again, and then to the left again. I hope this gives you an idea of some of these techniques that you can practice,UNG Economy Enemy Enjoyment I'm going to move on to some of the things that I say, but I also want to say a few words about my website, and I hope that you will enjoy my talk. So, I'm going to talk about some of the things that I say, and I hope that you will enjoy my talk,

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📄 FILE 4: PEA 2024 - Workshop 10 - Session 2 - Transcription

📊 Words: 1,796 | Original: PEA 2024 - Workshop 10 - Session 2 - Transcription.docx

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Session 2\_Transcription

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📄 FILE 5: PEA 2024 - Workshop 10 - Session 3 - Transcription

📊 Words: 78 | Original: PEA 2024 - Workshop 10 - Session 3 - Transcription.docx

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Session 3\_Transcription

[Speaker 1] (3:01 - 8:07)

I'm going to talk a little bit about what I mean when I say that I'm going to talk about My invention is going to be a computer. And I think that's a really good point.

[Speaker 2] (8:35 - 8:37)

Okay.

[Speaker 1] (8:43 - 9:05)

Alright, well, guys, thanks for coming and if you feel like that, if you feel that way, five minutes, which we are gonna spend

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