MERGED TRANSCRIPTIONS: PEA WS 7 2024

================================================================================

📊 WORKSHOP SUMMARY:

• Workshop: PEA WS 7 2024

• Total Files Merged: 6

• Total Word Count: 95,432

• Merge Date: 2025-07-29 17:43:53

• Purpose: CustomGPT Knowledge Base Upload

• Script Version: 2.0 (Batch Processing)

📋 INCLUDED FILES:

1. PEA 2024 - Workshop 07 - Session 1 - Transcription (20,772 words)

2. PEA 2024 - Workshop 07 - Session 1 - Transcription (20,772 words)

3. PEA 2024 - Workshop 07 - Session 2 - Transcription (14,371 words)

4. PEA 2024 - Workshop 07 - Session 2 - Transcription (14,371 words)

5. PEA 2024 - Workshop 07 - Session 3 - Transcription (12,573 words)

6. PEA 2024 - Workshop 07 - Session 3 - Transcription (12,573 words)

🔍 SEARCH TIPS:

• Look for 'Session X' to find specific session content

• Search presenter names or timestamps to locate relevant sections

================================================================================

================================================================================

📄 FILE 1: PEA 2024 - Workshop 07 - Session 1 - Transcription

📊 Words: 20,772 | Original: PEA 2024 - Workshop 07 - Session 1 - Transcription.docx

================================================================================

Session 1\_Transcription

[Daniel Hill] (0:02 - 0:06)

It's Friday, then it's Saturday, Sunday, what?

[Adam Goff] (0:39 - 3:38)

It's Friday, then it's Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday

[Speaker 18] (3:48 - 3:52)

I'ma take a shot, I'ma take a risk, it don't matter, baby, I'm straight, uh-huh

[Speaker 12] (3:52 - 4:09)

Feel like I'm in Prince's house, purple paint all on the walls, uh-huh Sittin' down on this fancy couch and I can't see straight, I'ma stay, uh-huh 22, I'm in Paris, baby, got strippers in my face, uh-huh Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a Prada, ha, ha, ha

[Speaker 7] (4:09 - 4:32)

Ooh, ooh, ooh I already made that payment, I don't need a J's, no plus, at least we're even I'ma back up myself, uh-huh

[Speaker 18] (4:33 - 4:46)

Buy some paper, ladies, I'll forgive you, drip on the way, uh-huh Rap, feel a side of bricks, off the cake on the way, uh-huh Take a flight, you wanna take a lift, on the Mardi Gras, he's on the way, uh-huh I'ma take a shot, I'ma take a risk, it don't matter, baby, I'm straight, uh-huh

[Speaker 12] (4:46 - 5:03)

Girl, like I'm in Prince's house, purple paint all on the walls, uh-huh Sittin' down on this fancy couch and I can't see straight, I'ma stay, uh-huh 22, I'm in Paris, baby, got strippers in my face, uh-huh Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a Prada, ha, ha, ha

[Speaker 7] (5:03 - 5:33)

Ooh, ooh, ooh I already made that payment, I don't need a J's, no plus, at least we're even I'ma back up myself, uh-huh Ooh, ooh, ooh I'm a Prada, ha, ha, ha Ooh, ooh, ooh

[Speaker 6] (5:33 - 5:52)

I'm a Prada, ha, ha, ha Let's get down, let's get down to business

[Speaker 21] (5:52 - 5:56)

Ladies and gents, good morning, it's your two-minute warning, take your seats please

[Speaker 6] (5:56 - 6:36)

It's just like this, so let's get down Mama, please don't worry about me I'm about to let my heart speak My friends keep telling me to leave this So let's get down, let's get down to business Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 14] (6:38 - 6:52)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 6] (6:53 - 7:09)

Back and forth, back and forth with the bullshit I know I said it before, I don't mean it It's been a while since I had your attention In my heart you're with it

[Speaker 17] (7:22 - 7:40)

The dreams we had don't ever fall away We can't leave them if we stay the same And I can't do this for another day So let's get down, let's get down to business

[Speaker 6] (7:42 - 7:57)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 14] (7:58 - 8:12)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 17] (8:44 - 8:44)

Good morning!

[Daniel Hill] (8:47 - 20:53)

Well, well done to everyone who came on site What happened to the other 60 people? Is there like some sort of fun conference? I don't know what's going on Hey, Gavin's back Welcome back Gavin, how we doing?

Good, good, good Take your seats guys Last month 9.30 full house This month 9.30 Boom, what's going on? Good, anyway, well done Welcome to workshop seven So workshop seven is going to be about finishing the high performance management blueprint we taught you last month So the final part to that three part series And it's going to be about marketing So winter is done We're going into spring and summer So we need to start thinking about how we are attracting clients and how we are putting them in our funnels Make your way in guys, come on let's go Just a reminder Mobile phones please on silent Put them away If you can put them away that would be absolutely preferable If not, silent And ideally not even vibrate Like I said, this is the end of winter So for me anyway, it was like a big jump for joy Because winter was disgusting for me It was genuinely foul Who had a really disgusting hard winter?

Was it just me? Yeah, it really wasn't that enjoyable It was pretty hard I felt pretty burnt out at times It was very heavy I was doing lots of prime time It was quite exhausting I was pulling in late nights and early mornings and weekends Sound familiar? But I definitely feel lighter now I feel like a bit of a new man I feel like I've turned the corner We're coming into spring to summer This is my energy and I'm feeling like All that real heavy work is done and now people are in new positions Things are starting to happen I can already see the difference So hard winter, easy summer Let's see how it goes So what have we got in store for you today?

Like I said, session one is going to be about finishing this high performance management blueprint The best part of session one is going to be I'm going to teach you the challenging conversations blueprint The conversations we all need to have that we're all probably putting off and this is an absolute game changer for levelling up your business and your life Then in session two, Dan's going to be on and we're going to move into marketing and this is where we're going to be doing a session called Funnel and Flow So like I said, this is all about how do you get leads into your funnel and what happens to them when they're in there so you can actually get a higher conversion rate Then after lunch, session three Chris is going to be on He's going to be taking us through his world class brochure blueprint You do not have a business unless you have a brochure So there's a blueprint for that as well So that's today's session But before we go into it, I just want to say congratulations to everyone who came to the AGM yesterday What a day! Who was at the AGM yesterday?

Just show of hands Absolute cracking day Firstly, I am absolutely proud to announce that I think literally 95% of people if not everyone, Shiv will probably correct me actually sent their business plan to print yesterday This is a photo of everyone who did it with their finished business plan When it went to print Shiv got a photo, this is them after they sent it to the printers I was like absolutely impressed It is doable and I just think everyone who came yesterday who got their business plan to print deserves a massive round of applause So congratulations to them Let's give them a big huge round of applause And just so everyone can see I did do mine Here it is It is done, published document Most entrepreneurs don't get the clarity They think they know what they're going to do for the year but until they actually write a business plan they realise there's lots of things they didn't think about or consider or get clear on So when you write a business plan you get clear on all those things and then most importantly your team can get clear on those things because even if you are one of those entrepreneurs that does know exactly where you're going your team almost certainly don't and this is all about being highly valuable and highly leveraged isn't it So this document is the manual for your business for the next 12 months You can use it on a monthly check-in meeting You can use it at your QGMs You've already set the tone You've set the bar, there's no surprises and that's why this is the most valuable 24 hours you'll spend on your business when you build it So I'm super happy for everyone That was a really fantastic day and congratulations to Shiv for actually getting everyone to literally not leaving the room The last delegate left, sent a video at 11.30pm in the room sending us to print, someone on the programme called Jamie So yeah, good for him Anyway, a bit of behind the scenes What's been going on? Well, everyone knows I'm trying to woo my girlfriend to move to Bali So I've got a bit of a personal update if you don't mind We did sign a long-term lease to get on a villa in Bali last week Yes!

So that is definitely moving in the right direction, not fully moving but give it time, so that's a good start We held our property entrepreneur AGM on Tuesday The new team, new dream, getting A players in to take us to the next level for the next vision, absolutely fantastic Our new head of marketing was there going really well, so that is literally rocking and rolling I am very grateful to Bianca who's worked like an absolute demon this winter to achieve this which is 85% of our winter hit list done which was absolutely huge She had far too many tasks We had to bring in Yolanda halfway through winter because we definitely weren't going to make it otherwise but she's absolutely smashed it, so thank you Bianca Let's give Bianca a round of applause please Some massive level ups in there Really exciting, and we had a bit of a New Year's Eve party, this was our office, one of our meetings, our office was a bit sad before wasn't it, a little bit sad not the nicest, so we had a little bit of a refurb put a new drink station in there so they've now got a better place to have a bit of a chill out between work and have meetings and things like that, so these little things they make quite a big difference, it's like marking the start of the new year, these little things do go a long way, so that was our AGM, unfortunately Bianca was sick but she was busy on the winter hit list, we've made her ill she worked so hard we made her sick, we had Yolanda on Zoom over here and we had Sophie, obviously we all know Lauren, so that was just a really valuable day, and it's really easy not to do these days, you know we're really busy we had event week with this and that and it was like can we do it?

But actually as most of you will probably know have held these meetings, when you get everyone together and you have that day and you get a chance to talk about now and the future and just spend time together and then break bread after for lunch, it's a really high value, powerful meeting, and this is what inspires your team they get inspired by it, they're part of something special, they're involved in the decision making process, they're presenting their own team's achievements, goals this is it, this is getting it off your desk and onto their desk and making them feel part of something, they're getting job satisfaction from being part of your business, so they feel like it's part of their business and that's what it's all about. So that was great and the sort of big realisation I've had is this, and for everyone that, you know, last year was on the programme will remember this probably sooner than the veterans in the room, is this idea of just rewiring our brain, that it's our teams that are going to deliver our dreams for us, not us, like we have to delegate everything and do nothing, we have to have that mindset, not because we're lazy, not because we want to sit on the beach and do nothing, but because we add the most value by directing and deciding not by lifting, it's our job to direct, decide, set the bar and then help our team to achieve the things that are on their desk, because there's only so much you can do, there's only so many hours in the day and we've all got other interests, families things we want to be doing, we can't just work 24 hours a day, 7 days a week, it just won't work. So this is the sort of realisation I'm getting and it's just a start reminder that it's our teams that deliver these things for us, because this is what we want, we want to be highly valuable and highly leveraged That's what the Wins Hit List is for, it's about systemising, so you can then pass it on to your team members, you maybe put them on PDPs, they're on phased contracts and they're taking things off your desk to help you deliver your vision and get things off your desk for good So Game of Four Quarters has been an absolutely huge one, I won't list everything we've done, but honestly, like 2025, if you were on the agenda yesterday you saw it in the business plan, 2025 levels up in our business, like when I sat down and I reviewed my Game of Four Quarters and what I'd achieved in winter, I was like, I had to send it to about 3 or 4 people, including my mastermind group, just because I felt so good about it. I was like, look at, you know, it was like the cat that caught the rat and brought it into mum, you know I was like, look what I've done! You know, people in the mastermind group, it's like, I've done all this.

So who else reviewed their winter, who reviewed their Game of Four Quarter winter achievements when they were setting their targets? Did anyone else feel the same? Anyone want to share how they did this winter?

Rakesh? We're about to put your hand up then. I can't be right.

It was absolutely fantastic. Like, it really was great. So I'm going to ask Dex to put some music on.

You're going to get out your Game of Four Quarters scorecard and this is when you're going to scan the QR code and tell us how you did. So this is in the workbook. So open your workbooks, get your Game of Four Quarters scorecard out, scan the QR code and tell us how you did for March.

What number did you get out of 10 for March? Work it out if you haven't worked it out. If you have worked it out, stick the number in and then put your phone away.

Okay, when you've done it, put your phone away. WhatsApp can wait. Got to think of a better way of doing this than getting your phones, haven't we?

It's got to be a better way. It's got to be a better way. It's like the teleport machine.

Okay, we've got the music, Dex. Thank you. So just out of interest, I just want to see how everybody did.

Shake the legs off a little bit. Get these card drains out of us. Everyone like to stand up, please.

Stand up. Okay. Stand up.

It's not that hard. Not that hard. Okay, cool.

Sit down if you did less than five for March. Take a seat. Okay, that's all right, because Finn was in Australia having fun, so we'll forgive him.

If you got six or less, put your...

[Speaker 21] (20:53 - 21:01)

Sit down, please. Seven or less? Eight or less?

Nine or less?

[Daniel Hill] (21:04 - 21:40)

Wow. Well done, chaps. 10 out of 10.

Congratulations. Five. Five of you.

Well done. Banging. I finished on about seven, I think.

Seven or six. But they were big, chunky things. I definitely overdid it.

But it's all good. Exactly. Yes or no.

Thank you, Richie. What have I created? I've created a monster.

It's good. Are you going to slag me off as well? No, you can't.

What's he saying? Yeah, seven. Go on.

[Speaker 11] (21:44 - 22:19)

Can everyone hear me? I really did struggle with the monthly game changers, probably for the first three months. I realised I was just setting unrealistic goals, stuff that needs to take a lot longer, stuff that needs to be chunked down.

I think the real win this month has been taking that understanding and playing the game. Keeping it really, really simple. Taking out the key, really two big things, breaking them down, and just achieving that.

That's really helped me reframe it. Otherwise, I was getting really demotivated, to be honest. Looking at these big ones, thinking, why am I not scoring?

So, just thought I'd share that.

[Daniel Hill] (22:20 - 22:57)

I think it's a great share, Akash. We had the same conversation on the Mastermind last night. Some people for their...

We on the Mastermind, we asked one big game changer for the month. You can see the way people are setting it. It's like, do this and then this.

It's like, well, that's sort of two things, or maybe lots of things have to happen to make that happen. It is a game. Much better to achieve ten, feel good about it, go into the next quarter, get ahead of the game, than feel like you're suffering and failing the whole time.

We've got so many things coming at us. We really don't want to feel like we're losing the war. I think that's very good feedback, and I had to give myself that same medicine.

Anyone else like to share? Yes, Steve?

[Speaker 13] (22:57 - 23:32)

Thank you. What I was going to say was, if you read Measure What Matters, they say seven out of ten is really where you should be aiming, because if you make it too easy, then you're not stretching yourself. If you're stretching yourself, you're not going to achieve everything.

There's a thought process for me that, yes, I probably do set them too big, but also I'm trying to get better, go further, and stretch myself every time with it.

[Daniel Hill] (23:32 - 29:29)

I totally agree. I think it's a different mindset. My view on it is, do you remember the analogy of the UFC coach?

My assumption is that everyone in here is a high performer, and they'll actually keep going until they go too far. The UFC coach's job isn't to protect you against the other fighters, it's to protect you from yourself, because you won't tap out, because you want it so bad. I think my view is, it's like a hamster wheel.

The faster you run, the faster the wheel goes. You never really get there. You never really feel good.

I think there's definitely two schools of thought. I definitely feel amazing when I do do my 10, because I did my 10 in Feb. I was like, wow.

It's all about how you relate to it mindset-wise. Equally, if you want to win the Game of Four Quarters competition at the end of the year, then you need to get 10 out of 10. Points mean prizes.

Good. Well, it's a new quarter, fresh start, new set of game changers. Hopefully you've all posted them in the app.

This is like a final call if you haven't. You've got the weekend. Maybe you might revisit them and just check that they are realistic and they don't rely on five other people to do things for you to get them done, because this is somewhere else where people fall short.

Things are out of their control. Getting the refinance done on a property, sometimes it's just completely out of your control. There are things you can do, but if it's out of your control, it may not be wise to put it on there.

The actions you can do might need to go on there, but actually not everything can go on there. So this is a skill. This is a whole different skill set.

Let's get on to today's content. High performance management. Bringing people into our business.

This huge investment we've made to get them through the front door. We're all busy and everyone doesn't have enough time to onboard someone. In fact, that might be the reason you didn't actually recruit in the first place, because you're just too busy.

The worst case scenario you can have is that you've put all this effort into actually recruiting someone or you've paid a fee or both. They turn up to the office on the first day. No one knows they're coming, whether it's virtually or in person.

No one knows they're coming. They haven't got a name badge. They can't get past security or they're knocking on the door and no one's letting them in.

Everyone's got their headphones on and they're working because they didn't realise that someone new was starting today. That is an absolute disaster. How do you think that's going to go?

You're not feeling welcome. You're not feeling reassured. It's like, what a disaster.

That actually happened to me when I first went to work at Lehman Brothers, probably because I didn't deserve to be there anyway. I spent the first day just trying to get a badge, get through security and I had no desk, no laptop. I was just standing there like this, like an absolute melon.

That was not the way to start your first day. This happens more than you think. That just leaves a terrible first impression.

What we want is for them to feel instantly reassured, have all their anxiety and nerves go away. They made the right choice by signing up for you and your vision. They left that other job or security they had and they instantly feel at home.

They get introduced to the right people. They know what their plan is. They know what they're doing.

They know what success looks like and they can get on and just do a good job because that's why they joined you in the first place. You need to create this environment of a little bit of nurture so then they can go and actually smash it. You have to do all of these things and we've blueprinted this to make sure they have the best first day ever and that they go home and they're talking about and telling their friends and their family about how fantastic their first day was.

Then you've got their friends and family saying if there's ever a job going, I'm available. That's the kind of reaction that you want. That was the reaction we literally got from Sophie.

I followed this blueprint. We updated it as we went through it. I'm going to share with you all the things we did.

I won't go into detail now but she literally said to me, my housemate said she's never ever seen someone have a first day like this and she said if you ever hire in a plumbing or something that we don't do, some complicated word that blazers don't understand, she'd be up for it. That's very kind. That's the kind of reaction you want.

That support network that they're talking to, when things get tough, that support network remembers the great first day they had and might remind them of it. This is why it's so important. This is all a game and it's very important to make our high performers feel welcome.

That's why I'm delighted I get to share this onboarding blueprint with you. There's 10 steps to this. Very, very simply.

Don't necessarily write this down now because I'm going to go through them all and share them with you. The first thing is what is the objective? What is the objective that we're going to be trying to get them to achieve?

What do we do before they start? What is their first day going to be like? The welcome aboard meeting where we outline everything they need to do including what success is.

The first four week plan broken down step by step so they know exactly what's happening. Introducing them to the high performance management and support framework which we covered last month. Getting them to meet the team.

Getting them to investigate and find out what systems are used so they can get up to date and familiar with them straight away. And then any and everything else they need to know the detail to help them actually do it. So these are the 10 steps.

You follow these 10 steps they'll have the best first day ever and your chance of success is absolutely basically guaranteed. If you don't do these things you're going to be missing a trick and you're going to be chasing your tail. So first and foremost the objective.

Why? Why bother? In terms of mindset why would we bother doing this?

Question? Hands up. Shout it out.

Why bother even doing this onboarding? Why not just sit down and tell them to get on with it? Matt?

You want to set the bar high. Absolutely. Set the bar.

Anyone else?

[Speaker 10] (29:29 - 29:32)

Experience. You create that really good experience and people hold that memory.

[Daniel Hill] (29:33 - 31:07)

Absolutely. Hold a memory. Create an experience.

You only get one chance to make a first impression. Anything else? Clarity.

Clear expectations. Absolutely. Graham?

Return on investment. Guillaume you've hired a lot of people. Exactly.

No wonder they went bust. Do you know what I mean? You want to get output out of them.

Return on investment. They need to feel productive as well. Otherwise they're failing.

Absolutely. You want to set them up for success. It's setting the bar.

It's efficiency. This is really important. This is the whole set and forget framework.

This is what you want. Once someone's bedded in, then they can fly. What you don't want is them to keep failing for the first six months and then you get dragged into review meetings and wondering why it's not working.

To be honest, it was probably all your fault in the first place. What can we do before they actually start? Well, what do we think?

Again, let's just keep it shang. Let's keep the momentum going. This is good.

I'm enjoying the engagement. What do we got to do before they start? It's not a trick question.

Shout it out. Send them a contract. Love it.

The formalities. Thank you from the solicitor. Absolutely.

That was top of my list. Rachel? Perfect.

Get their email account. How can you send them anything without an email? It's really embarrassing, isn't it?

It's weird. Tax? What have we got to do tax-wise?

We've got all the experts in today.

[Speaker 3] (31:07 - 31:08)

I was going to say send them a present.

[Daniel Hill] (31:09 - 31:16)

Send them a present. Nice. Very good.

Isn't that nice? I can tell you're ablaze. Masquerading as an accountant.

[Speaker 8] (31:16 - 31:20)

Anything else? Get everyone else excited for that. Nice.

[Daniel Hill] (31:22 - 32:04)

Absolutely. Let everyone know they're coming and they're excited and they're going to welcome them. You don't want that scenario of someone knocking on the front door of the office and no one letting them in.

What a disaster. Dan? Rulebook.

Very nice. Setting the bar before they join. You could do that.

Absolutely. Things to read while they're keen. They want to know what the culture is like.

Maybe what to wear to work or how you do things. We used to do that. Definitely.

I don't think we do that at PE but that's a good idea. Yes, Chris, what do you do? Turn up the time.

Absolutely. What do you need? Do you have to bring a swimming costume?

What is it? What are the things you need to bring with you? Colouring pencils if you're in marketing?

[Speaker 8] (32:05 - 32:06)

It's like... What?

[Speaker 17] (32:10 - 32:11)

It's a joke.

[Daniel Hill] (32:13 - 34:12)

Weird. I can go weirder. I'll stop.

You want to get them set up on the payroll. It's like all these logistical things. Who's going to do all this?

HR. Absolutely. HR.

I'll talk about more later. You can get HR outsourced. Very cheap.

They can handle all of this. This is what they are good at. This is their bread and butter.

You don't need to be getting involved in this stuff. If you're a blazer like me and you start sending diary invites to them, you'll get the wrong country, the wrong time zone. You think you're meeting on Zoom.

They're on Google Meet. It's a disaster. Just don't do it.

Get people who are professionals to do it for you. Tedge actually hit the nail on the head. A gift.

If you want to make this a world class Thursday, our recommendation is that you send them ahead of time a gift or a card. Whatever is appropriate. We like to send bubbles and flowers.

Bubbles and flowers. Celebration. Perhaps even a journal if it's appropriate.

To be fair, no we don't. But if it's appropriate. You may not send the flowers to a guy.

Ahead of time. Ahead of time. Make them feel special.

It could be on the day. We're talking about pedantics. But I would say you want to get them excited about the start date.

Think about any sort of sell. The time the person is going to drop out is right up until they turn up to the event. It's as many touchpoints as many feel good yes I've made the right decision.

You want to stand out as their best Thursday. This is small beer but it has big results. Let's try and get a bit of mics.

We're not doing the shout outs.

[Speaker 3] (34:20 - 34:42)

Similar to that. Touchpoints. We had a lady starting.

Her name was Jennifer. We sent her an email to say would you prefer to have Jen or Jennifer as your email address. She feels like she's getting input into what she's going to be using from now on.

It's just another excuse to have some interaction instead of waiting six weeks between them giving notice and turning up. We were covering about it yesterday.

[Daniel Hill] (34:44 - 37:08)

It was all about Alex Hormozy's view of just as many as many touchpoints as possible during the sales process even when they bought. Any excuse to talk to them. My advice would be at the very least send them a card or something.

Welcome aboard. Do something. A little goes a long way.

In terms of the first day what's the first thing they're going to do on the first day? What's the first thing they're going to do on the first day? Shine your shoes.

Meet them at the door. Greet them. That's a good idea.

Who's going to greet them? Who's going to welcome them in? Once they've been sat down, what do you think you're going to do?

What's the first thing they're going to do? Introduce them to the team. Nice one.

Absolutely. 100%. Anything else?

What do you do, Tez, when they first join? Chris, what do you do first thing when they join? Cool.

We do a welcome aboard meeting. Very first thing they do with their line manager. Sit down.

Welcome aboard. Boom. Whether it's a Zoom call or an in-person meeting, this is it.

All the nerves, all the anxiety go away. This is exactly what you're going to be doing. I'm going to take you through your onboarding plan.

This is a document that's in the vault. We're going to share it with you. It's in the vault, so you'll be able to download it.

You will write them this plan. Your job in this meeting, if you're their line manager or if you have a line manager, is just to run them through this plan. That's it.

They know exactly what they've got. They've got a document they can refer back to, so they don't have to take loads of notes, write it down, etc. Welcome aboard meeting with you.

You get to set the bar. You get to talk them through it. Then they can go and do some other things, which I'm going to run you through now.

It's a very well-structured document. You'll see it in a second. The main thing you're going to let them know on their very first day, this very first meeting, is what success looks like.

How are you going to determine if you've been successful at this organisation? You need to show them what success looks like in that role. Any ideas what you might use for them?

What you might share with them? What is success? Any ideas?

We've covered it recently. Metrics, like? Dashboard?

[Speaker 8] (37:09 - 37:09)

SES?

[Daniel Hill] (37:10 - 47:58)

We'll talk about SES in a second, David. KPIs? Business plan?

We're very close. We're basically saying it. Development plan, almost.

My house, PDP. Just shout around them. All these things are a yes, but it's the director's dashboard.

Akash was basically right. He didn't say the name. You share with them.

If this is the head of marketing, for example, the head of ops, you've already done your director's dashboard for marketing for ops. You share with them those KPIs. This is your top of the mountain.

I only care about your cost per acquisition, the conversion rate. These are the KPIs that I care about in marketing. That's it.

These are your metrics. Welcome to the first day. That's the most important metric.

I know what to focus on. It's clear. It's explicit.

It's embedded from the moment they join. It's very, very clear and explicit. This document, I've cut up bits of it to see it rather than give you the whole thing and overwhelm you.

This is it. Boom. Jane Smith.

Welcome aboard. Successes. First thing.

Bang. Right at the top of the document. KPI and, if appropriate, deadline.

Then you go into their four-week plan. This is what your first four weeks are going to look like. We've planned it out for you.

We're going to help you every step of the way so it's very, very clear, mapping it out in detail what's expected from them. The hardest thing here is going to be to keep this simple. A really good idea is to book in meetings ahead of time.

Rather than say, we're going to have meetings, we're going to have regular meetings. They should be in the diary. They've already been invited on their email.

You've done all the thinking ahead of time. You're not then scrambling around trying to find availability. It's like when Sophie joined, Dan and I actually did a couple of meetings.

Dan and I have done some meetings with her. Dan's done some meetings with her on her own. I've done some meetings with her.

They were all booked. It was like, here you go. There's two meetings a week for the next four weeks.

It's done. Cool. It's like, wow, great.

What was the feedback we got? God, these meetings are really helping. I'm so glad they're in there.

If we tried to do it once we were live, Dan and I were both busy, on a different time zone, it would have been an absolute disaster. This is like you're able to hold their hand through it. That's what you need.

This is it. Four-week plan. What's going to happen in the first month?

In this instance, it was to start a marketing campaign. In the first month, you're going to be basically designing, building, and launching and getting to the point where we launch, for example, our Blueprint campaign, which is launching on Monday. Step one, step two, step three, deadlines, what's going to happen?

Very, very clear. Just very, very clear. This is the keeping it simple part.

Don't put the detail in this bit. This is just like, okay, I'm going to do that, then I'm going to do that, then I'm going to do that. Next step, the management and support.

This is when you move on and you introduce them to... What do you think it's going to be? Someone already said it earlier.

SES, David said it exactly, yes. SES, the High Performance Management Framework. This is how we do things around here.

This went down really well with Sophie. I took her through this and she was like, okay, great. Then first meeting she had with me and Dan, she was using that word, used it three or four times.

She was like, I know you guys are high performance, so I've prepared this. I'm a high performance, so I've done this. She couldn't find out.

She was like, oh, I'm sorry, I know you're high performance, but I just need to find the document. I was thinking, yes. It really works.

We set the bar. We're a high performance company. That's what we're all about, because it is all about clear expectations, isn't it?

Through this, you're going to take them through how we manage you. How do we manage you? SES, monthly reviews, quarterly reviews, QGMs, the accountability spikes that I took you through last month.

You're just going to run them through that. Set up, check in, sign off every week. Daily support if you need it.

When are my availability times? This is it. These are your key dates.

This is when things are going to have to be delivered by. Great. These are all in the diary.

SES is in the diary. Monthly reviews are in the diary. Everything's in the diary.

It's already done. Example. First month, daily support.

Daily check in. Very normal when someone's just joined. Let's have a daily.

Doesn't have to be a call. Can be a call. Yolanda and Bianca did a call.

Sophie and I would do a WhatsApp just because of time zone and things like that. Quick WhatsApp. This is what I'm up to.

This is what I've done. She did an end of day. She'd sometimes do a beginning of the day.

I'm just checking this is what I need to work on. Absolutely. That was a bit hectic for the first couple of weeks, but then we got into the rhythm of the weekly SES.

We started using our SES document. Now we're still touching base every couple of days. If she needs something other than that, we're just using that document.

We're getting into a flow. And as she's bedding in, she's relaxing. She knows she's got me when she needs me.

She's getting to use the SES document. We're getting less urgent stuff, more important stuff. And it's starting to find a rhythm.

But that first month, you're really going to have to be there for them. Give them whatever they need. This is when your SES time is going to be.

This is when your monthly review is going to be. We're going to do quarterly meetings. As I said, annual.

These are the business. You're just giving them all of these key dates so they just know exactly what the game is. Moving on, as someone's already said, we've got to meet the team.

So as part of this meeting, you're going to say, listen, these are the key operators in our business. These are the slick operators. We've got a property entrepreneur.

This is what each of them do. These are the people that you're going to be working with. These are people you might see around the office.

These are people you may have very little contact with, but this is what they do. And your job is to reach out to them. Say hello.

Book a meeting. You may have already booked in those meetings. RHR actually already booked in the meet and greets with a few of the key team members.

So after the onboarding meeting that she went straight into, meet Bianca, et cetera, et cetera. Just already booked so that within the first day, these people aren't strangers now. If you've met the key people on the first day, you go home.

I've met all the key operators. Now tomorrow, they're no longer a stranger. They've already got past that awkwardness and they're able to start working with these people, reaching out to them without you having to do it.

They're now like boom, boom, boom, boom, boom, getting things done. So yeah, I'd say these need to be short meetings, 15 minutes, hello, how you doing, what's your role in the business, et cetera. So this was us.

So I just ran her through exactly who we had internally, who our third parties were, what their job titles are, and these are the people that she could then either have meetings booked in with or go and find a time to actually talk to these people. If it's not done on the first day, it must be done in the first week. Obviously, you can't meet everyone necessarily on the first day.

If you have an office, maybe you can. Next is your systems. So you can then set them a task to go and figure out what systems they use.

If they're going to have a meeting with the head of operations, then that would be a great chance for them to ask them, what systems do we use? What am I going to be using? You might also introduce them to the systems.

You might do a little fact find. This is what it's about. Ideally, you could say to them, obviously, you can't just say, what email system do we use and go and figure out the password.

That's not going to work. It would be a fun game. But it's like, you've obviously got to be realistic.

But you set them up. You say, this is your email. These are your logins.

This is your Asana. These are your logins. We use Google Drive for documents.

And then they can fact find whatever else they need. When they meet the team, like you said, if they're meeting the head of ops or your EA or your assistant, then they can kind of get into that detail with them. And you can leave something on the table for them to do.

So go and ask them about the marketing software that we've currently used. And they can do a handover style thing. So that's quite important.

And obviously, if you ask them to find things out, they're more likely to remember. So that's why that's really useful. So this is what I did.

These are our key things. But I wasn't the one doing the detail. Bianca took Sophie through.

This is Google Mail Drive. We used it before. She was very familiar with it.

So I think it was a fairly easy conversation. You know, we use WhatsApp for chat. An urgent.

SCS documents for everything else. These are things we do. We've got time to reply.

Sit on our emails, etc, etc, etc. So it's just running them through. Everything that we use.

And hopefully, they've used a number of these things before. If not, obviously, then they need to be brought up to speed on how to do those. And yeah, this is an example of a fact find.

So you might want to set some questions at the end. Some basic questions. Things for them to go and find out for the next meeting.

Okay. Last but not least, we're getting into the supporting detail. So we've made this simple.

We've covered a lot of ground, but we're giving them the complete roadmap. There really is no stone left unturned with this. This is where you can tell them the extra things that they should be focusing on and when.

You know, you could do a little build out, that four-week plan in more detail. The first four weeks, you could put supporting detail around that. Any other tasks that are on your to-do list that you need to hand over to them.

But make sure you do it in a list of priorities. Don't just give them 15 tasks and say, these are the 15 things you need to get on with. You can either drip feed them or you can say, week one, these three, week two, these three.

Or you can do a series of deadlines so they can manage their own deadline. It really depends on how senior they are. You don't want to teach them to suck eggs.

You don't really want to mother them too much. Is everything all right? You need to do this today, that tomorrow.

You can start off a little bit like that, but if they're a high performer, you want to get out of their way as quick as you can, set them up and let them do it. Let them come to you if they need help. Because they need to take ownership.

You want to be a bit careful about spoon feeding them too much. Just set them up properly so I'm available if you need support and then depending on how experienced they are and how senior you are, you'll get the dialogue going. So this is us just fleshing out a lot more detail about, for example, our marketing campaign.

So when you set the strategy, these are the key points we expect in the document. We didn't just say write us a strategy. It was like write us a strategy.

We want these things covered. We want to know the channels, the traffic, the tools you're going to use. We want to know the budget it's going to cost.

Give them the framework and let them put the meat on the bones. And obviously we have the key meetings like I already said in there. This is the detail.

A little bit more. Good. So these are our 10 steps.

All these 10 steps. You'll have everything you need to onboard your team. Are there any questions?

Any other questions? We'll take a photo. Tedulousious.

Yep.

[Speaker 3] (47:59 - 48:18)

Oh, you've got it. I've got it right here. So all these things, are they all talked through on the first day?

So you give them the successes, obviously the welcome aboard, but the four week plan, the management support. You say how it's all going to happen in that very first sit down with them. Is that right?

Yeah, I did actually.

[Daniel Hill] (48:20 - 49:42)

I only had an hour so I did this bit as a loom. I knew we were going to run out of time. So I said, you know what, I'm going to send you a loom on this and you need to watch it ahead of our next meeting in two days.

So that was just because I was a bit short of time. There was quite a few diary clashes, things like that. But yes, I mean, at the end of the day, this is, so you can probably do this in about 90 minutes I would say.

If it's the supporting detail, you might have to come back to. But a lot of what I've said is like you're just doing the high level. We use Google Mail and Google Drive.

Bianca will show you that on the call. This is Bianca. She's head of ops.

You've got to call her on Tuesday. This is Sophie. She's head of marketing.

You've got to call her on Wednesday. It's like you're running through it high level. You're not getting into the weeds.

With the supporting detail as well, we also pre-start date sent her some details on the campaign. We did send her. She was up for it.

She'd stopped work. So she had a bit of time. So we were sending her stuff.

So I guess it's kind of up to you to decide. But you definitely if you can get through all of this, you're onto a winner. If you do 80% of it, you're going to have to do it pretty soon after this meeting.

But you really want them to know everything and just have it as a reference. Then you might refer back to the next meeting. Have I answered the question?

[Speaker 3] (49:43 - 50:12)

Yeah, I think that answers it. If nobody else has a question, I did have a second question, which was about shadowing. So some people expect to shadow someone if they're in a similar role to someone else for a period of time, which I've never been a fan of, but I can see why.

But is that something that you would encourage, not encourage? Depends on the role. I guess with your marketing person, she's new.

That is a new role, right? So she's not going to shadow anyone.

[Daniel Hill] (50:14 - 51:26)

Yeah, I'd say it absolutely depends on how senior they are. And you might not have the luxury of shadowing because you might have lost someone. But at Capital Living, I definitely had in their first day, they would shadow someone doing a viewing.

And then they would do the next viewing. So for sure, there's and it will depend a little bit on their genius as well. Because a tempo would love to shadow because they like activity, they'll learn by doing.

Whereas a steel would probably like to read up on it or, you know, read the detail, watch the loom, and then they might feel stressed if you sort of start putting them into situations like that without the right preparation. Blaze is going to want to talk it through. This would be good for Blazes.

We want to chat everything through, don't we? Dan will send me a 10-page document and I'll be like, great, with a loom, I want to talk about it. Can we talk about it?

He's like, I don't understand all the details of the document. I'm like, I need to talk about it. It's like, I haven't read it.

So anyone else do any shadowing? Julian, do you have people shadow you when you're doing surgery? Trick question, don't answer that.

Anyone else do any shadowing? Yeah, you use shadowing? The brokers.

[Speaker 11] (51:33 - 51:49)

So we do a senior member teaches the new person, the new person does one themselves, and then the new person attempts to teach someone else. And that solidifies their knowledge. That's a nice circle.

I like that.

[Speaker 3] (51:50 - 51:52)

That's a good one. I haven't heard that before.

[Speaker 10] (51:53 - 52:16)

We don't really shadow per se, but most things are recorded. So if you're a new person in the support, there's all the history of the questions people have asked. If you're presenting, so there's hundreds of hours of recordings.

So you would go and watch these things, listen to these calls, or watch these support chat conversations. So it's not quite live shadowing, but it's based on...

[Daniel Hill] (52:16 - 1:06:06)

The fact find, you know like we did the little fact find, go and find out what the PE programs are, for example. You would do a little, go and listen to a support call or a sales call, and you'd set them sort of tasks. I think task-based training is really important.

That is definitely a fundamental. You don't want to just tell people how to, you definitely want to set them a task and show them how to do it. So I like the concept of shadowing.

I guess it comes down to whether it's physically practical or appropriate. I tell you when it doesn't work is when you've got a bad egg. You've got a bad egg or a B or a C player, I don't want them getting anywhere near my A player.

Hands off the A player. I'll train them. I'd rather train them myself, even if it means more effort and I can't get a yoga that night, I'd rather do it than have them train, you know, infect my new recruit, okay?

So I just wouldn't absolutely advise against that. Any other questions? Great questions.

Okay, fantastic. Well, that's that then. So we are absolutely clear on what it takes.

Like I said, it's in the vault. We've got our example, which I've just run you through so you can see the detail. And we've got a template, which you can then populate.

So anyone onboarding in on this spring, this now is the new standard. You've got the blueprint. Yes, it's going to take you a bit of work.

But as with all things in business, it's much better doing it ahead of time in your prime times. And then you can have, then it's just the execution when they join. You're not worried.

You're not stressing. There's a plan. They know the plan.

And you'll get the world-class result at the end. So, like I said, did this with Sophie recently and Marielle on UVA that I got through VavaVoom. And the sort of point to acknowledge is that I definitely felt the pressure of this workload on my desk, right?

Because it's like any investment. There's a dip initially. It was like, whoa, this is hard.

This is a lot of work. I've really got to put all this together. I felt like I was going backwards.

But already, within a month of both of them starting, I'm coming out the other side and I'm already way ahead of where I was. And it's only going to get better from there. So we talk about define, delegate, done.

It's like, expect you're going to go into the dip, but then the better job you do, you're going to come out the other side very, very quickly. And it's already showing up. Both of these are adding a lot of value.

Sophie was here on Wednesday. So, yeah, she absolutely loved it. She's doing a great job.

There's things she's doing in marketing that we've never done. She's only been there three and a half weeks. Okay, if there's no more questions on that, we'll move on.

So the second segment for today, which I know lots of people have been asking us about, this really is a fundamental game changer. I really don't see how you can actually run a business reliably without it. Most entrepreneurs are going to keep these deadlines in their head.

And when they delegate to their employees, employees don't clearly know when things are actually due. And so remember last week, we talked about, last month, we talked about clear expectations. The first rule of high performance management is clear expectations, isn't it?

So yes, clear expectations. Clear expectations. What is expected of me and when?

And we get frustrated when our team don't deliver because we haven't done a good enough job of communicating it. Or maybe we told them once in the onboarding call, we never ever told them again. And so what we do is we actually organize all of the routine work and deadlines into a document we call my house.

And the concept of my house is about keeping my house in order. The idea is that everyone keeps their own house in order, manages their own deadlines and does it to time. And then projects, things will get delivered on time because everyone knows what's clearly defined and nothing gets missed and you don't have to sign things off at deadlines because you just know they're getting done because it's done in my house.

And there's different ways of tracking it. This is the blueprint you need to get all that noise and worry. Have you done this?

Have you done that? Have you done this? Out of your head.

This is the blueprint you need. This will turn chaos into order and rhythm. And the concept is all about being early.

Being early. Who remembers this? Whoever heard it before?

Be early. Does anyone remember? Yeah, but who said it?

Who's the one who always says this? Be early. Josh, me.

Ian Bow is a good one isn't he? He's a stickler for timekeeping. Old Ian.

Don't be late for Ian. Ian, he might beat you up, huh? No?

This was one of Dan's objectives. It was one of his objectives for about two years, maybe three. Because Dan was always late.

You know, he's like always lastminute.com, rushing around Dynamo, rushing around a million miles an hour, screaming around the corners, getting up at 4am to meet the deadline. That was Dan. He's dynamo.

He loves it. Loves the thrill of the chase. When Dan and I first started working together he used to think I was a real diva.

Well, I probably am a bit of a diva to be fair. But he always used to think I was a bit of a diva, because I would always demand that things were done earlier. I need this by then, otherwise I can't look at it.

He's like, what do you mean you can't look at it? It's like, well, I've got things on. It's like, what do you mean?

It's like, he didn't understand culturally. He was from this environment of, let's just get everything done as quick as possible. Whereas I was from an environment of, well no, I don't do my best work under pressure.

I don't, I definitely don't do my best work and I definitely don't enjoy it when I'm stressed. So of course, stress and urgency happens, but I want to do everything in my power to not have it happen. I like to organise my week, my month, do things ahead of time, because I'm chilled.

I'm in my flow. I feel good when I'm relaxed. I definitely don't feel good when I've got to get up at 4am and meet a deadline.

Does anyone else feel the same way? Show of hands? Yeah?

So for me, this is how we work most effectively. And being early is something that Dan really had to change and he actually created MyHouse as a result. So fair play to him, he's come full circle.

And this is the blueprint. So first of all, what is it? What is MyHouse?

Well, I've kind of already alluded to it, but basically it's a document that lists everyone's responsibilities. You are responsible for taking the bins out, doing the washing up, whatever it is, doing the shopping and when. Bins have to go out on a Thursday night because they get collected on a Friday morning.

Shopping has to be done by Saturday lunchtime, etc, etc, etc. So this is what makes a business run, run. If everyone keeps their house in order and manages their deadlines, the business will run smoothly.

And this is what it looks like. This is a sneak peek of one of our MyHouses because we have literally about 12 different tabs and I'm going to run you through it. You're going to get a copy of this so don't worry.

But in summary, if you think about our events and how we have a monthly rhythm to our events, right? Because every month we tear up and we have to nail it and we have to do things in between to make sure that we nail it every single month. So how's this laid out?

So we've got the four weeks each day and then each project, for example so this will be easy for you guys to understand because it's like the content calendar in our group, our WhatsApp groups the board mentoring calls for example, MPS scores, etc, etc. So you've got the different projects within event management and then the task that has to get done. Well on the Monday we want to update the cover in the Facebook group.

It's been a while since many of you have been in the Facebook group but some of you might remember every month the cover photo changes and it keeps it fresh keeps it updated. Well like you can either sort of remember to do that or we can just list it out as an action that's got to get done. Boom.

And this is it. This is literally what it is. So it's like the projects the days, the weeks who's doing it and when it needs to be completed.

The key thing about MyHouse is that it's for recurring tasks. We all like to systemize and automate everything but there's just some things we can't. These are things that just need to get done on a recurring basis like regular recurring tasks that happen again and again and again.

We want to set someone up with them, train them and then have them complete the task and tick it off in something like a MyHouse document. Not one-off projects. Scheduling this allows you to schedule things when things need to be done, by who and by when and most importantly, like I said, the deadline.

The deadline. You cannot run a noisy business with multiple team members if you don't have this deadline management tool. It's just going to be an absolute free for all.

So this is how we get things running on rails like a well-oiled machine without other people having to chase other people waiting on that person. I'm still waiting for him to do this. I'm still waiting for the electrician to do that before the plaster can go in, etc.

If it is regular and you could do it, then MyHouse would be a great example of that. So why bother? Why bother?

Well, as I've said already, this is all about setting clear expectations. This is the reason we need to do it. This is how you clearly define in a document that's very succinct what is expected and when.

When is it required? It's really explicit. It's how you're going to hold people accountable.

So how do we use it? How do we use it? Well, we're going to be running through this in a second.

We're going to do a prime time accountability workshop in a second. We're going to get you to start doing your own MyHouse. So how do we use it?

Well, first, and this is what you're going to do, you're going to do a bit of a download brain dump of all the tasks that have got to get done. So let's just do this. You pick an example in your business and you think about every action that's got to get done, all the things you do, all the things your team do to make something happen.

In our example, for example, to get the slide deck ready for our event. There's a slide deck section. It's a project.

Things have to happen from different people in order to get a finished, polished slide deck that looks so lovely and sexy every time you guys turn up. And then the deadlines. When does it have to be done by?

So for us in a month, we've got three weeks. We don't want to make any changes on event week, so therefore we've got three weeks to complete all these projects. So once you've done that and you've listed it out, now you can go live.

You set it up, you go live, and then you go into this second phase, which is where you refine it because you realise that you missed a task. Actually, that wasn't long enough to turn the deck around. So we need 40 hours, not 24 hours.

So there's going to be this trial and test phase, which is very normal. So we're setting this up for now. But you know what?

This first month, we're going to suck it and see. Let's run to these deadlines and then we'll have a meeting at the end of the month. Keep a list of feedback and we'll refine it and we'll change it.

You know, you're not going to get in trouble, per se, if you don't do it this month. I have this trial and test phase. And then keep adding to it.

Once you've got it and that's working, do another one. Add things to it when you realise that you'd like to change the cover photo on Facebook, but you remember to change it every few months. Previously, it's like, actually, no, that should be in my house.

Let's get that in. That's really good. That would be really world class if we could do that.

And you start thinking of things once you've got 80% out of your head and you're doing anything. Actually, no, we should do that. We should do that.

We should do that. We should do that. One brick at a time, you build this quite fantastic task management system that means that everyone knows what to do, when to do it, and they can tick it off as they go.

So who should have in my house? Before we actually get you to write your own, because hopefully you've got an idea in your head of something you could write it for. Who should have one?

Well, anyone who's got an operational involvement in the business, anyone who is involved in delivery, anyone who's got a repeating or a recurring function within the business, something that happens week in, week out, month in, month out, day in, day out. It's like anyone really who's just got that consistent workflow. This is another example of a my house that we wrote.

We didn't do a whole spreadsheet for it. We just did it for the operational finance team. So things like weekly credit control reports, aged debt collection, team expenses, salaries, Revolut accounts, invoices, VAT, simple document.

Probably could have been in a spreadsheet. We used it as part of the Ops manual. There's different ways of doing this, but we like our spreadsheet.

It's really good, especially if you want them to tick it off as they go. This is one of mine. This is one of mine from my assistants.

This is not a tick off because I actually have this, and then each one of these tasks is in Asana. So then it's like a recurring task in Asana, and that's how I know that they've done it. Because I can see they've ticked off the task in Asana.

The way we know the Property Entrepreneur team have done it is we get them to, we ask them to tick it off here. So literally every single month the Ops team will go through, and it's not just the Ops team because all the trainers and speakers and Rachel will testify as they have the same. We use this for PE and and literally when it gets done, tick, tick, tick, tick, tick, tick.

End of the month, Bianca sits down with Lauren, if Lauren's been doing some of it, whatever. Boom, how's it gone? Ticks and all the things, yes, absolutely.

Reset it, go again next month. It's just like, it's the accountability. Rachel, do you want to share?

Because you've been, we've been using it with us for a while. Do you want to share? It's quite good because you can see.

[Speaker 4] (1:06:06 - 1:07:04)

Yeah, it's really good especially for you, quite new. It's really clear when you need to get things done by and on tempo. So I like ticking things, it's great.

I've got no problem with it, but I think for a new starter, just walking into this and having it and knowing exactly when to do things, it's amazing. But I've also implemented this for all of my proactive tasks in my HMO business, because even though my onboarding is really smooth, the rest of the business was a little bit, bits of it were a bit rubbish, even one-to-ones, things weren't ready when I go onto a call and they hadn't done their notes. I'd be like, I can't spend 30 minutes with you setting your tasks.

You need to know what they are. So I built this for the team. So now, and it's working already.

She knows exactly what she's supposed to be doing week in, week out. And I think it's that clarity. They don't need to guess or try and remember.

And I've just been caught out actually. I've got to do some work in the break because I don't have one for the marketing bit yet. And my virtual assistants just missed a deadline.

And I don't have one. And then I'm like, right, now this is the one I need to build next.

[Daniel Hill] (1:07:05 - 1:08:05)

It's quite straightforward. Absolutely. I think about task triangle, like top of the mountain.

So if it's clearly defined in here, then you don't have to go over their tasks necessarily. Maybe in the onboarding phase, yeah, but then they just know. It's very, very clear.

And they can refer back to it without asking you. So this really is the definition of getting something out of your head. And Rachel does love it because she's a tempo.

Tempos love rhythm. They love that reliability, that repeatable. And the other day, we were working together on the program and I gave her some feedback.

I said, look, I'm actually going to need that a little bit earlier from you. And she said, well, that's fine. Can you change it in my house?

And I was like, yes I can. Yes I will. It was a lovely moment.

Then we hugged. It was just a nice moment. It was just like, absolutely.

Of course I can. It's changed. So yes.

We'll go Ben, then we'll go over here. Can we get a mic, please, for these guys at the back? Thank you.

Ben?

[Speaker 16] (1:08:05 - 1:08:26)

So most of you know we work with virtual assistants. So they're all in the Philippines. So we're not in an office with them all the time.

So that's exactly what we do. That's exactly. You tick it off.

Repeating tasks daily, weekly, monthly. That's how we manage them, is by having processes. And I'm a dynamo.

I hate it, but it works. It does. It really works.

[Daniel Hill] (1:08:26 - 1:08:28)

I hate it. It's death.

[Speaker 16] (1:08:29 - 1:08:37)

For me, it's death. But it's really good for the team. It works really well.

Yeah, no, it's very good. They are hard to make.

[Daniel Hill] (1:08:37 - 1:08:40)

Well, that's good, because I hope you've had your coffee, because you're going to make one now.

[Speaker 4] (1:08:40 - 1:08:46)

I just want to warn you, it is painful to do, but you've just got to get on with it. So is running a business plan, wasn't it?

[Daniel Hill] (1:08:46 - 1:08:50)

It was painful. But it's really good when it's done. We've got some mics.

Richie?

[Speaker 19] (1:08:51 - 1:09:01)

Rachel, do you not own that my house for working with PE? And should you not be updating that, rather than Adam updating it? Take that.

Sorry.

[Daniel Hill] (1:09:01 - 1:09:02)

Why did you make him, Richie?

[Speaker 19] (1:09:02 - 1:09:02)

Alright.

[Daniel Hill] (1:09:03 - 1:09:37)

No, it's good. It's a good point. Well, actually, that is a very good point.

And yes, I could have asked her to change it. But equally... Who owns it?

Well, if you direct and decide, really, you're the boss. So you're holding them accountable. So it depends on the team member.

But Rachel isn't really in a situation where she's going to start editing a document, because she's reporting into me. So it's like, you understand that dynamic? If I was doing it with my assistant, I would ask her to change it.

Because I'd just delegate everything to my assistant. I'd be like, please change the my house deadline to this. Yeah.

[Speaker 10] (1:09:38 - 1:09:52)

Two questions. Do you have this on one... So there's 30 of us now.

Do you have one file separated for every one of them? Or is it one tab on the same file? And it's transparent for everybody?

[Daniel Hill] (1:09:52 - 1:09:55)

2024, my house. Yeah, transparent for everyone. I'm on here.

Dan's on here.

[Speaker 10] (1:09:56 - 1:10:04)

My second question was, do you have one? Because you said it's for operational tasks and things like that. I feel like I could do with one.

[Daniel Hill] (1:10:04 - 1:10:11)

Absolutely. Even Dan has it. If Dan wants to make an edit to the deck, there's a deadline.

[Speaker 10] (1:10:12 - 1:10:15)

So it's a weekly podcast and stuff like that, I'm guessing.

[Daniel Hill] (1:10:15 - 1:12:38)

He has one for the podcast too. Emma has one for the podcast. So he's got to deliver it by a certain date for the team to do it.

So if they're relying on you to do something, absolutely, yeah. You don't want to break your own rules. It's quite good when they see you on there, I think.

Matt? Good. Why are you using this rather than using something like Asana?

It's a very good question. I'm an Asana through and through. I bleed Asana.

And I have come to the realisation that Asana is complicated and takes a lot of management. Now, I still use Asana. But this is static.

Asana is dynamic. This doesn't change. These are hard and fast.

So I do a hybrid where I have it clearly laid out, clearly defined deadlines, and then I put, for example, booking my travel. For example, it's an Asana task that's recurring because that's where they look for their workflow. So it is a bit of a hybrid.

But they can never, ever say they don't know what the deadline is because it's written in black and white. That's the advantage of doing this in a simple document. And I'm close to asking my assistants to go back to a spreadsheet and ticking it.

There's something magic in the simplicity. We run Property Entrepreneur on caffeine and cocaine. No, I'm joking.

And CrossFit. Yeah, the three Cs. CrossFit, caffeine, and cocaine.

What else do you need? We run it on spreadsheets and documents and tick boxes and we do a pretty good job. So the hardest thing is to keep it simple.

So I have Asana for my personal life, my tasks, and my two assistants, but I don't think we're going to move to Asana for PE because it becomes... Okay, of course you can. Do you want to get a mic?

We're going to have to... We're going to do these two points and I need to give you guys 20 minutes to do this. Okay, go on.

[Speaker 4] (1:12:39 - 1:13:09)

The thing with Asana, that's when this needs to be done. And that's why you have the problems. What I've noticed is you need to use a hybrid because day-to-day tasks or just to see if your team are on schedule for doing what they need to do.

That needs to go in Asana, but for an overview of the month and what they need to be doing, they need something like MyHouse. You have to use both. It's the visibility thing with Asana.

[Daniel Hill] (1:13:11 - 1:13:43)

You can do timelines in Asana but they're complicated. Keep it simple. Sophie uses Asana and I was like, so do I.

I was like, okay, but we're not going to join them. She was like, no, no, no, no, we're not. Because she's also had experience of it becoming too much.

It's also another inbox Asana. I would suggest that if they want to use Asana for their own stuff, that's cool. But this is like clear expectations.

This is a bit like teaching them to suck eggs. You don't have to teach them to go to the toilet. They can go to the toilet by themselves.

Let them do it. Show them where the toilet is. Suzanne?

[Speaker 4] (1:13:45 - 1:13:50)

Would you then be bringing that into SCS each week?

[Daniel Hill] (1:13:51 - 1:14:31)

Yeah. Bianca, do you use it for SCS? Do you talk about MyHouse with Lauren in your SCSs?

It depends on the job. Certainly for an assistant, absolutely. Let's look at your workload.

How do you do on your SCS? It's like a scorecard for an assistant. It's quite hard to find scorecards for assistants, so I think I've just had a bit of a brainwave.

That's quite a good idea. I have to talk it through.

[Speaker 21] (1:14:31 - 1:14:32)

I have to talk it out.

[Daniel Hill] (1:14:33 - 1:14:38)

Anyway, so the other top tip. Is it one for everyone or can I? Okay, go for it.

[Speaker 20] (1:14:39 - 1:14:54)

I just want to add, what I do is use tasks in Outlook. So if you don't want multiple, like a spreadsheet and a trello, you can do all of this on tasks on Outlook. And then they just tick them off and the ones they haven't on just show up in red.

Really straightforward.

[Daniel Hill] (1:14:54 - 1:16:15)

Okay, well if you've got that kind of visibility, then great. I think the key thing is to keep it really simple and this is why we like the documents. And mine, this is getting built out now by Mariel, but it's like each one also then has a loom video to how to do the process.

It's kind of like it's kind of actually adding another layer to it. Anyway, I don't want to complicate things. So what we're going to do is we're going to go into a primetime workshop.

So we've had lots of time for questions already. Remember that these primetime workshops are head down hard work. They are not chit chat and distraction.

And if you are talking, you are distracting the person next to you who's paid a lot of money to be here. So let's absolutely focus in. Log into the vault.

You should have two copies on there now. One is our example of a my house. One is a blank example.

Pick something that happens regularly in your business and do a complete download of all the tasks that have to happen by who and by when and get it in there and start specking it out. And then this can go live with one of your team next week. I'll come around.

Hands up for help after this point. And we're into the I'll ask Dex to put some quiet, focused music on. You've got 20 minutes.

Good luck guys. ...

[Speaker 3] (1:16:18 - 1:19:02)

... ... ...

... ... ...

[Speaker 8] (1:19:18 - 1:23:43)

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ...

[Speaker 17] (1:26:56 - 1:26:57)

... ... ...

[Speaker 19] (1:33:21 - 1:33:30)

This is more than one task for the same day, that's in like the same shape, so I'm just going to do a double, just do another line, so double you over twice.

[Daniel Hill] (1:34:03 - 2:02:49)

Last few minutes, just get some key points down, so you can come back to it later. Okay, we're going to finish off there because we've got some great content to get through, so well done. If you want to just close your laptops now, just make your last point.

Small housekeeping point with regards to, obviously we've given it to you to download, so the tick boxes came up as Xs or something, you know, typical Microsoft, right, it's not great. My suggestion would be upload it to Google Drive and have it as a live Google Sheet. It's live, it's accessible from anywhere, it's in real time, and it's very easy to put those little tick boxes back.

So that's just a little bit of a... And you can ask your assistant to do... Exactly!

Absolutely, yeah, absolutely, so, good. Right, bless you, let's get some water going. So yeah, laptops away please, ladies and gents.

On the homework, absolutely get that out the door, get it off your desk. You know, some pennies dropping, really good conversation with Matt, like, this is how we get it out of our head and we get it on their desk. It's like, this is literally like unloading.

It's like unloading responsibility and putting it on someone else. It's a very refreshing and motivating feeling. So now that all your laptops are away, we are ready for the next session.

So, save the best till last. The art of challenging conversations. So, when it comes to challenging conversations, you do not want to do this.

Please put your laptop away if you still have your laptop out, it is time to... I do apologise, we don't have enough time, but we are starting early and trying to get as much done as we can. You do not want to do this.

Nobody, unless there's something a little bit wrong with you, wants to actually have a challenging conversation. It's human nature to avoid conflict. We're social creatures, we want to get on.

We don't want to upset people, especially tempos. They're going to hate the idea of this. So this is absolutely against our natural urge.

But the reality is that being able to have a challenging conversation will actually change your life. It will change your life, I promise you. The quality of your life is actually a direct reflection of how many challenging conversations you are able to have.

Hard choices, easy life. Easy choices, hard life. Those with a few more years than me, people with wisdom in this room, will just attest to this.

This is something we learn the hard way. We'd wish we'd had that conversation sooner. We spent days, weeks, months, or even years in limbo land, treading on eggshells, not being clear, and never really having a breakthrough.

And then for whatever reason, something happens, and you're like, I wish we'd had this conversation 20 years ago with a family member that you never cleared the air with. It's like these conversations, handled correctly, always result in a good result. And this is why this Blueprint is absolutely fundamental.

We can all use it, and we're all going to use it this month. I want you to have the confidence this is actually going to improve the quality of your life, not just your business. This is going to improve the quality of your life.

So, word of warning, before we get started, is just, whenever you're going to have these conversations, you've got to beware of the ambush. You do not want people to feel like they didn't know it was coming, you've snuck up on them, and they're feeling ambushed. And this is definitely not something you do by text, or voice note over WhatsApp or email.

This is absolutely not. This is a human thing. If you want this to be effective, you've got to approach it in the right way, and this is why we've Blueprinted it out, even to the point where we've actually given you the notes in the workbook for the first time, so you get the notes exactly as they need to be, so you can follow this to the letter.

These conversations need to be well thought through, they need to be considered, and they need to be well approached. Health warning, so that is the warning going into it. Right, so the six steps to this is all about having the awareness of how to approach it, the mindset you need when you're going into a conversation, the fact that you've actually got to book this thing in, you've got to book it in, you've got to seek first to understand, then assess the situation, and then figure out how you're actually going to handle it unemotionally and logically.

They are the steps, really simple, and this is absolutely game-changing. So, first of all, the awareness. So, we all need to build our self-awareness as entrepreneurs, we're leaders, we're high performers, we're better than the average, and a lot of this comes down to the art of spotting problems before they become emergencies.

If you've got your head in the sand or, you know, buried in your work, in your detail, in the business, and you're not tuning in to how your team are feeling, then you're not going to see these things coming. We want to be able to see these things coming. So, it's all about tuning in, it's all about tuning in to their workload, how they're getting on, and a really good way to do this is to monitor their performance, right?

Director's dashboard, weekly SCSs, PDP check-ins, like, you want to be able to see, through the high-performance framework, how they're doing, and then this is your, like, warning sign when they start missing deadlines, or they're giving you little signals like they're busy or they're feeling quite stressed, and they've missed this, sorry, I've missed this because I was doing this. Like, these are the little warning signs that a high performer is going to give you that they are, you know, that perhaps something's not right. And the more you work with someone, the more you'll start to identify their traits, just like you would in a relationship or with your kids or your pets or whatever it is, you know, people, things you've got relationships with, you start to know when something's wrong.

You start to know how they're going to react. Maybe they're snappy when they're not normally snappy, or maybe they start huffing and puffing around the house, or, you know, whatever it is, or not replying to you for a while, for longer on WhatsApp, they're leaving you alone. It's like, what is it that that, how that person reacts when something's not quite right?

And it's up to you to realise this. It's your job, it's your responsibility as a leader to figure out, okay, well, look, something's not right, I'm going to spot this problem before it comes. They might do things differently, you might just get a gut feeling.

You sometimes know when something's wrong, right? Even the steals, you know, you have got the ability to sense when something's wrong with someone else. But it is there.

You just know something's off. Someone's been funny with you, and maybe it's nothing, but maybe it is, and something doesn't feel right. And this is when we need to think, okay, it's probably time to have a challenging conversation.

By the way, the word challenging conversation, actually, the beauty of this blueprint is they're not challenging at all when you have them in the right way, just to be really clear. We just need to clear the air and have a conversation. And different profiles will deal with it differently.

So a blaze will get emotional, get maybe a bit upset, and take it personally. Tempos might just bury it and get lost in the detail. It's like everyone is going to deal with it differently.

So you need to understand the person that you're going to approach, and you need to look out for these signs. So let's talk about mindset. Approached in the right way, this is only ever going to be a win-win.

It always has a positive outcome. Even when you've had those conversations with a boyfriend, a girlfriend, a husband, a wife, an employee, and it's the end of the relationship. Even when it is the end.

Not always the nicest thing, obviously, emotionally, but ultimately, it's for the best. I think we can all understand that. These things are for the best.

If it's run its course, it's over. This is good. This is progress.

This is moving forward. So remember that this is going to be good for you. It might not feel good for you necessarily at that moment, but it's going to be good for you in the medium to long term.

Going into these conversations, the most important thing we can all do as leaders is just assume we're wrong. I assume that I'm wrong. Six out of ten times, I'm definitely wrong, but I'm aware of.

You won't have all the information. You might be just getting a snippet. You might just have jumped to a conclusion and you don't have all the information.

So even though you might be sure as damn it, it's better to just go into the conversation assuming that you're wrong because it may literally just be a blind spot. It might be the tip of the iceberg. You're not aware of it.

There's something else that's happened that you didn't know about that has meant this person hasn't done what they needed to do or didn't do it on time and it could have been completely out of their control. They just didn't want to bother you with it and all you've seen is they've missed something. They've missed the deadline.

They've dropped the ball and you don't have any context as to why. Your goal is to help them achieve a positive outcome. It's like all you want from this conversation is to walk away with a positive.

You're not going in this like brash and upset and annoyed. Your only objective is to come out with a positive. That's it.

You just want what's best for both parties. Like a genuine win-win. You're not criticising people.

You're coaching them. You're not like barking and telling orders and it's not like parent-child. It's coach.

It's not confrontational. It's generalisations. It's just opening up the book and seeing what comes out of it.

Really you just want to go in with facts only. These are the facts. You've missed this deadline three times.

This wasn't done. This customer said this to me. These are facts.

You list the facts. You've got them going into the conversation. You're just not going in emotionally.

You don't want to be just upset going into the meeting. These are the things we need to address. It's business.

It's professional. It's not going to help you bring your emotions to the table. They might have an emotional reaction so you need to be the one that's the cool calm head and you can just get it done.

Phones off please. Biggest thing about this is you've got A players, B players and C players. Now watch out for the B team.

C players are easy in your business because you know they're rubbish and they've got to go. A C player is like the puppy. They're cute.

They're shitting all over the place. You just know that it can't be forever. It's not working out.

They're easy. A players piece of cake. High performers smashing it.

They'll get it. They'll normally have these conversations very easily and they're interested in the same thing you are which is doing a great job and progressing and smashing it. They take feedback very well.

They take responsibility very early. They're open to the conversation. They've got good self-awareness.

The B players, these are the ones you've got to watch out for. These are the ones that they do just enough just enough to keep their job and on some days you think you need to get rid of them and then on other days you think actually they're kind of doing alright and you've just got this constant roundabout of should I? Shouldn't I?

Should I? Shouldn't I? I'm busy.

I'll just leave it. Anyone ever work with someone like that? So they do just enough.

They're actually really, to be honest, they're underperforming but you've got other stuff going on and they had one good day this month so you sort of put the rest of the 19 bad days in the ass. Fine. These are the ones to watch out for.

These are the ones that you probably have to exit and if these conversations keep coming up it's just like you're flogging a dead horse. This is where you have to be a bit brave and be a leader. So we've spotted something coming.

We know the mindset we've got to bring to this meeting. Then we're actually going to book it in. We don't want to ambush them.

We want to book it in. We absolutely we want them to know it's coming. We want them to specifically know that something's coming.

They've either read between the lines or you've made it very specific and you can avoid all sorts of upset and fallout if you just give them time to prepare. This is the most important thing because you're obviously preparing but you need to give the other party time to prepare if you want to have an easy conversation, not this challenging conversation. So give them advance warning.

Send them an email. Send them a WhatsApp and manage expectations by framing the conversation. Don't just say I need to talk to you.

That may be okay in some circumstances like for example if you're dealing with a high point and we need to have a conversation but why not say we need to have a conversation about your My House this week. Frame the conversation. Let them know you're not doing anything in that email or WhatsApp.

There's no other sting. It's just we need to talk about something and they should get it. And obviously depending on the person depends on how specific you want to be.

And then this is where you share your insight. Acknowledge these are my concerns. This is where you're potentially bringing out the facts, figures only.

It's like these are my concerns. I saw that I've seen the My House. I assume I'm wrong and these things have all been done but actually three out of the five aren't ticked.

Here we go. You're getting into it and as I've said before just assume you're wrong. Really nice saying.

Not sure if you've heard it but it's and I said this on stage recently and I said when you're pointing the finger there's four pointed back at you. Have you ever heard that saying? It's a rubbish saying because there's only three in a thumb right?

That's what I realised. Is that not the saying? Four?

Is it three? I got the saying wrong. That makes sense.

So you point a finger and there's three pointed back at you which sounds weird because then you have five fingers or in a thumb. Anyway we digress. The point is that this is a really nice analogy for not just pointing the finger.

Yes. Assume you're wrong. This is not about pointing the finger or the thumb.

This is just about clearly expressing just these are my concerns. Book it in. These are my concerns.

That's how you're framing the conversation and then it's two ears, one mouth. I want to understand. Let them speak.

You've already framed it. You don't need to say a lot. We'll come to questions at the end.

We don't say a lot. First seek to understand then be understood. Your job is to listen.

Opening the meeting as I've just said no foregone conclusion. I want to talk to you about my house. Maybe you've listed the facts and figures.

Maybe you haven't. Maybe you've waited for the meeting. I guess it kind of depends is the honest answer to that situation.

You definitely don't want to do this loaded gun thing where you start throwing things at them and then they're already on the defensive. The most important thing is to get them to come to the meeting knowing they're going to have a conversation about their performance or something. I just wanted to have this conversation because there's been a few things that I've noticed over a period of days, weeks, months.

I just wanted to clear the air. I've noticed these things. You just revisit the framing that you said in the email.

I want to talk to you about my house. I guess it really depends on how formal this is. If Dan and I were having a challenge conversation he wouldn't send me a list with some bullet points.

It's not formal. It's not like employee. We would just say that we need to have a conversation about this.

I know the crack. And then we go for a laugh and we fight it out. That's it.

Let's just say he wants to have a challenging conversation. I just want to talk to you about this because maybe I should have brought this up a few weeks ago or months ago. This has been one thing that's been just irking with me.

It's my perception that this is the case. So you just revisit the framing. And then I just want to assume I'm wrong.

I just want to clear the air. What do you tell me from your side? What's been going on?

And then it's literally button it. Let them spill. Let them talk.

Hopefully they can really get into it. Clarify. Obviously the more detail you have given, the more they'll be able to address it.

And just listen. Two ears, one mouth. And then only question where required.

So you're just probing. So they say something, you can probe, and it's just literally just letting them. And you'll know straight away.

I think what I'm looking for in a challenging conversation is, are they keen to resolve it? And are they taking responsibility? Or are they like, is it genuinely I've got it wrong?

In which case, no worries. I'm glad we had this conversation because obviously I hadn't appreciated that the Belfry had closed the Wishaw. That's why we did it in the Lichfield.

I didn't know that you know, everything else, that's good. Yeah. I mean, equally, it might be that that thing then has to be questioned.

So my perception is this. This happened. And if they're taking ownership and responsibility, you're kind of like, okay, good.

This is now a positive conversation. If they're getting reactive and defensive, now you can't work with that. You're kind of getting like, well, hang on.

Either you've dropped the ball and you're like, okay, cool. Or it's like, this is actually now a problem because we're now getting into this. This is the next part.

So I'm kind of jumping ahead a little bit. So assessing the situation, right? So we've got a problem, but you don't want to like focus on the problem.

You just want to focus on solutions. It's about having this like winning attitude in the conversation that you're looking for from you and for your team. That's what I was alluding to when I'm talking to Umesh.

So they may have a personal or professional issue. It might be like, you know what, you're right. I haven't done this because my mum's sick or I've got this stuff going on at home or the kids are being homeschooled or whatever.

It's like, okay, great in a way. I'm really glad that you've shared this with me. It might be personal.

It might be professional. Whatever it is, you've identified the issue. They may not have understood what you asked them to do.

It might be that you thought you were really clear about how you wanted something set up. They didn't do it. And so your perception is you've told them and they haven't done it.

But actually there was no training manual. There was no deadline. There was no my house.

They didn't get the clear expectations. They didn't have the understanding and they've dropped the ball because they didn't really feel that they got delegated to properly and supported. If they've dropped the ball, fine.

Ball's dropped. No worries. Maybe it was your responsibility.

Maybe it was theirs. Time to reset the bar. As long as they're coming to add it from a, you know what, I've completely messed up.

I missed that one. That's on me. That's a great reaction.

No problem. This is where you can be a bit of a leader. Absolutely no problem.

I understand. You've got stuff going on at home or you just dropped the ball. Fair enough.

I didn't make it clear enough. It wasn't in my house. Get it in my house.

Reset the bar. Say no more about it. Never have to talk about it again.

It's like the bar's reset. Happy days. And this is where you might have this, you may have not set them up properly.

You may have not supported them. And you just literally go, yeah, that's absolutely fine. Maybe they don't have the skills.

Maybe they literally don't know how to format a Word document or Excel document. I'm struggling. It's taken me three hours.

I don't understand Google Drive. Rachel, you had problems with Google Drive. One drive.

So it's like, Rachel didn't drop the ball, but she was struggling. She was struggling with Google Drive. She'd never used Google Drive before, whereas we all just assume it's all fine.

What do you mean? We don't understand. We don't understand because we use Google Drive.

Actually, no, guys, I really am struggling with Google Drive. Okay, cool. Well, that's a skills gap.

So that is absolutely something that could have happened. And then if there's a challenge, like if there's genuinely something that isn't right, it could be just their competence. They're just not up to scratch.

Or it might be they're really good at doing stuff, but you just don't like the way they do it. They're just not a cultural fit. They might be a performer, but they might not be a high performer for your organisation.

This is where you kind of need to identify if there is an issue because, yeah, cool, they might do it, but if they're never going to report back to you, or they're not going to do it your way, they want to do it their own way, and it's not really going to work. So, yeah, how do we handle it? So when there is this issue, and you think, okay, I've actually got an issue, in the same way you wouldn't attempt to plumb your own gas, even the builders amongst us, don't try and attempt to fix your own HR or legal issues.

HR is an absolute minefield. So where you've identified there's a problem, and perhaps in an employee situation someone needs to go, you do not need to be trying to handle this yourself. You are definitely setting yourself up for a failure.

My advice would be you outsource it and you get it handled. So, yeah, you've cleared the air, you've had the conversation, they're going to stay. They dropped the ball, you've addressed it privately, you've had the conversation, and now it's been professionally resolved.

The next step would be, say, like I said, you've dropped the ball, that's absolutely fine, we'll reset the MyHouse, we'll never talk about it again. You would also formalise that, right? So you just want to record.

You'd be like, dear Rachel, I've now created a training guide on Google Drive, you know, here we go, blah, blah, blah, it's done. And it's like, you've formalised it, it's closing the chapter, and it's kind of letting them know that this is now closed off, but also like a reminder that it happened. You may have to rely on this later if you ever did have an HR issue, so it's quite important.

And then you just go back to managing them as before, it's like this is the next, we're now clear that, for example, the MyHouse, the next one is weekly and monthly, and it's just business as usual, and hopefully they never drop that ball ever again. You've addressed whatever's needed. Or it might be they've got to leave.

You know, nothing lasts forever. It isn't going to work out because of either a competence issue or a cultural fit. And this might be where, if you get in that conversation, like this isn't working, this isn't working, this isn't working for me, this is not the way I'd like it done.

And then I'm going to talk to HR about next steps. And this might be, at this point, they may hand their notice in, or we need to have a follow-up call with HR, because I'm not happy with the way this is going. You may already get a notice at that point, because they kind of maybe know what's coming.

If it's been a difficult conversation, if they've really messed up, if they're clearly not cutting the mustard, they might just go. Or this is when you just call in the HR. You say, right, I'm going to have a call with HR and then we'll have a follow-up.

And you speak to your HR and you say, listen, X, Y, Z, this person needs to be exited, please, over to you to handle it. You don't want to be getting involved. Do nothing.

Delegate everything. It is money well spent. Who here uses an HR consultant to do things like this for them?

Not enough of us. Not enough of us. Not enough of us.

This is money well spent. And obviously do not get emotionally involved. It's your business.

It's your baby. They may have upset a customer. They may have upset you.

You've got a bad review or you've lost money or you've, you know, damaged your reputation. It's like, this stuff really stings. It's really going to annoy you.

But this is not the time to lash out or end on a bad note. If you see this person walking down the street, you want to better say hello to them. So you don't want to create this bad energy, this bad aura.

You want to keep it business and logic. And really the point I was going to make about HR is for a couple of hundred pounds a month, depending on the size of the company, you can have HR on a retainer. You don't need to be dealing with this stuff.

This really is money well spent. I really do think this is like an absolute no-brainer in terms of an investment. Yeah, Rachel.

Let's get the mic. Thanks, Lauren. Have you got a mic?

[Speaker 4] (2:02:54 - 2:02:54)

I'm not going to chuck it.

[Daniel Hill] (2:02:54 - 2:02:55)

Where's the other mic?

[Speaker 4] (2:02:59 - 2:03:24)

She's done it! I'm so proud of myself. I've got a question on virtual assistants because some of us here just have self-employed people working for them or assistants because I get this for an employed person, 100%.

But what if you've just got virtual assistants? I power a lot of my business stuff. I'm about to hire a property manager by the hour.

She's self-employed. What would you do it your own way then? Because that would be my...

[Daniel Hill] (2:03:24 - 2:05:19)

Well, you don't have the HR so you don't need it. It's much easier because they're outsourced. It's just a conversation.

If you do it through an agency, you don't have to talk to them. You can just say to the agency, this is enough. I've had enough.

Any other questions? Good! Okay.

I want you to stick it on your action list that there is a challenging conversation that you have not been having that you need to have. Whether it's in your friendship group, in your love life, in your professional life, with a contractor, whatever it is, I guarantee you there is a conversation that you have not had because you've been putting it off because you haven't had this blueprint. Even if it's just about the washing up later tonight.

Whatever it is, just use the blueprint. Book a meeting in the diary. I'm joking.

You can use it for small things. Approach in the right way. These conversations are very easy.

Then you can build yourself up to some bigger ones. You'll be amazed at the results you can have. So, put it on your action list.

I would love to hear how you've all got on in the app. I would love to hear some results from Challenging Conversations. So much lighter, so much easier, so much more productive, clear the air, make progress.

I think it's an absolute no-brainer and a winner. If there's no questions, I'm just going to finish off with one last call for the Financial Fortress. Congratulations to everyone who's signed up, who's taken a place.

Did you have a question? Is it about Financial Fortress or Challenging Conversations?

[Speaker 3] (2:05:20 - 2:05:48)

Conversations. Okay, cool. If you have a monthly review booked in with your team anyway, would you put this in especially, which then makes it seem like it's a bigger thing, or would you just make a note, do the warning, and let them give the advance notice before the actual already scheduled monthly meeting, and then just have it in that monthly meeting?

[Daniel Hill] (2:05:50 - 2:07:24)

Personally, one of our values is all feedback is good feedback. So everyone expects feedback from people in our company. So after every workshop, everyone that reports to me gets feedback.

My assistant, every month, she gets feedback. It's like they expect it, so I just send them feedback. I would say that's just ongoing professional development.

I don't think that needs to be a challenging conversation. That's just business as usual. We're all trying to get the same thing, which is better.

A challenging conversation is for when it's maybe just a little bit more than that. It might be that the same piece of feedback has come up a few times. It really depends on your culture, but I'd say that if you have a monthly meeting agenda, you can definitely add.

We add things to our agenda in a Word doc, so people can see what we're going to talk about before the agenda, so that avoids the ambush. So you absolutely can raise it. I think the thing with feedback is, again, it's kind of easier to give people feedback in a Loom or a WhatsApp audio and then let them process, rather than, again, ambush.

If you have a meeting and then you say, listen, I've got some feedback for you, it depends on them. But again, they are also not having time to process, are they? So I think the answer is, it depends.

But these challenging conversations I think are more for big, chunky, there's something potentially quite wrong.

[Speaker 3] (2:07:25 - 2:07:40)

Fair enough. In terms of who we use for HR stuff, there's a company called Bright HR, which is about £8 per person per month or something, and they'll deal with firing and any other issues as well.

[Daniel Hill] (2:07:40 - 2:08:01)

Agreed. I use Bright HR with my last business and they were great. They're part of a huge company.

It's a very cheap peninsula. I think you recommended to me that way back in the day, like seven years ago or something. So thank you for that.

Excellent. There's no reason that everyone can afford to outsource this. So, yeah.

So, Tej, can you pass the mic to Anita? Ashley?

[Speaker 15] (2:08:02 - 2:08:24)

I was just going to say that if you interview properly in the first place, and then you have monthly one-to-ones, then really these challenging conversations should never actually happen. If you're doing the little things and having challenging little things constantly, then they'll never become a big thing, or you'll figure out pretty quickly it's not working.

[Daniel Hill] (2:08:24 - 2:08:55)

I completely agree. And this is the whole thing about awareness and spotting problems before they become emergencies. So, like, really a weekly SES is a challenging conversation, because it's like little accountabilities, little bits of feedback all the time, and it's much easier, much smaller, versus what most people do, head in the sand, let it go until the point where it's really pissed them off, and then it's a big conversation where it could have been dealt with, nipped in the bud early on.

Clear expectations. So I agree. Mic for Shiv.

Anita?

[Speaker 5] (2:08:56 - 2:09:35)

So, actually mine was quite similar, in that I most probably wouldn't wait to the end of the month. So if it's a challenging conversation, I would have it that week, so you've nipped it in the bud, so it doesn't happen again later on in the month, and then you get really agitated by it, so I would just nip it in the bud straight away. Also, I just wanted to add that if actually if you want to let somebody go, and you've made that decision, then I wouldn't actually have a challenging conversation.

I would just book it in with HR, because you've already made the decision to let them go, so, and actually they could just go off sick. So it's better just to reach out to HR, because you've made that decision already, so it's kind of like a little bit pointless.

[Daniel Hill] (2:09:35 - 2:09:47)

So you'd have the challenging conversation to seek first to understand, and then in that conversation, it's clear this person is wrong. You don't need to go any further. Say thank you very much, I really appreciate your time.

Play it cool.

[Speaker 5] (2:09:48 - 2:10:20)

And then press the trap door. Well, yeah, basically. But of course, if they are, like you like to label it here, a terrorist, then you're not going to want to have the deep, challenging conversation and book it into their diary, because they'll just go off sick.

So actually, if you've made the decision as the leader of the organisation that I'm going to let this person go, then actually you should go and seek advice first before you go and do that, because otherwise they'll go off sick for weeks, and that will be far more challenging for you to deal with.

[Daniel Hill] (2:10:20 - 2:10:39)

Yeah, I had the same thing actually with someone going off sick. It was a real pain. Yeah.

If you've already made that decision, and your mind's made up, that's cool. I think if you, if this isn't like a repeat performance thing, and you're just trying to engender this ability to talk about issues in a working relationship, then a challenging conversation is going to be worthwhile.

[Speaker 5] (2:10:39 - 2:10:45)

Yeah, definitely. If you want to make it work, then of course, have the conversation. And you'll feel so much better once you've had it.

[Daniel Hill] (2:10:46 - 2:10:46)

Totally.

[Speaker 5] (2:10:46 - 2:10:52)

And they'll feel better as well, because they'll know something was niggling, or something was going on. Yeah.

[Daniel Hill] (2:10:53 - 2:10:59)

That's sweet. It always has a positive outcome, because they know something's up, because you might be getting short with them, etc. Shiv?

[Speaker 9] (2:10:59 - 2:11:50)

I'm trying to figure out how to stop the other party having that emotional reaction. And you, obviously we frame it, we send them an email, here's the facts, and I want to discuss it. What I tend to do sometimes, I go, here's the facts, and then almost insinuate which direction this is going in, which is going a little bit against what you're saying, which is to seek first to understand.

But I kind of go, here's the facts, we need to have a chat about this. I think X, Y, and Z might be a useful next step, because then they kind of know which direction it's going in. So I always say to myself, they can have their emotional reaction in their bathroom by themselves, so that when they're then coming back to have a conversation with me, the emotion's gone, and it's now lessened.

Yes. It doesn't lessen if you just give them the facts and say, let's have a chat about it, maybe. They need to know what the next step is.

[Daniel Hill] (2:11:50 - 2:12:34)

I think it depends. I think my style would probably be more, I want to have a talk to you about this, and then I'll address the facts on the call. I think you want to frame the conversation without going into too much detail.

You don't want to pre-empt. You just want to say, I need to talk to you about, you could just say your performance. I think the key thing is to get them in the room knowing that they're going to have a conversation, and then you not going in with a loaded gun, and if they are going to react emotionally, you can kind of deflect it, because you're staying logical and calm.

[Speaker 9] (2:12:35 - 2:12:36)

Trying to.

[Daniel Hill] (2:12:36 - 2:12:44)

Well, you will, because you should. I mean, we should, because we're going to have self-awareness. It's definitely an art.

[Speaker 5] (2:12:45 - 2:12:47)

Can I add something to that? Sorry, I don't know what you're talking about.

[Daniel Hill] (2:12:47 - 2:12:49)

You may, and then we're going to wrap up for the break.

[Speaker 5] (2:12:49 - 2:13:24)

I think the hardest part is you just need to give them the opportunity to speak, because you're going in and you've most probably pre-arranged what you're going to say, and sometimes our emotions can kind of get the better of us, but actually, you need to give them the opportunity to say whatever they want to say as well, and that's most probably why you most probably shouldn't have the direction of where the meeting's going to go, because you then haven't given them the chance, and that's where then they get emotional, because especially depending on if they are what type of genius they are as well, I think you need to base that conversation based on that.

[Daniel Hill] (2:13:24 - 2:15:10)

Thank you, that's very eloquently put. It's like no pre-defined outcome in your head. It's like you're just going in to understand, to talk about it exactly right.

Give them the floor. Okay, so on your action list, final, just a point about the financial fortress. So obviously it starts on Tuesday, and Josh is going to be delivering this, and I just wanted to share something with you.

He was going through the slides from last time, and I attached a few people in here unless you were on it, and after the very first session, we asked the delegates who'd been on the financial fortress how much value they'd already received from the financial fortress, and this is what everyone put in the chat, just from the first session, it's the start of the second session. So, on average, that actually works out to £5,000, which is the cost of the event. So if you are thinking of joining the financial fortress, if this is something you want the strategy to go in to the year with, sooner rather than later, there is an opportunity to join us still on Tuesday.

You'll be in good company because Simon Zucci is a paying delegate, he will be on the call, he wants to know what this is all about, and of course the price is £5,000 as you know, but we are also going to let you bring a partner for £1,250. Some people here have already signed up, so if you do want to bring a partner, you're more than welcome, £1,250 or £6,250 for both of you, so you can do it with a life partner, and you guys can do it together. So last call on that, if you want to get on board, QR code is on the screen, I'll leave it on the screen over the break, and you can talk to Bianca, or me, or Josh to get signed up.

Okay, have we had a good morning? Long session, go get your coffee, I'll see you back here at 12 o'clock, thanks very much.

================================================================================

📄 FILE 2: PEA 2024 - Workshop 07 - Session 1 - Transcription

📊 Words: 20,772 | Original: PEA 2024 - Workshop 07 - Session 1 - Transcription.docx

================================================================================

Session 1\_Transcription

[Daniel Hill] (0:02 - 0:06)

It's Friday, then it's Saturday, Sunday, what?

[Adam Goff] (0:39 - 3:38)

It's Friday, then it's Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday

[Speaker 18] (3:48 - 3:52)

I'ma take a shot, I'ma take a risk, it don't matter, baby, I'm straight, uh-huh

[Speaker 12] (3:52 - 4:09)

Feel like I'm in Prince's house, purple paint all on the walls, uh-huh Sittin' down on this fancy couch and I can't see straight, I'ma stay, uh-huh 22, I'm in Paris, baby, got strippers in my face, uh-huh Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a Prada, ha, ha, ha

[Speaker 7] (4:09 - 4:32)

Ooh, ooh, ooh I already made that payment, I don't need a J's, no plus, at least we're even I'ma back up myself, uh-huh

[Speaker 18] (4:33 - 4:46)

Buy some paper, ladies, I'll forgive you, drip on the way, uh-huh Rap, feel a side of bricks, off the cake on the way, uh-huh Take a flight, you wanna take a lift, on the Mardi Gras, he's on the way, uh-huh I'ma take a shot, I'ma take a risk, it don't matter, baby, I'm straight, uh-huh

[Speaker 12] (4:46 - 5:03)

Girl, like I'm in Prince's house, purple paint all on the walls, uh-huh Sittin' down on this fancy couch and I can't see straight, I'ma stay, uh-huh 22, I'm in Paris, baby, got strippers in my face, uh-huh Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a Prada, ha, ha, ha

[Speaker 7] (5:03 - 5:33)

Ooh, ooh, ooh I already made that payment, I don't need a J's, no plus, at least we're even I'ma back up myself, uh-huh Ooh, ooh, ooh I'm a Prada, ha, ha, ha Ooh, ooh, ooh

[Speaker 6] (5:33 - 5:52)

I'm a Prada, ha, ha, ha Let's get down, let's get down to business

[Speaker 21] (5:52 - 5:56)

Ladies and gents, good morning, it's your two-minute warning, take your seats please

[Speaker 6] (5:56 - 6:36)

It's just like this, so let's get down Mama, please don't worry about me I'm about to let my heart speak My friends keep telling me to leave this So let's get down, let's get down to business Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 14] (6:38 - 6:52)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 6] (6:53 - 7:09)

Back and forth, back and forth with the bullshit I know I said it before, I don't mean it It's been a while since I had your attention In my heart you're with it

[Speaker 17] (7:22 - 7:40)

The dreams we had don't ever fall away We can't leave them if we stay the same And I can't do this for another day So let's get down, let's get down to business

[Speaker 6] (7:42 - 7:57)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 14] (7:58 - 8:12)

Let's get down, let's get down to business Give you one more night, one more night to get this We've had a million, million nights just like this So let's get down, let's get down to business

[Speaker 17] (8:44 - 8:44)

Good morning!

[Daniel Hill] (8:47 - 20:53)

Well, well done to everyone who came on site What happened to the other 60 people? Is there like some sort of fun conference? I don't know what's going on Hey, Gavin's back Welcome back Gavin, how we doing?

Good, good, good Take your seats guys Last month 9.30 full house This month 9.30 Boom, what's going on? Good, anyway, well done Welcome to workshop seven So workshop seven is going to be about finishing the high performance management blueprint we taught you last month So the final part to that three part series And it's going to be about marketing So winter is done We're going into spring and summer So we need to start thinking about how we are attracting clients and how we are putting them in our funnels Make your way in guys, come on let's go Just a reminder Mobile phones please on silent Put them away If you can put them away that would be absolutely preferable If not, silent And ideally not even vibrate Like I said, this is the end of winter So for me anyway, it was like a big jump for joy Because winter was disgusting for me It was genuinely foul Who had a really disgusting hard winter?

Was it just me? Yeah, it really wasn't that enjoyable It was pretty hard I felt pretty burnt out at times It was very heavy I was doing lots of prime time It was quite exhausting I was pulling in late nights and early mornings and weekends Sound familiar? But I definitely feel lighter now I feel like a bit of a new man I feel like I've turned the corner We're coming into spring to summer This is my energy and I'm feeling like All that real heavy work is done and now people are in new positions Things are starting to happen I can already see the difference So hard winter, easy summer Let's see how it goes So what have we got in store for you today?

Like I said, session one is going to be about finishing this high performance management blueprint The best part of session one is going to be I'm going to teach you the challenging conversations blueprint The conversations we all need to have that we're all probably putting off and this is an absolute game changer for levelling up your business and your life Then in session two, Dan's going to be on and we're going to move into marketing and this is where we're going to be doing a session called Funnel and Flow So like I said, this is all about how do you get leads into your funnel and what happens to them when they're in there so you can actually get a higher conversion rate Then after lunch, session three Chris is going to be on He's going to be taking us through his world class brochure blueprint You do not have a business unless you have a brochure So there's a blueprint for that as well So that's today's session But before we go into it, I just want to say congratulations to everyone who came to the AGM yesterday What a day! Who was at the AGM yesterday?

Just show of hands Absolute cracking day Firstly, I am absolutely proud to announce that I think literally 95% of people if not everyone, Shiv will probably correct me actually sent their business plan to print yesterday This is a photo of everyone who did it with their finished business plan When it went to print Shiv got a photo, this is them after they sent it to the printers I was like absolutely impressed It is doable and I just think everyone who came yesterday who got their business plan to print deserves a massive round of applause So congratulations to them Let's give them a big huge round of applause And just so everyone can see I did do mine Here it is It is done, published document Most entrepreneurs don't get the clarity They think they know what they're going to do for the year but until they actually write a business plan they realise there's lots of things they didn't think about or consider or get clear on So when you write a business plan you get clear on all those things and then most importantly your team can get clear on those things because even if you are one of those entrepreneurs that does know exactly where you're going your team almost certainly don't and this is all about being highly valuable and highly leveraged isn't it So this document is the manual for your business for the next 12 months You can use it on a monthly check-in meeting You can use it at your QGMs You've already set the tone You've set the bar, there's no surprises and that's why this is the most valuable 24 hours you'll spend on your business when you build it So I'm super happy for everyone That was a really fantastic day and congratulations to Shiv for actually getting everyone to literally not leaving the room The last delegate left, sent a video at 11.30pm in the room sending us to print, someone on the programme called Jamie So yeah, good for him Anyway, a bit of behind the scenes What's been going on? Well, everyone knows I'm trying to woo my girlfriend to move to Bali So I've got a bit of a personal update if you don't mind We did sign a long-term lease to get on a villa in Bali last week Yes!

So that is definitely moving in the right direction, not fully moving but give it time, so that's a good start We held our property entrepreneur AGM on Tuesday The new team, new dream, getting A players in to take us to the next level for the next vision, absolutely fantastic Our new head of marketing was there going really well, so that is literally rocking and rolling I am very grateful to Bianca who's worked like an absolute demon this winter to achieve this which is 85% of our winter hit list done which was absolutely huge She had far too many tasks We had to bring in Yolanda halfway through winter because we definitely weren't going to make it otherwise but she's absolutely smashed it, so thank you Bianca Let's give Bianca a round of applause please Some massive level ups in there Really exciting, and we had a bit of a New Year's Eve party, this was our office, one of our meetings, our office was a bit sad before wasn't it, a little bit sad not the nicest, so we had a little bit of a refurb put a new drink station in there so they've now got a better place to have a bit of a chill out between work and have meetings and things like that, so these little things they make quite a big difference, it's like marking the start of the new year, these little things do go a long way, so that was our AGM, unfortunately Bianca was sick but she was busy on the winter hit list, we've made her ill she worked so hard we made her sick, we had Yolanda on Zoom over here and we had Sophie, obviously we all know Lauren, so that was just a really valuable day, and it's really easy not to do these days, you know we're really busy we had event week with this and that and it was like can we do it?

But actually as most of you will probably know have held these meetings, when you get everyone together and you have that day and you get a chance to talk about now and the future and just spend time together and then break bread after for lunch, it's a really high value, powerful meeting, and this is what inspires your team they get inspired by it, they're part of something special, they're involved in the decision making process, they're presenting their own team's achievements, goals this is it, this is getting it off your desk and onto their desk and making them feel part of something, they're getting job satisfaction from being part of your business, so they feel like it's part of their business and that's what it's all about. So that was great and the sort of big realisation I've had is this, and for everyone that, you know, last year was on the programme will remember this probably sooner than the veterans in the room, is this idea of just rewiring our brain, that it's our teams that are going to deliver our dreams for us, not us, like we have to delegate everything and do nothing, we have to have that mindset, not because we're lazy, not because we want to sit on the beach and do nothing, but because we add the most value by directing and deciding not by lifting, it's our job to direct, decide, set the bar and then help our team to achieve the things that are on their desk, because there's only so much you can do, there's only so many hours in the day and we've all got other interests, families things we want to be doing, we can't just work 24 hours a day, 7 days a week, it just won't work. So this is the sort of realisation I'm getting and it's just a start reminder that it's our teams that deliver these things for us, because this is what we want, we want to be highly valuable and highly leveraged That's what the Wins Hit List is for, it's about systemising, so you can then pass it on to your team members, you maybe put them on PDPs, they're on phased contracts and they're taking things off your desk to help you deliver your vision and get things off your desk for good So Game of Four Quarters has been an absolutely huge one, I won't list everything we've done, but honestly, like 2025, if you were on the agenda yesterday you saw it in the business plan, 2025 levels up in our business, like when I sat down and I reviewed my Game of Four Quarters and what I'd achieved in winter, I was like, I had to send it to about 3 or 4 people, including my mastermind group, just because I felt so good about it. I was like, look at, you know, it was like the cat that caught the rat and brought it into mum, you know I was like, look what I've done! You know, people in the mastermind group, it's like, I've done all this.

So who else reviewed their winter, who reviewed their Game of Four Quarter winter achievements when they were setting their targets? Did anyone else feel the same? Anyone want to share how they did this winter?

Rakesh? We're about to put your hand up then. I can't be right.

It was absolutely fantastic. Like, it really was great. So I'm going to ask Dex to put some music on.

You're going to get out your Game of Four Quarters scorecard and this is when you're going to scan the QR code and tell us how you did. So this is in the workbook. So open your workbooks, get your Game of Four Quarters scorecard out, scan the QR code and tell us how you did for March.

What number did you get out of 10 for March? Work it out if you haven't worked it out. If you have worked it out, stick the number in and then put your phone away.

Okay, when you've done it, put your phone away. WhatsApp can wait. Got to think of a better way of doing this than getting your phones, haven't we?

It's got to be a better way. It's got to be a better way. It's like the teleport machine.

Okay, we've got the music, Dex. Thank you. So just out of interest, I just want to see how everybody did.

Shake the legs off a little bit. Get these card drains out of us. Everyone like to stand up, please.

Stand up. Okay. Stand up.

It's not that hard. Not that hard. Okay, cool.

Sit down if you did less than five for March. Take a seat. Okay, that's all right, because Finn was in Australia having fun, so we'll forgive him.

If you got six or less, put your...

[Speaker 21] (20:53 - 21:01)

Sit down, please. Seven or less? Eight or less?

Nine or less?

[Daniel Hill] (21:04 - 21:40)

Wow. Well done, chaps. 10 out of 10.

Congratulations. Five. Five of you.

Well done. Banging. I finished on about seven, I think.

Seven or six. But they were big, chunky things. I definitely overdid it.

But it's all good. Exactly. Yes or no.

Thank you, Richie. What have I created? I've created a monster.

It's good. Are you going to slag me off as well? No, you can't.

What's he saying? Yeah, seven. Go on.

[Speaker 11] (21:44 - 22:19)

Can everyone hear me? I really did struggle with the monthly game changers, probably for the first three months. I realised I was just setting unrealistic goals, stuff that needs to take a lot longer, stuff that needs to be chunked down.

I think the real win this month has been taking that understanding and playing the game. Keeping it really, really simple. Taking out the key, really two big things, breaking them down, and just achieving that.

That's really helped me reframe it. Otherwise, I was getting really demotivated, to be honest. Looking at these big ones, thinking, why am I not scoring?

So, just thought I'd share that.

[Daniel Hill] (22:20 - 22:57)

I think it's a great share, Akash. We had the same conversation on the Mastermind last night. Some people for their...

We on the Mastermind, we asked one big game changer for the month. You can see the way people are setting it. It's like, do this and then this.

It's like, well, that's sort of two things, or maybe lots of things have to happen to make that happen. It is a game. Much better to achieve ten, feel good about it, go into the next quarter, get ahead of the game, than feel like you're suffering and failing the whole time.

We've got so many things coming at us. We really don't want to feel like we're losing the war. I think that's very good feedback, and I had to give myself that same medicine.

Anyone else like to share? Yes, Steve?

[Speaker 13] (22:57 - 23:32)

Thank you. What I was going to say was, if you read Measure What Matters, they say seven out of ten is really where you should be aiming, because if you make it too easy, then you're not stretching yourself. If you're stretching yourself, you're not going to achieve everything.

There's a thought process for me that, yes, I probably do set them too big, but also I'm trying to get better, go further, and stretch myself every time with it.

[Daniel Hill] (23:32 - 29:29)

I totally agree. I think it's a different mindset. My view on it is, do you remember the analogy of the UFC coach?

My assumption is that everyone in here is a high performer, and they'll actually keep going until they go too far. The UFC coach's job isn't to protect you against the other fighters, it's to protect you from yourself, because you won't tap out, because you want it so bad. I think my view is, it's like a hamster wheel.

The faster you run, the faster the wheel goes. You never really get there. You never really feel good.

I think there's definitely two schools of thought. I definitely feel amazing when I do do my 10, because I did my 10 in Feb. I was like, wow.

It's all about how you relate to it mindset-wise. Equally, if you want to win the Game of Four Quarters competition at the end of the year, then you need to get 10 out of 10. Points mean prizes.

Good. Well, it's a new quarter, fresh start, new set of game changers. Hopefully you've all posted them in the app.

This is like a final call if you haven't. You've got the weekend. Maybe you might revisit them and just check that they are realistic and they don't rely on five other people to do things for you to get them done, because this is somewhere else where people fall short.

Things are out of their control. Getting the refinance done on a property, sometimes it's just completely out of your control. There are things you can do, but if it's out of your control, it may not be wise to put it on there.

The actions you can do might need to go on there, but actually not everything can go on there. So this is a skill. This is a whole different skill set.

Let's get on to today's content. High performance management. Bringing people into our business.

This huge investment we've made to get them through the front door. We're all busy and everyone doesn't have enough time to onboard someone. In fact, that might be the reason you didn't actually recruit in the first place, because you're just too busy.

The worst case scenario you can have is that you've put all this effort into actually recruiting someone or you've paid a fee or both. They turn up to the office on the first day. No one knows they're coming, whether it's virtually or in person.

No one knows they're coming. They haven't got a name badge. They can't get past security or they're knocking on the door and no one's letting them in.

Everyone's got their headphones on and they're working because they didn't realise that someone new was starting today. That is an absolute disaster. How do you think that's going to go?

You're not feeling welcome. You're not feeling reassured. It's like, what a disaster.

That actually happened to me when I first went to work at Lehman Brothers, probably because I didn't deserve to be there anyway. I spent the first day just trying to get a badge, get through security and I had no desk, no laptop. I was just standing there like this, like an absolute melon.

That was not the way to start your first day. This happens more than you think. That just leaves a terrible first impression.

What we want is for them to feel instantly reassured, have all their anxiety and nerves go away. They made the right choice by signing up for you and your vision. They left that other job or security they had and they instantly feel at home.

They get introduced to the right people. They know what their plan is. They know what they're doing.

They know what success looks like and they can get on and just do a good job because that's why they joined you in the first place. You need to create this environment of a little bit of nurture so then they can go and actually smash it. You have to do all of these things and we've blueprinted this to make sure they have the best first day ever and that they go home and they're talking about and telling their friends and their family about how fantastic their first day was.

Then you've got their friends and family saying if there's ever a job going, I'm available. That's the kind of reaction that you want. That was the reaction we literally got from Sophie.

I followed this blueprint. We updated it as we went through it. I'm going to share with you all the things we did.

I won't go into detail now but she literally said to me, my housemate said she's never ever seen someone have a first day like this and she said if you ever hire in a plumbing or something that we don't do, some complicated word that blazers don't understand, she'd be up for it. That's very kind. That's the kind of reaction you want.

That support network that they're talking to, when things get tough, that support network remembers the great first day they had and might remind them of it. This is why it's so important. This is all a game and it's very important to make our high performers feel welcome.

That's why I'm delighted I get to share this onboarding blueprint with you. There's 10 steps to this. Very, very simply.

Don't necessarily write this down now because I'm going to go through them all and share them with you. The first thing is what is the objective? What is the objective that we're going to be trying to get them to achieve?

What do we do before they start? What is their first day going to be like? The welcome aboard meeting where we outline everything they need to do including what success is.

The first four week plan broken down step by step so they know exactly what's happening. Introducing them to the high performance management and support framework which we covered last month. Getting them to meet the team.

Getting them to investigate and find out what systems are used so they can get up to date and familiar with them straight away. And then any and everything else they need to know the detail to help them actually do it. So these are the 10 steps.

You follow these 10 steps they'll have the best first day ever and your chance of success is absolutely basically guaranteed. If you don't do these things you're going to be missing a trick and you're going to be chasing your tail. So first and foremost the objective.

Why? Why bother? In terms of mindset why would we bother doing this?

Question? Hands up. Shout it out.

Why bother even doing this onboarding? Why not just sit down and tell them to get on with it? Matt?

You want to set the bar high. Absolutely. Set the bar.

Anyone else?

[Speaker 10] (29:29 - 29:32)

Experience. You create that really good experience and people hold that memory.

[Daniel Hill] (29:33 - 31:07)

Absolutely. Hold a memory. Create an experience.

You only get one chance to make a first impression. Anything else? Clarity.

Clear expectations. Absolutely. Graham?

Return on investment. Guillaume you've hired a lot of people. Exactly.

No wonder they went bust. Do you know what I mean? You want to get output out of them.

Return on investment. They need to feel productive as well. Otherwise they're failing.

Absolutely. You want to set them up for success. It's setting the bar.

It's efficiency. This is really important. This is the whole set and forget framework.

This is what you want. Once someone's bedded in, then they can fly. What you don't want is them to keep failing for the first six months and then you get dragged into review meetings and wondering why it's not working.

To be honest, it was probably all your fault in the first place. What can we do before they actually start? Well, what do we think?

Again, let's just keep it shang. Let's keep the momentum going. This is good.

I'm enjoying the engagement. What do we got to do before they start? It's not a trick question.

Shout it out. Send them a contract. Love it.

The formalities. Thank you from the solicitor. Absolutely.

That was top of my list. Rachel? Perfect.

Get their email account. How can you send them anything without an email? It's really embarrassing, isn't it?

It's weird. Tax? What have we got to do tax-wise?

We've got all the experts in today.

[Speaker 3] (31:07 - 31:08)

I was going to say send them a present.

[Daniel Hill] (31:09 - 31:16)

Send them a present. Nice. Very good.

Isn't that nice? I can tell you're ablaze. Masquerading as an accountant.

[Speaker 8] (31:16 - 31:20)

Anything else? Get everyone else excited for that. Nice.

[Daniel Hill] (31:22 - 32:04)

Absolutely. Let everyone know they're coming and they're excited and they're going to welcome them. You don't want that scenario of someone knocking on the front door of the office and no one letting them in.

What a disaster. Dan? Rulebook.

Very nice. Setting the bar before they join. You could do that.

Absolutely. Things to read while they're keen. They want to know what the culture is like.

Maybe what to wear to work or how you do things. We used to do that. Definitely.

I don't think we do that at PE but that's a good idea. Yes, Chris, what do you do? Turn up the time.

Absolutely. What do you need? Do you have to bring a swimming costume?

What is it? What are the things you need to bring with you? Colouring pencils if you're in marketing?

[Speaker 8] (32:05 - 32:06)

It's like... What?

[Speaker 17] (32:10 - 32:11)

It's a joke.

[Daniel Hill] (32:13 - 34:12)

Weird. I can go weirder. I'll stop.

You want to get them set up on the payroll. It's like all these logistical things. Who's going to do all this?

HR. Absolutely. HR.

I'll talk about more later. You can get HR outsourced. Very cheap.

They can handle all of this. This is what they are good at. This is their bread and butter.

You don't need to be getting involved in this stuff. If you're a blazer like me and you start sending diary invites to them, you'll get the wrong country, the wrong time zone. You think you're meeting on Zoom.

They're on Google Meet. It's a disaster. Just don't do it.

Get people who are professionals to do it for you. Tedge actually hit the nail on the head. A gift.

If you want to make this a world class Thursday, our recommendation is that you send them ahead of time a gift or a card. Whatever is appropriate. We like to send bubbles and flowers.

Bubbles and flowers. Celebration. Perhaps even a journal if it's appropriate.

To be fair, no we don't. But if it's appropriate. You may not send the flowers to a guy.

Ahead of time. Ahead of time. Make them feel special.

It could be on the day. We're talking about pedantics. But I would say you want to get them excited about the start date.

Think about any sort of sell. The time the person is going to drop out is right up until they turn up to the event. It's as many touchpoints as many feel good yes I've made the right decision.

You want to stand out as their best Thursday. This is small beer but it has big results. Let's try and get a bit of mics.

We're not doing the shout outs.

[Speaker 3] (34:20 - 34:42)

Similar to that. Touchpoints. We had a lady starting.

Her name was Jennifer. We sent her an email to say would you prefer to have Jen or Jennifer as your email address. She feels like she's getting input into what she's going to be using from now on.

It's just another excuse to have some interaction instead of waiting six weeks between them giving notice and turning up. We were covering about it yesterday.

[Daniel Hill] (34:44 - 37:08)

It was all about Alex Hormozy's view of just as many as many touchpoints as possible during the sales process even when they bought. Any excuse to talk to them. My advice would be at the very least send them a card or something.

Welcome aboard. Do something. A little goes a long way.

In terms of the first day what's the first thing they're going to do on the first day? What's the first thing they're going to do on the first day? Shine your shoes.

Meet them at the door. Greet them. That's a good idea.

Who's going to greet them? Who's going to welcome them in? Once they've been sat down, what do you think you're going to do?

What's the first thing they're going to do? Introduce them to the team. Nice one.

Absolutely. 100%. Anything else?

What do you do, Tez, when they first join? Chris, what do you do first thing when they join? Cool.

We do a welcome aboard meeting. Very first thing they do with their line manager. Sit down.

Welcome aboard. Boom. Whether it's a Zoom call or an in-person meeting, this is it.

All the nerves, all the anxiety go away. This is exactly what you're going to be doing. I'm going to take you through your onboarding plan.

This is a document that's in the vault. We're going to share it with you. It's in the vault, so you'll be able to download it.

You will write them this plan. Your job in this meeting, if you're their line manager or if you have a line manager, is just to run them through this plan. That's it.

They know exactly what they've got. They've got a document they can refer back to, so they don't have to take loads of notes, write it down, etc. Welcome aboard meeting with you.

You get to set the bar. You get to talk them through it. Then they can go and do some other things, which I'm going to run you through now.

It's a very well-structured document. You'll see it in a second. The main thing you're going to let them know on their very first day, this very first meeting, is what success looks like.

How are you going to determine if you've been successful at this organisation? You need to show them what success looks like in that role. Any ideas what you might use for them?

What you might share with them? What is success? Any ideas?

We've covered it recently. Metrics, like? Dashboard?

[Speaker 8] (37:09 - 37:09)

SES?

[Daniel Hill] (37:10 - 47:58)

We'll talk about SES in a second, David. KPIs? Business plan?

We're very close. We're basically saying it. Development plan, almost.

My house, PDP. Just shout around them. All these things are a yes, but it's the director's dashboard.

Akash was basically right. He didn't say the name. You share with them.

If this is the head of marketing, for example, the head of ops, you've already done your director's dashboard for marketing for ops. You share with them those KPIs. This is your top of the mountain.

I only care about your cost per acquisition, the conversion rate. These are the KPIs that I care about in marketing. That's it.

These are your metrics. Welcome to the first day. That's the most important metric.

I know what to focus on. It's clear. It's explicit.

It's embedded from the moment they join. It's very, very clear and explicit. This document, I've cut up bits of it to see it rather than give you the whole thing and overwhelm you.

This is it. Boom. Jane Smith.

Welcome aboard. Successes. First thing.

Bang. Right at the top of the document. KPI and, if appropriate, deadline.

Then you go into their four-week plan. This is what your first four weeks are going to look like. We've planned it out for you.

We're going to help you every step of the way so it's very, very clear, mapping it out in detail what's expected from them. The hardest thing here is going to be to keep this simple. A really good idea is to book in meetings ahead of time.

Rather than say, we're going to have meetings, we're going to have regular meetings. They should be in the diary. They've already been invited on their email.

You've done all the thinking ahead of time. You're not then scrambling around trying to find availability. It's like when Sophie joined, Dan and I actually did a couple of meetings.

Dan and I have done some meetings with her. Dan's done some meetings with her on her own. I've done some meetings with her.

They were all booked. It was like, here you go. There's two meetings a week for the next four weeks.

It's done. Cool. It's like, wow, great.

What was the feedback we got? God, these meetings are really helping. I'm so glad they're in there.

If we tried to do it once we were live, Dan and I were both busy, on a different time zone, it would have been an absolute disaster. This is like you're able to hold their hand through it. That's what you need.

This is it. Four-week plan. What's going to happen in the first month?

In this instance, it was to start a marketing campaign. In the first month, you're going to be basically designing, building, and launching and getting to the point where we launch, for example, our Blueprint campaign, which is launching on Monday. Step one, step two, step three, deadlines, what's going to happen?

Very, very clear. Just very, very clear. This is the keeping it simple part.

Don't put the detail in this bit. This is just like, okay, I'm going to do that, then I'm going to do that, then I'm going to do that. Next step, the management and support.

This is when you move on and you introduce them to... What do you think it's going to be? Someone already said it earlier.

SES, David said it exactly, yes. SES, the High Performance Management Framework. This is how we do things around here.

This went down really well with Sophie. I took her through this and she was like, okay, great. Then first meeting she had with me and Dan, she was using that word, used it three or four times.

She was like, I know you guys are high performance, so I've prepared this. I'm a high performance, so I've done this. She couldn't find out.

She was like, oh, I'm sorry, I know you're high performance, but I just need to find the document. I was thinking, yes. It really works.

We set the bar. We're a high performance company. That's what we're all about, because it is all about clear expectations, isn't it?

Through this, you're going to take them through how we manage you. How do we manage you? SES, monthly reviews, quarterly reviews, QGMs, the accountability spikes that I took you through last month.

You're just going to run them through that. Set up, check in, sign off every week. Daily support if you need it.

When are my availability times? This is it. These are your key dates.

This is when things are going to have to be delivered by. Great. These are all in the diary.

SES is in the diary. Monthly reviews are in the diary. Everything's in the diary.

It's already done. Example. First month, daily support.

Daily check in. Very normal when someone's just joined. Let's have a daily.

Doesn't have to be a call. Can be a call. Yolanda and Bianca did a call.

Sophie and I would do a WhatsApp just because of time zone and things like that. Quick WhatsApp. This is what I'm up to.

This is what I've done. She did an end of day. She'd sometimes do a beginning of the day.

I'm just checking this is what I need to work on. Absolutely. That was a bit hectic for the first couple of weeks, but then we got into the rhythm of the weekly SES.

We started using our SES document. Now we're still touching base every couple of days. If she needs something other than that, we're just using that document.

We're getting into a flow. And as she's bedding in, she's relaxing. She knows she's got me when she needs me.

She's getting to use the SES document. We're getting less urgent stuff, more important stuff. And it's starting to find a rhythm.

But that first month, you're really going to have to be there for them. Give them whatever they need. This is when your SES time is going to be.

This is when your monthly review is going to be. We're going to do quarterly meetings. As I said, annual.

These are the business. You're just giving them all of these key dates so they just know exactly what the game is. Moving on, as someone's already said, we've got to meet the team.

So as part of this meeting, you're going to say, listen, these are the key operators in our business. These are the slick operators. We've got a property entrepreneur.

This is what each of them do. These are the people that you're going to be working with. These are people you might see around the office.

These are people you may have very little contact with, but this is what they do. And your job is to reach out to them. Say hello.

Book a meeting. You may have already booked in those meetings. RHR actually already booked in the meet and greets with a few of the key team members.

So after the onboarding meeting that she went straight into, meet Bianca, et cetera, et cetera. Just already booked so that within the first day, these people aren't strangers now. If you've met the key people on the first day, you go home.

I've met all the key operators. Now tomorrow, they're no longer a stranger. They've already got past that awkwardness and they're able to start working with these people, reaching out to them without you having to do it.

They're now like boom, boom, boom, boom, boom, getting things done. So yeah, I'd say these need to be short meetings, 15 minutes, hello, how you doing, what's your role in the business, et cetera. So this was us.

So I just ran her through exactly who we had internally, who our third parties were, what their job titles are, and these are the people that she could then either have meetings booked in with or go and find a time to actually talk to these people. If it's not done on the first day, it must be done in the first week. Obviously, you can't meet everyone necessarily on the first day.

If you have an office, maybe you can. Next is your systems. So you can then set them a task to go and figure out what systems they use.

If they're going to have a meeting with the head of operations, then that would be a great chance for them to ask them, what systems do we use? What am I going to be using? You might also introduce them to the systems.

You might do a little fact find. This is what it's about. Ideally, you could say to them, obviously, you can't just say, what email system do we use and go and figure out the password.

That's not going to work. It would be a fun game. But it's like, you've obviously got to be realistic.

But you set them up. You say, this is your email. These are your logins.

This is your Asana. These are your logins. We use Google Drive for documents.

And then they can fact find whatever else they need. When they meet the team, like you said, if they're meeting the head of ops or your EA or your assistant, then they can kind of get into that detail with them. And you can leave something on the table for them to do.

So go and ask them about the marketing software that we've currently used. And they can do a handover style thing. So that's quite important.

And obviously, if you ask them to find things out, they're more likely to remember. So that's why that's really useful. So this is what I did.

These are our key things. But I wasn't the one doing the detail. Bianca took Sophie through.

This is Google Mail Drive. We used it before. She was very familiar with it.

So I think it was a fairly easy conversation. You know, we use WhatsApp for chat. An urgent.

SCS documents for everything else. These are things we do. We've got time to reply.

Sit on our emails, etc, etc, etc. So it's just running them through. Everything that we use.

And hopefully, they've used a number of these things before. If not, obviously, then they need to be brought up to speed on how to do those. And yeah, this is an example of a fact find.

So you might want to set some questions at the end. Some basic questions. Things for them to go and find out for the next meeting.

Okay. Last but not least, we're getting into the supporting detail. So we've made this simple.

We've covered a lot of ground, but we're giving them the complete roadmap. There really is no stone left unturned with this. This is where you can tell them the extra things that they should be focusing on and when.

You know, you could do a little build out, that four-week plan in more detail. The first four weeks, you could put supporting detail around that. Any other tasks that are on your to-do list that you need to hand over to them.

But make sure you do it in a list of priorities. Don't just give them 15 tasks and say, these are the 15 things you need to get on with. You can either drip feed them or you can say, week one, these three, week two, these three.

Or you can do a series of deadlines so they can manage their own deadline. It really depends on how senior they are. You don't want to teach them to suck eggs.

You don't really want to mother them too much. Is everything all right? You need to do this today, that tomorrow.

You can start off a little bit like that, but if they're a high performer, you want to get out of their way as quick as you can, set them up and let them do it. Let them come to you if they need help. Because they need to take ownership.

You want to be a bit careful about spoon feeding them too much. Just set them up properly so I'm available if you need support and then depending on how experienced they are and how senior you are, you'll get the dialogue going. So this is us just fleshing out a lot more detail about, for example, our marketing campaign.

So when you set the strategy, these are the key points we expect in the document. We didn't just say write us a strategy. It was like write us a strategy.

We want these things covered. We want to know the channels, the traffic, the tools you're going to use. We want to know the budget it's going to cost.

Give them the framework and let them put the meat on the bones. And obviously we have the key meetings like I already said in there. This is the detail.

A little bit more. Good. So these are our 10 steps.

All these 10 steps. You'll have everything you need to onboard your team. Are there any questions?

Any other questions? We'll take a photo. Tedulousious.

Yep.

[Speaker 3] (47:59 - 48:18)

Oh, you've got it. I've got it right here. So all these things, are they all talked through on the first day?

So you give them the successes, obviously the welcome aboard, but the four week plan, the management support. You say how it's all going to happen in that very first sit down with them. Is that right?

Yeah, I did actually.

[Daniel Hill] (48:20 - 49:42)

I only had an hour so I did this bit as a loom. I knew we were going to run out of time. So I said, you know what, I'm going to send you a loom on this and you need to watch it ahead of our next meeting in two days.

So that was just because I was a bit short of time. There was quite a few diary clashes, things like that. But yes, I mean, at the end of the day, this is, so you can probably do this in about 90 minutes I would say.

If it's the supporting detail, you might have to come back to. But a lot of what I've said is like you're just doing the high level. We use Google Mail and Google Drive.

Bianca will show you that on the call. This is Bianca. She's head of ops.

You've got to call her on Tuesday. This is Sophie. She's head of marketing.

You've got to call her on Wednesday. It's like you're running through it high level. You're not getting into the weeds.

With the supporting detail as well, we also pre-start date sent her some details on the campaign. We did send her. She was up for it.

She'd stopped work. So she had a bit of time. So we were sending her stuff.

So I guess it's kind of up to you to decide. But you definitely if you can get through all of this, you're onto a winner. If you do 80% of it, you're going to have to do it pretty soon after this meeting.

But you really want them to know everything and just have it as a reference. Then you might refer back to the next meeting. Have I answered the question?

[Speaker 3] (49:43 - 50:12)

Yeah, I think that answers it. If nobody else has a question, I did have a second question, which was about shadowing. So some people expect to shadow someone if they're in a similar role to someone else for a period of time, which I've never been a fan of, but I can see why.

But is that something that you would encourage, not encourage? Depends on the role. I guess with your marketing person, she's new.

That is a new role, right? So she's not going to shadow anyone.

[Daniel Hill] (50:14 - 51:26)

Yeah, I'd say it absolutely depends on how senior they are. And you might not have the luxury of shadowing because you might have lost someone. But at Capital Living, I definitely had in their first day, they would shadow someone doing a viewing.

And then they would do the next viewing. So for sure, there's and it will depend a little bit on their genius as well. Because a tempo would love to shadow because they like activity, they'll learn by doing.

Whereas a steel would probably like to read up on it or, you know, read the detail, watch the loom, and then they might feel stressed if you sort of start putting them into situations like that without the right preparation. Blaze is going to want to talk it through. This would be good for Blazes.

We want to chat everything through, don't we? Dan will send me a 10-page document and I'll be like, great, with a loom, I want to talk about it. Can we talk about it?

He's like, I don't understand all the details of the document. I'm like, I need to talk about it. It's like, I haven't read it.

So anyone else do any shadowing? Julian, do you have people shadow you when you're doing surgery? Trick question, don't answer that.

Anyone else do any shadowing? Yeah, you use shadowing? The brokers.

[Speaker 11] (51:33 - 51:49)

So we do a senior member teaches the new person, the new person does one themselves, and then the new person attempts to teach someone else. And that solidifies their knowledge. That's a nice circle.

I like that.

[Speaker 3] (51:50 - 51:52)

That's a good one. I haven't heard that before.

[Speaker 10] (51:53 - 52:16)

We don't really shadow per se, but most things are recorded. So if you're a new person in the support, there's all the history of the questions people have asked. If you're presenting, so there's hundreds of hours of recordings.

So you would go and watch these things, listen to these calls, or watch these support chat conversations. So it's not quite live shadowing, but it's based on...

[Daniel Hill] (52:16 - 1:06:06)

The fact find, you know like we did the little fact find, go and find out what the PE programs are, for example. You would do a little, go and listen to a support call or a sales call, and you'd set them sort of tasks. I think task-based training is really important.

That is definitely a fundamental. You don't want to just tell people how to, you definitely want to set them a task and show them how to do it. So I like the concept of shadowing.

I guess it comes down to whether it's physically practical or appropriate. I tell you when it doesn't work is when you've got a bad egg. You've got a bad egg or a B or a C player, I don't want them getting anywhere near my A player.

Hands off the A player. I'll train them. I'd rather train them myself, even if it means more effort and I can't get a yoga that night, I'd rather do it than have them train, you know, infect my new recruit, okay?

So I just wouldn't absolutely advise against that. Any other questions? Great questions.

Okay, fantastic. Well, that's that then. So we are absolutely clear on what it takes.

Like I said, it's in the vault. We've got our example, which I've just run you through so you can see the detail. And we've got a template, which you can then populate.

So anyone onboarding in on this spring, this now is the new standard. You've got the blueprint. Yes, it's going to take you a bit of work.

But as with all things in business, it's much better doing it ahead of time in your prime times. And then you can have, then it's just the execution when they join. You're not worried.

You're not stressing. There's a plan. They know the plan.

And you'll get the world-class result at the end. So, like I said, did this with Sophie recently and Marielle on UVA that I got through VavaVoom. And the sort of point to acknowledge is that I definitely felt the pressure of this workload on my desk, right?

Because it's like any investment. There's a dip initially. It was like, whoa, this is hard.

This is a lot of work. I've really got to put all this together. I felt like I was going backwards.

But already, within a month of both of them starting, I'm coming out the other side and I'm already way ahead of where I was. And it's only going to get better from there. So we talk about define, delegate, done.

It's like, expect you're going to go into the dip, but then the better job you do, you're going to come out the other side very, very quickly. And it's already showing up. Both of these are adding a lot of value.

Sophie was here on Wednesday. So, yeah, she absolutely loved it. She's doing a great job.

There's things she's doing in marketing that we've never done. She's only been there three and a half weeks. Okay, if there's no more questions on that, we'll move on.

So the second segment for today, which I know lots of people have been asking us about, this really is a fundamental game changer. I really don't see how you can actually run a business reliably without it. Most entrepreneurs are going to keep these deadlines in their head.

And when they delegate to their employees, employees don't clearly know when things are actually due. And so remember last week, we talked about, last month, we talked about clear expectations. The first rule of high performance management is clear expectations, isn't it?

So yes, clear expectations. Clear expectations. What is expected of me and when?

And we get frustrated when our team don't deliver because we haven't done a good enough job of communicating it. Or maybe we told them once in the onboarding call, we never ever told them again. And so what we do is we actually organize all of the routine work and deadlines into a document we call my house.

And the concept of my house is about keeping my house in order. The idea is that everyone keeps their own house in order, manages their own deadlines and does it to time. And then projects, things will get delivered on time because everyone knows what's clearly defined and nothing gets missed and you don't have to sign things off at deadlines because you just know they're getting done because it's done in my house.

And there's different ways of tracking it. This is the blueprint you need to get all that noise and worry. Have you done this?

Have you done that? Have you done this? Out of your head.

This is the blueprint you need. This will turn chaos into order and rhythm. And the concept is all about being early.

Being early. Who remembers this? Whoever heard it before?

Be early. Does anyone remember? Yeah, but who said it?

Who's the one who always says this? Be early. Josh, me.

Ian Bow is a good one isn't he? He's a stickler for timekeeping. Old Ian.

Don't be late for Ian. Ian, he might beat you up, huh? No?

This was one of Dan's objectives. It was one of his objectives for about two years, maybe three. Because Dan was always late.

You know, he's like always lastminute.com, rushing around Dynamo, rushing around a million miles an hour, screaming around the corners, getting up at 4am to meet the deadline. That was Dan. He's dynamo.

He loves it. Loves the thrill of the chase. When Dan and I first started working together he used to think I was a real diva.

Well, I probably am a bit of a diva to be fair. But he always used to think I was a bit of a diva, because I would always demand that things were done earlier. I need this by then, otherwise I can't look at it.

He's like, what do you mean you can't look at it? It's like, well, I've got things on. It's like, what do you mean?

It's like, he didn't understand culturally. He was from this environment of, let's just get everything done as quick as possible. Whereas I was from an environment of, well no, I don't do my best work under pressure.

I don't, I definitely don't do my best work and I definitely don't enjoy it when I'm stressed. So of course, stress and urgency happens, but I want to do everything in my power to not have it happen. I like to organise my week, my month, do things ahead of time, because I'm chilled.

I'm in my flow. I feel good when I'm relaxed. I definitely don't feel good when I've got to get up at 4am and meet a deadline.

Does anyone else feel the same way? Show of hands? Yeah?

So for me, this is how we work most effectively. And being early is something that Dan really had to change and he actually created MyHouse as a result. So fair play to him, he's come full circle.

And this is the blueprint. So first of all, what is it? What is MyHouse?

Well, I've kind of already alluded to it, but basically it's a document that lists everyone's responsibilities. You are responsible for taking the bins out, doing the washing up, whatever it is, doing the shopping and when. Bins have to go out on a Thursday night because they get collected on a Friday morning.

Shopping has to be done by Saturday lunchtime, etc, etc, etc. So this is what makes a business run, run. If everyone keeps their house in order and manages their deadlines, the business will run smoothly.

And this is what it looks like. This is a sneak peek of one of our MyHouses because we have literally about 12 different tabs and I'm going to run you through it. You're going to get a copy of this so don't worry.

But in summary, if you think about our events and how we have a monthly rhythm to our events, right? Because every month we tear up and we have to nail it and we have to do things in between to make sure that we nail it every single month. So how's this laid out?

So we've got the four weeks each day and then each project, for example so this will be easy for you guys to understand because it's like the content calendar in our group, our WhatsApp groups the board mentoring calls for example, MPS scores, etc, etc. So you've got the different projects within event management and then the task that has to get done. Well on the Monday we want to update the cover in the Facebook group.

It's been a while since many of you have been in the Facebook group but some of you might remember every month the cover photo changes and it keeps it fresh keeps it updated. Well like you can either sort of remember to do that or we can just list it out as an action that's got to get done. Boom.

And this is it. This is literally what it is. So it's like the projects the days, the weeks who's doing it and when it needs to be completed.

The key thing about MyHouse is that it's for recurring tasks. We all like to systemize and automate everything but there's just some things we can't. These are things that just need to get done on a recurring basis like regular recurring tasks that happen again and again and again.

We want to set someone up with them, train them and then have them complete the task and tick it off in something like a MyHouse document. Not one-off projects. Scheduling this allows you to schedule things when things need to be done, by who and by when and most importantly, like I said, the deadline.

The deadline. You cannot run a noisy business with multiple team members if you don't have this deadline management tool. It's just going to be an absolute free for all.

So this is how we get things running on rails like a well-oiled machine without other people having to chase other people waiting on that person. I'm still waiting for him to do this. I'm still waiting for the electrician to do that before the plaster can go in, etc.

If it is regular and you could do it, then MyHouse would be a great example of that. So why bother? Why bother?

Well, as I've said already, this is all about setting clear expectations. This is the reason we need to do it. This is how you clearly define in a document that's very succinct what is expected and when.

When is it required? It's really explicit. It's how you're going to hold people accountable.

So how do we use it? How do we use it? Well, we're going to be running through this in a second.

We're going to do a prime time accountability workshop in a second. We're going to get you to start doing your own MyHouse. So how do we use it?

Well, first, and this is what you're going to do, you're going to do a bit of a download brain dump of all the tasks that have got to get done. So let's just do this. You pick an example in your business and you think about every action that's got to get done, all the things you do, all the things your team do to make something happen.

In our example, for example, to get the slide deck ready for our event. There's a slide deck section. It's a project.

Things have to happen from different people in order to get a finished, polished slide deck that looks so lovely and sexy every time you guys turn up. And then the deadlines. When does it have to be done by?

So for us in a month, we've got three weeks. We don't want to make any changes on event week, so therefore we've got three weeks to complete all these projects. So once you've done that and you've listed it out, now you can go live.

You set it up, you go live, and then you go into this second phase, which is where you refine it because you realise that you missed a task. Actually, that wasn't long enough to turn the deck around. So we need 40 hours, not 24 hours.

So there's going to be this trial and test phase, which is very normal. So we're setting this up for now. But you know what?

This first month, we're going to suck it and see. Let's run to these deadlines and then we'll have a meeting at the end of the month. Keep a list of feedback and we'll refine it and we'll change it.

You know, you're not going to get in trouble, per se, if you don't do it this month. I have this trial and test phase. And then keep adding to it.

Once you've got it and that's working, do another one. Add things to it when you realise that you'd like to change the cover photo on Facebook, but you remember to change it every few months. Previously, it's like, actually, no, that should be in my house.

Let's get that in. That's really good. That would be really world class if we could do that.

And you start thinking of things once you've got 80% out of your head and you're doing anything. Actually, no, we should do that. We should do that.

We should do that. We should do that. One brick at a time, you build this quite fantastic task management system that means that everyone knows what to do, when to do it, and they can tick it off as they go.

So who should have in my house? Before we actually get you to write your own, because hopefully you've got an idea in your head of something you could write it for. Who should have one?

Well, anyone who's got an operational involvement in the business, anyone who is involved in delivery, anyone who's got a repeating or a recurring function within the business, something that happens week in, week out, month in, month out, day in, day out. It's like anyone really who's just got that consistent workflow. This is another example of a my house that we wrote.

We didn't do a whole spreadsheet for it. We just did it for the operational finance team. So things like weekly credit control reports, aged debt collection, team expenses, salaries, Revolut accounts, invoices, VAT, simple document.

Probably could have been in a spreadsheet. We used it as part of the Ops manual. There's different ways of doing this, but we like our spreadsheet.

It's really good, especially if you want them to tick it off as they go. This is one of mine. This is one of mine from my assistants.

This is not a tick off because I actually have this, and then each one of these tasks is in Asana. So then it's like a recurring task in Asana, and that's how I know that they've done it. Because I can see they've ticked off the task in Asana.

The way we know the Property Entrepreneur team have done it is we get them to, we ask them to tick it off here. So literally every single month the Ops team will go through, and it's not just the Ops team because all the trainers and speakers and Rachel will testify as they have the same. We use this for PE and and literally when it gets done, tick, tick, tick, tick, tick, tick.

End of the month, Bianca sits down with Lauren, if Lauren's been doing some of it, whatever. Boom, how's it gone? Ticks and all the things, yes, absolutely.

Reset it, go again next month. It's just like, it's the accountability. Rachel, do you want to share?

Because you've been, we've been using it with us for a while. Do you want to share? It's quite good because you can see.

[Speaker 4] (1:06:06 - 1:07:04)

Yeah, it's really good especially for you, quite new. It's really clear when you need to get things done by and on tempo. So I like ticking things, it's great.

I've got no problem with it, but I think for a new starter, just walking into this and having it and knowing exactly when to do things, it's amazing. But I've also implemented this for all of my proactive tasks in my HMO business, because even though my onboarding is really smooth, the rest of the business was a little bit, bits of it were a bit rubbish, even one-to-ones, things weren't ready when I go onto a call and they hadn't done their notes. I'd be like, I can't spend 30 minutes with you setting your tasks.

You need to know what they are. So I built this for the team. So now, and it's working already.

She knows exactly what she's supposed to be doing week in, week out. And I think it's that clarity. They don't need to guess or try and remember.

And I've just been caught out actually. I've got to do some work in the break because I don't have one for the marketing bit yet. And my virtual assistants just missed a deadline.

And I don't have one. And then I'm like, right, now this is the one I need to build next.

[Daniel Hill] (1:07:05 - 1:08:05)

It's quite straightforward. Absolutely. I think about task triangle, like top of the mountain.

So if it's clearly defined in here, then you don't have to go over their tasks necessarily. Maybe in the onboarding phase, yeah, but then they just know. It's very, very clear.

And they can refer back to it without asking you. So this really is the definition of getting something out of your head. And Rachel does love it because she's a tempo.

Tempos love rhythm. They love that reliability, that repeatable. And the other day, we were working together on the program and I gave her some feedback.

I said, look, I'm actually going to need that a little bit earlier from you. And she said, well, that's fine. Can you change it in my house?

And I was like, yes I can. Yes I will. It was a lovely moment.

Then we hugged. It was just a nice moment. It was just like, absolutely.

Of course I can. It's changed. So yes.

We'll go Ben, then we'll go over here. Can we get a mic, please, for these guys at the back? Thank you.

Ben?

[Speaker 16] (1:08:05 - 1:08:26)

So most of you know we work with virtual assistants. So they're all in the Philippines. So we're not in an office with them all the time.

So that's exactly what we do. That's exactly. You tick it off.

Repeating tasks daily, weekly, monthly. That's how we manage them, is by having processes. And I'm a dynamo.

I hate it, but it works. It does. It really works.

[Daniel Hill] (1:08:26 - 1:08:28)

I hate it. It's death.

[Speaker 16] (1:08:29 - 1:08:37)

For me, it's death. But it's really good for the team. It works really well.

Yeah, no, it's very good. They are hard to make.

[Daniel Hill] (1:08:37 - 1:08:40)

Well, that's good, because I hope you've had your coffee, because you're going to make one now.

[Speaker 4] (1:08:40 - 1:08:46)

I just want to warn you, it is painful to do, but you've just got to get on with it. So is running a business plan, wasn't it?

[Daniel Hill] (1:08:46 - 1:08:50)

It was painful. But it's really good when it's done. We've got some mics.

Richie?

[Speaker 19] (1:08:51 - 1:09:01)

Rachel, do you not own that my house for working with PE? And should you not be updating that, rather than Adam updating it? Take that.

Sorry.

[Daniel Hill] (1:09:01 - 1:09:02)

Why did you make him, Richie?

[Speaker 19] (1:09:02 - 1:09:02)

Alright.

[Daniel Hill] (1:09:03 - 1:09:37)

No, it's good. It's a good point. Well, actually, that is a very good point.

And yes, I could have asked her to change it. But equally... Who owns it?

Well, if you direct and decide, really, you're the boss. So you're holding them accountable. So it depends on the team member.

But Rachel isn't really in a situation where she's going to start editing a document, because she's reporting into me. So it's like, you understand that dynamic? If I was doing it with my assistant, I would ask her to change it.

Because I'd just delegate everything to my assistant. I'd be like, please change the my house deadline to this. Yeah.

[Speaker 10] (1:09:38 - 1:09:52)

Two questions. Do you have this on one... So there's 30 of us now.

Do you have one file separated for every one of them? Or is it one tab on the same file? And it's transparent for everybody?

[Daniel Hill] (1:09:52 - 1:09:55)

2024, my house. Yeah, transparent for everyone. I'm on here.

Dan's on here.

[Speaker 10] (1:09:56 - 1:10:04)

My second question was, do you have one? Because you said it's for operational tasks and things like that. I feel like I could do with one.

[Daniel Hill] (1:10:04 - 1:10:11)

Absolutely. Even Dan has it. If Dan wants to make an edit to the deck, there's a deadline.

[Speaker 10] (1:10:12 - 1:10:15)

So it's a weekly podcast and stuff like that, I'm guessing.

[Daniel Hill] (1:10:15 - 1:12:38)

He has one for the podcast too. Emma has one for the podcast. So he's got to deliver it by a certain date for the team to do it.

So if they're relying on you to do something, absolutely, yeah. You don't want to break your own rules. It's quite good when they see you on there, I think.

Matt? Good. Why are you using this rather than using something like Asana?

It's a very good question. I'm an Asana through and through. I bleed Asana.

And I have come to the realisation that Asana is complicated and takes a lot of management. Now, I still use Asana. But this is static.

Asana is dynamic. This doesn't change. These are hard and fast.

So I do a hybrid where I have it clearly laid out, clearly defined deadlines, and then I put, for example, booking my travel. For example, it's an Asana task that's recurring because that's where they look for their workflow. So it is a bit of a hybrid.

But they can never, ever say they don't know what the deadline is because it's written in black and white. That's the advantage of doing this in a simple document. And I'm close to asking my assistants to go back to a spreadsheet and ticking it.

There's something magic in the simplicity. We run Property Entrepreneur on caffeine and cocaine. No, I'm joking.

And CrossFit. Yeah, the three Cs. CrossFit, caffeine, and cocaine.

What else do you need? We run it on spreadsheets and documents and tick boxes and we do a pretty good job. So the hardest thing is to keep it simple.

So I have Asana for my personal life, my tasks, and my two assistants, but I don't think we're going to move to Asana for PE because it becomes... Okay, of course you can. Do you want to get a mic?

We're going to have to... We're going to do these two points and I need to give you guys 20 minutes to do this. Okay, go on.

[Speaker 4] (1:12:39 - 1:13:09)

The thing with Asana, that's when this needs to be done. And that's why you have the problems. What I've noticed is you need to use a hybrid because day-to-day tasks or just to see if your team are on schedule for doing what they need to do.

That needs to go in Asana, but for an overview of the month and what they need to be doing, they need something like MyHouse. You have to use both. It's the visibility thing with Asana.

[Daniel Hill] (1:13:11 - 1:13:43)

You can do timelines in Asana but they're complicated. Keep it simple. Sophie uses Asana and I was like, so do I.

I was like, okay, but we're not going to join them. She was like, no, no, no, no, we're not. Because she's also had experience of it becoming too much.

It's also another inbox Asana. I would suggest that if they want to use Asana for their own stuff, that's cool. But this is like clear expectations.

This is a bit like teaching them to suck eggs. You don't have to teach them to go to the toilet. They can go to the toilet by themselves.

Let them do it. Show them where the toilet is. Suzanne?

[Speaker 4] (1:13:45 - 1:13:50)

Would you then be bringing that into SCS each week?

[Daniel Hill] (1:13:51 - 1:14:31)

Yeah. Bianca, do you use it for SCS? Do you talk about MyHouse with Lauren in your SCSs?

It depends on the job. Certainly for an assistant, absolutely. Let's look at your workload.

How do you do on your SCS? It's like a scorecard for an assistant. It's quite hard to find scorecards for assistants, so I think I've just had a bit of a brainwave.

That's quite a good idea. I have to talk it through.

[Speaker 21] (1:14:31 - 1:14:32)

I have to talk it out.

[Daniel Hill] (1:14:33 - 1:14:38)

Anyway, so the other top tip. Is it one for everyone or can I? Okay, go for it.

[Speaker 20] (1:14:39 - 1:14:54)

I just want to add, what I do is use tasks in Outlook. So if you don't want multiple, like a spreadsheet and a trello, you can do all of this on tasks on Outlook. And then they just tick them off and the ones they haven't on just show up in red.

Really straightforward.

[Daniel Hill] (1:14:54 - 1:16:15)

Okay, well if you've got that kind of visibility, then great. I think the key thing is to keep it really simple and this is why we like the documents. And mine, this is getting built out now by Mariel, but it's like each one also then has a loom video to how to do the process.

It's kind of like it's kind of actually adding another layer to it. Anyway, I don't want to complicate things. So what we're going to do is we're going to go into a primetime workshop.

So we've had lots of time for questions already. Remember that these primetime workshops are head down hard work. They are not chit chat and distraction.

And if you are talking, you are distracting the person next to you who's paid a lot of money to be here. So let's absolutely focus in. Log into the vault.

You should have two copies on there now. One is our example of a my house. One is a blank example.

Pick something that happens regularly in your business and do a complete download of all the tasks that have to happen by who and by when and get it in there and start specking it out. And then this can go live with one of your team next week. I'll come around.

Hands up for help after this point. And we're into the I'll ask Dex to put some quiet, focused music on. You've got 20 minutes.

Good luck guys. ...

[Speaker 3] (1:16:18 - 1:19:02)

... ... ...

... ... ...

[Speaker 8] (1:19:18 - 1:23:43)

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ... ...

... ...

[Speaker 17] (1:26:56 - 1:26:57)

... ... ...

[Speaker 19] (1:33:21 - 1:33:30)

This is more than one task for the same day, that's in like the same shape, so I'm just going to do a double, just do another line, so double you over twice.

[Daniel Hill] (1:34:03 - 2:02:49)

Last few minutes, just get some key points down, so you can come back to it later. Okay, we're going to finish off there because we've got some great content to get through, so well done. If you want to just close your laptops now, just make your last point.

Small housekeeping point with regards to, obviously we've given it to you to download, so the tick boxes came up as Xs or something, you know, typical Microsoft, right, it's not great. My suggestion would be upload it to Google Drive and have it as a live Google Sheet. It's live, it's accessible from anywhere, it's in real time, and it's very easy to put those little tick boxes back.

So that's just a little bit of a... And you can ask your assistant to do... Exactly!

Absolutely, yeah, absolutely, so, good. Right, bless you, let's get some water going. So yeah, laptops away please, ladies and gents.

On the homework, absolutely get that out the door, get it off your desk. You know, some pennies dropping, really good conversation with Matt, like, this is how we get it out of our head and we get it on their desk. It's like, this is literally like unloading.

It's like unloading responsibility and putting it on someone else. It's a very refreshing and motivating feeling. So now that all your laptops are away, we are ready for the next session.

So, save the best till last. The art of challenging conversations. So, when it comes to challenging conversations, you do not want to do this.

Please put your laptop away if you still have your laptop out, it is time to... I do apologise, we don't have enough time, but we are starting early and trying to get as much done as we can. You do not want to do this.

Nobody, unless there's something a little bit wrong with you, wants to actually have a challenging conversation. It's human nature to avoid conflict. We're social creatures, we want to get on.

We don't want to upset people, especially tempos. They're going to hate the idea of this. So this is absolutely against our natural urge.

But the reality is that being able to have a challenging conversation will actually change your life. It will change your life, I promise you. The quality of your life is actually a direct reflection of how many challenging conversations you are able to have.

Hard choices, easy life. Easy choices, hard life. Those with a few more years than me, people with wisdom in this room, will just attest to this.

This is something we learn the hard way. We'd wish we'd had that conversation sooner. We spent days, weeks, months, or even years in limbo land, treading on eggshells, not being clear, and never really having a breakthrough.

And then for whatever reason, something happens, and you're like, I wish we'd had this conversation 20 years ago with a family member that you never cleared the air with. It's like these conversations, handled correctly, always result in a good result. And this is why this Blueprint is absolutely fundamental.

We can all use it, and we're all going to use it this month. I want you to have the confidence this is actually going to improve the quality of your life, not just your business. This is going to improve the quality of your life.

So, word of warning, before we get started, is just, whenever you're going to have these conversations, you've got to beware of the ambush. You do not want people to feel like they didn't know it was coming, you've snuck up on them, and they're feeling ambushed. And this is definitely not something you do by text, or voice note over WhatsApp or email.

This is absolutely not. This is a human thing. If you want this to be effective, you've got to approach it in the right way, and this is why we've Blueprinted it out, even to the point where we've actually given you the notes in the workbook for the first time, so you get the notes exactly as they need to be, so you can follow this to the letter.

These conversations need to be well thought through, they need to be considered, and they need to be well approached. Health warning, so that is the warning going into it. Right, so the six steps to this is all about having the awareness of how to approach it, the mindset you need when you're going into a conversation, the fact that you've actually got to book this thing in, you've got to book it in, you've got to seek first to understand, then assess the situation, and then figure out how you're actually going to handle it unemotionally and logically.

They are the steps, really simple, and this is absolutely game-changing. So, first of all, the awareness. So, we all need to build our self-awareness as entrepreneurs, we're leaders, we're high performers, we're better than the average, and a lot of this comes down to the art of spotting problems before they become emergencies.

If you've got your head in the sand or, you know, buried in your work, in your detail, in the business, and you're not tuning in to how your team are feeling, then you're not going to see these things coming. We want to be able to see these things coming. So, it's all about tuning in, it's all about tuning in to their workload, how they're getting on, and a really good way to do this is to monitor their performance, right?

Director's dashboard, weekly SCSs, PDP check-ins, like, you want to be able to see, through the high-performance framework, how they're doing, and then this is your, like, warning sign when they start missing deadlines, or they're giving you little signals like they're busy or they're feeling quite stressed, and they've missed this, sorry, I've missed this because I was doing this. Like, these are the little warning signs that a high performer is going to give you that they are, you know, that perhaps something's not right. And the more you work with someone, the more you'll start to identify their traits, just like you would in a relationship or with your kids or your pets or whatever it is, you know, people, things you've got relationships with, you start to know when something's wrong.

You start to know how they're going to react. Maybe they're snappy when they're not normally snappy, or maybe they start huffing and puffing around the house, or, you know, whatever it is, or not replying to you for a while, for longer on WhatsApp, they're leaving you alone. It's like, what is it that that, how that person reacts when something's not quite right?

And it's up to you to realise this. It's your job, it's your responsibility as a leader to figure out, okay, well, look, something's not right, I'm going to spot this problem before it comes. They might do things differently, you might just get a gut feeling.

You sometimes know when something's wrong, right? Even the steals, you know, you have got the ability to sense when something's wrong with someone else. But it is there.

You just know something's off. Someone's been funny with you, and maybe it's nothing, but maybe it is, and something doesn't feel right. And this is when we need to think, okay, it's probably time to have a challenging conversation.

By the way, the word challenging conversation, actually, the beauty of this blueprint is they're not challenging at all when you have them in the right way, just to be really clear. We just need to clear the air and have a conversation. And different profiles will deal with it differently.

So a blaze will get emotional, get maybe a bit upset, and take it personally. Tempos might just bury it and get lost in the detail. It's like everyone is going to deal with it differently.

So you need to understand the person that you're going to approach, and you need to look out for these signs. So let's talk about mindset. Approached in the right way, this is only ever going to be a win-win.

It always has a positive outcome. Even when you've had those conversations with a boyfriend, a girlfriend, a husband, a wife, an employee, and it's the end of the relationship. Even when it is the end.

Not always the nicest thing, obviously, emotionally, but ultimately, it's for the best. I think we can all understand that. These things are for the best.

If it's run its course, it's over. This is good. This is progress.

This is moving forward. So remember that this is going to be good for you. It might not feel good for you necessarily at that moment, but it's going to be good for you in the medium to long term.

Going into these conversations, the most important thing we can all do as leaders is just assume we're wrong. I assume that I'm wrong. Six out of ten times, I'm definitely wrong, but I'm aware of.

You won't have all the information. You might be just getting a snippet. You might just have jumped to a conclusion and you don't have all the information.

So even though you might be sure as damn it, it's better to just go into the conversation assuming that you're wrong because it may literally just be a blind spot. It might be the tip of the iceberg. You're not aware of it.

There's something else that's happened that you didn't know about that has meant this person hasn't done what they needed to do or didn't do it on time and it could have been completely out of their control. They just didn't want to bother you with it and all you've seen is they've missed something. They've missed the deadline.

They've dropped the ball and you don't have any context as to why. Your goal is to help them achieve a positive outcome. It's like all you want from this conversation is to walk away with a positive.

You're not going in this like brash and upset and annoyed. Your only objective is to come out with a positive. That's it.

You just want what's best for both parties. Like a genuine win-win. You're not criticising people.

You're coaching them. You're not like barking and telling orders and it's not like parent-child. It's coach.

It's not confrontational. It's generalisations. It's just opening up the book and seeing what comes out of it.

Really you just want to go in with facts only. These are the facts. You've missed this deadline three times.

This wasn't done. This customer said this to me. These are facts.

You list the facts. You've got them going into the conversation. You're just not going in emotionally.

You don't want to be just upset going into the meeting. These are the things we need to address. It's business.

It's professional. It's not going to help you bring your emotions to the table. They might have an emotional reaction so you need to be the one that's the cool calm head and you can just get it done.

Phones off please. Biggest thing about this is you've got A players, B players and C players. Now watch out for the B team.

C players are easy in your business because you know they're rubbish and they've got to go. A C player is like the puppy. They're cute.

They're shitting all over the place. You just know that it can't be forever. It's not working out.

They're easy. A players piece of cake. High performers smashing it.

They'll get it. They'll normally have these conversations very easily and they're interested in the same thing you are which is doing a great job and progressing and smashing it. They take feedback very well.

They take responsibility very early. They're open to the conversation. They've got good self-awareness.

The B players, these are the ones you've got to watch out for. These are the ones that they do just enough just enough to keep their job and on some days you think you need to get rid of them and then on other days you think actually they're kind of doing alright and you've just got this constant roundabout of should I? Shouldn't I?

Should I? Shouldn't I? I'm busy.

I'll just leave it. Anyone ever work with someone like that? So they do just enough.

They're actually really, to be honest, they're underperforming but you've got other stuff going on and they had one good day this month so you sort of put the rest of the 19 bad days in the ass. Fine. These are the ones to watch out for.

These are the ones that you probably have to exit and if these conversations keep coming up it's just like you're flogging a dead horse. This is where you have to be a bit brave and be a leader. So we've spotted something coming.

We know the mindset we've got to bring to this meeting. Then we're actually going to book it in. We don't want to ambush them.

We want to book it in. We absolutely we want them to know it's coming. We want them to specifically know that something's coming.

They've either read between the lines or you've made it very specific and you can avoid all sorts of upset and fallout if you just give them time to prepare. This is the most important thing because you're obviously preparing but you need to give the other party time to prepare if you want to have an easy conversation, not this challenging conversation. So give them advance warning.

Send them an email. Send them a WhatsApp and manage expectations by framing the conversation. Don't just say I need to talk to you.

That may be okay in some circumstances like for example if you're dealing with a high point and we need to have a conversation but why not say we need to have a conversation about your My House this week. Frame the conversation. Let them know you're not doing anything in that email or WhatsApp.

There's no other sting. It's just we need to talk about something and they should get it. And obviously depending on the person depends on how specific you want to be.

And then this is where you share your insight. Acknowledge these are my concerns. This is where you're potentially bringing out the facts, figures only.

It's like these are my concerns. I saw that I've seen the My House. I assume I'm wrong and these things have all been done but actually three out of the five aren't ticked.

Here we go. You're getting into it and as I've said before just assume you're wrong. Really nice saying.

Not sure if you've heard it but it's and I said this on stage recently and I said when you're pointing the finger there's four pointed back at you. Have you ever heard that saying? It's a rubbish saying because there's only three in a thumb right?

That's what I realised. Is that not the saying? Four?

Is it three? I got the saying wrong. That makes sense.

So you point a finger and there's three pointed back at you which sounds weird because then you have five fingers or in a thumb. Anyway we digress. The point is that this is a really nice analogy for not just pointing the finger.

Yes. Assume you're wrong. This is not about pointing the finger or the thumb.

This is just about clearly expressing just these are my concerns. Book it in. These are my concerns.

That's how you're framing the conversation and then it's two ears, one mouth. I want to understand. Let them speak.

You've already framed it. You don't need to say a lot. We'll come to questions at the end.

We don't say a lot. First seek to understand then be understood. Your job is to listen.

Opening the meeting as I've just said no foregone conclusion. I want to talk to you about my house. Maybe you've listed the facts and figures.

Maybe you haven't. Maybe you've waited for the meeting. I guess it kind of depends is the honest answer to that situation.

You definitely don't want to do this loaded gun thing where you start throwing things at them and then they're already on the defensive. The most important thing is to get them to come to the meeting knowing they're going to have a conversation about their performance or something. I just wanted to have this conversation because there's been a few things that I've noticed over a period of days, weeks, months.

I just wanted to clear the air. I've noticed these things. You just revisit the framing that you said in the email.

I want to talk to you about my house. I guess it really depends on how formal this is. If Dan and I were having a challenge conversation he wouldn't send me a list with some bullet points.

It's not formal. It's not like employee. We would just say that we need to have a conversation about this.

I know the crack. And then we go for a laugh and we fight it out. That's it.

Let's just say he wants to have a challenging conversation. I just want to talk to you about this because maybe I should have brought this up a few weeks ago or months ago. This has been one thing that's been just irking with me.

It's my perception that this is the case. So you just revisit the framing. And then I just want to assume I'm wrong.

I just want to clear the air. What do you tell me from your side? What's been going on?

And then it's literally button it. Let them spill. Let them talk.

Hopefully they can really get into it. Clarify. Obviously the more detail you have given, the more they'll be able to address it.

And just listen. Two ears, one mouth. And then only question where required.

So you're just probing. So they say something, you can probe, and it's just literally just letting them. And you'll know straight away.

I think what I'm looking for in a challenging conversation is, are they keen to resolve it? And are they taking responsibility? Or are they like, is it genuinely I've got it wrong?

In which case, no worries. I'm glad we had this conversation because obviously I hadn't appreciated that the Belfry had closed the Wishaw. That's why we did it in the Lichfield.

I didn't know that you know, everything else, that's good. Yeah. I mean, equally, it might be that that thing then has to be questioned.

So my perception is this. This happened. And if they're taking ownership and responsibility, you're kind of like, okay, good.

This is now a positive conversation. If they're getting reactive and defensive, now you can't work with that. You're kind of getting like, well, hang on.

Either you've dropped the ball and you're like, okay, cool. Or it's like, this is actually now a problem because we're now getting into this. This is the next part.

So I'm kind of jumping ahead a little bit. So assessing the situation, right? So we've got a problem, but you don't want to like focus on the problem.

You just want to focus on solutions. It's about having this like winning attitude in the conversation that you're looking for from you and for your team. That's what I was alluding to when I'm talking to Umesh.

So they may have a personal or professional issue. It might be like, you know what, you're right. I haven't done this because my mum's sick or I've got this stuff going on at home or the kids are being homeschooled or whatever.

It's like, okay, great in a way. I'm really glad that you've shared this with me. It might be personal.

It might be professional. Whatever it is, you've identified the issue. They may not have understood what you asked them to do.

It might be that you thought you were really clear about how you wanted something set up. They didn't do it. And so your perception is you've told them and they haven't done it.

But actually there was no training manual. There was no deadline. There was no my house.

They didn't get the clear expectations. They didn't have the understanding and they've dropped the ball because they didn't really feel that they got delegated to properly and supported. If they've dropped the ball, fine.

Ball's dropped. No worries. Maybe it was your responsibility.

Maybe it was theirs. Time to reset the bar. As long as they're coming to add it from a, you know what, I've completely messed up.

I missed that one. That's on me. That's a great reaction.

No problem. This is where you can be a bit of a leader. Absolutely no problem.

I understand. You've got stuff going on at home or you just dropped the ball. Fair enough.

I didn't make it clear enough. It wasn't in my house. Get it in my house.

Reset the bar. Say no more about it. Never have to talk about it again.

It's like the bar's reset. Happy days. And this is where you might have this, you may have not set them up properly.

You may have not supported them. And you just literally go, yeah, that's absolutely fine. Maybe they don't have the skills.

Maybe they literally don't know how to format a Word document or Excel document. I'm struggling. It's taken me three hours.

I don't understand Google Drive. Rachel, you had problems with Google Drive. One drive.

So it's like, Rachel didn't drop the ball, but she was struggling. She was struggling with Google Drive. She'd never used Google Drive before, whereas we all just assume it's all fine.

What do you mean? We don't understand. We don't understand because we use Google Drive.

Actually, no, guys, I really am struggling with Google Drive. Okay, cool. Well, that's a skills gap.

So that is absolutely something that could have happened. And then if there's a challenge, like if there's genuinely something that isn't right, it could be just their competence. They're just not up to scratch.

Or it might be they're really good at doing stuff, but you just don't like the way they do it. They're just not a cultural fit. They might be a performer, but they might not be a high performer for your organisation.

This is where you kind of need to identify if there is an issue because, yeah, cool, they might do it, but if they're never going to report back to you, or they're not going to do it your way, they want to do it their own way, and it's not really going to work. So, yeah, how do we handle it? So when there is this issue, and you think, okay, I've actually got an issue, in the same way you wouldn't attempt to plumb your own gas, even the builders amongst us, don't try and attempt to fix your own HR or legal issues.

HR is an absolute minefield. So where you've identified there's a problem, and perhaps in an employee situation someone needs to go, you do not need to be trying to handle this yourself. You are definitely setting yourself up for a failure.

My advice would be you outsource it and you get it handled. So, yeah, you've cleared the air, you've had the conversation, they're going to stay. They dropped the ball, you've addressed it privately, you've had the conversation, and now it's been professionally resolved.

The next step would be, say, like I said, you've dropped the ball, that's absolutely fine, we'll reset the MyHouse, we'll never talk about it again. You would also formalise that, right? So you just want to record.

You'd be like, dear Rachel, I've now created a training guide on Google Drive, you know, here we go, blah, blah, blah, it's done. And it's like, you've formalised it, it's closing the chapter, and it's kind of letting them know that this is now closed off, but also like a reminder that it happened. You may have to rely on this later if you ever did have an HR issue, so it's quite important.

And then you just go back to managing them as before, it's like this is the next, we're now clear that, for example, the MyHouse, the next one is weekly and monthly, and it's just business as usual, and hopefully they never drop that ball ever again. You've addressed whatever's needed. Or it might be they've got to leave.

You know, nothing lasts forever. It isn't going to work out because of either a competence issue or a cultural fit. And this might be where, if you get in that conversation, like this isn't working, this isn't working, this isn't working for me, this is not the way I'd like it done.

And then I'm going to talk to HR about next steps. And this might be, at this point, they may hand their notice in, or we need to have a follow-up call with HR, because I'm not happy with the way this is going. You may already get a notice at that point, because they kind of maybe know what's coming.

If it's been a difficult conversation, if they've really messed up, if they're clearly not cutting the mustard, they might just go. Or this is when you just call in the HR. You say, right, I'm going to have a call with HR and then we'll have a follow-up.

And you speak to your HR and you say, listen, X, Y, Z, this person needs to be exited, please, over to you to handle it. You don't want to be getting involved. Do nothing.

Delegate everything. It is money well spent. Who here uses an HR consultant to do things like this for them?

Not enough of us. Not enough of us. Not enough of us.

This is money well spent. And obviously do not get emotionally involved. It's your business.

It's your baby. They may have upset a customer. They may have upset you.

You've got a bad review or you've lost money or you've, you know, damaged your reputation. It's like, this stuff really stings. It's really going to annoy you.

But this is not the time to lash out or end on a bad note. If you see this person walking down the street, you want to better say hello to them. So you don't want to create this bad energy, this bad aura.

You want to keep it business and logic. And really the point I was going to make about HR is for a couple of hundred pounds a month, depending on the size of the company, you can have HR on a retainer. You don't need to be dealing with this stuff.

This really is money well spent. I really do think this is like an absolute no-brainer in terms of an investment. Yeah, Rachel.

Let's get the mic. Thanks, Lauren. Have you got a mic?

[Speaker 4] (2:02:54 - 2:02:54)

I'm not going to chuck it.

[Daniel Hill] (2:02:54 - 2:02:55)

Where's the other mic?

[Speaker 4] (2:02:59 - 2:03:24)

She's done it! I'm so proud of myself. I've got a question on virtual assistants because some of us here just have self-employed people working for them or assistants because I get this for an employed person, 100%.

But what if you've just got virtual assistants? I power a lot of my business stuff. I'm about to hire a property manager by the hour.

She's self-employed. What would you do it your own way then? Because that would be my...

[Daniel Hill] (2:03:24 - 2:05:19)

Well, you don't have the HR so you don't need it. It's much easier because they're outsourced. It's just a conversation.

If you do it through an agency, you don't have to talk to them. You can just say to the agency, this is enough. I've had enough.

Any other questions? Good! Okay.

I want you to stick it on your action list that there is a challenging conversation that you have not been having that you need to have. Whether it's in your friendship group, in your love life, in your professional life, with a contractor, whatever it is, I guarantee you there is a conversation that you have not had because you've been putting it off because you haven't had this blueprint. Even if it's just about the washing up later tonight.

Whatever it is, just use the blueprint. Book a meeting in the diary. I'm joking.

You can use it for small things. Approach in the right way. These conversations are very easy.

Then you can build yourself up to some bigger ones. You'll be amazed at the results you can have. So, put it on your action list.

I would love to hear how you've all got on in the app. I would love to hear some results from Challenging Conversations. So much lighter, so much easier, so much more productive, clear the air, make progress.

I think it's an absolute no-brainer and a winner. If there's no questions, I'm just going to finish off with one last call for the Financial Fortress. Congratulations to everyone who's signed up, who's taken a place.

Did you have a question? Is it about Financial Fortress or Challenging Conversations?

[Speaker 3] (2:05:20 - 2:05:48)

Conversations. Okay, cool. If you have a monthly review booked in with your team anyway, would you put this in especially, which then makes it seem like it's a bigger thing, or would you just make a note, do the warning, and let them give the advance notice before the actual already scheduled monthly meeting, and then just have it in that monthly meeting?

[Daniel Hill] (2:05:50 - 2:07:24)

Personally, one of our values is all feedback is good feedback. So everyone expects feedback from people in our company. So after every workshop, everyone that reports to me gets feedback.

My assistant, every month, she gets feedback. It's like they expect it, so I just send them feedback. I would say that's just ongoing professional development.

I don't think that needs to be a challenging conversation. That's just business as usual. We're all trying to get the same thing, which is better.

A challenging conversation is for when it's maybe just a little bit more than that. It might be that the same piece of feedback has come up a few times. It really depends on your culture, but I'd say that if you have a monthly meeting agenda, you can definitely add.

We add things to our agenda in a Word doc, so people can see what we're going to talk about before the agenda, so that avoids the ambush. So you absolutely can raise it. I think the thing with feedback is, again, it's kind of easier to give people feedback in a Loom or a WhatsApp audio and then let them process, rather than, again, ambush.

If you have a meeting and then you say, listen, I've got some feedback for you, it depends on them. But again, they are also not having time to process, are they? So I think the answer is, it depends.

But these challenging conversations I think are more for big, chunky, there's something potentially quite wrong.

[Speaker 3] (2:07:25 - 2:07:40)

Fair enough. In terms of who we use for HR stuff, there's a company called Bright HR, which is about £8 per person per month or something, and they'll deal with firing and any other issues as well.

[Daniel Hill] (2:07:40 - 2:08:01)

Agreed. I use Bright HR with my last business and they were great. They're part of a huge company.

It's a very cheap peninsula. I think you recommended to me that way back in the day, like seven years ago or something. So thank you for that.

Excellent. There's no reason that everyone can afford to outsource this. So, yeah.

So, Tej, can you pass the mic to Anita? Ashley?

[Speaker 15] (2:08:02 - 2:08:24)

I was just going to say that if you interview properly in the first place, and then you have monthly one-to-ones, then really these challenging conversations should never actually happen. If you're doing the little things and having challenging little things constantly, then they'll never become a big thing, or you'll figure out pretty quickly it's not working.

[Daniel Hill] (2:08:24 - 2:08:55)

I completely agree. And this is the whole thing about awareness and spotting problems before they become emergencies. So, like, really a weekly SES is a challenging conversation, because it's like little accountabilities, little bits of feedback all the time, and it's much easier, much smaller, versus what most people do, head in the sand, let it go until the point where it's really pissed them off, and then it's a big conversation where it could have been dealt with, nipped in the bud early on.

Clear expectations. So I agree. Mic for Shiv.

Anita?

[Speaker 5] (2:08:56 - 2:09:35)

So, actually mine was quite similar, in that I most probably wouldn't wait to the end of the month. So if it's a challenging conversation, I would have it that week, so you've nipped it in the bud, so it doesn't happen again later on in the month, and then you get really agitated by it, so I would just nip it in the bud straight away. Also, I just wanted to add that if actually if you want to let somebody go, and you've made that decision, then I wouldn't actually have a challenging conversation.

I would just book it in with HR, because you've already made the decision to let them go, so, and actually they could just go off sick. So it's better just to reach out to HR, because you've made that decision already, so it's kind of like a little bit pointless.

[Daniel Hill] (2:09:35 - 2:09:47)

So you'd have the challenging conversation to seek first to understand, and then in that conversation, it's clear this person is wrong. You don't need to go any further. Say thank you very much, I really appreciate your time.

Play it cool.

[Speaker 5] (2:09:48 - 2:10:20)

And then press the trap door. Well, yeah, basically. But of course, if they are, like you like to label it here, a terrorist, then you're not going to want to have the deep, challenging conversation and book it into their diary, because they'll just go off sick.

So actually, if you've made the decision as the leader of the organisation that I'm going to let this person go, then actually you should go and seek advice first before you go and do that, because otherwise they'll go off sick for weeks, and that will be far more challenging for you to deal with.

[Daniel Hill] (2:10:20 - 2:10:39)

Yeah, I had the same thing actually with someone going off sick. It was a real pain. Yeah.

If you've already made that decision, and your mind's made up, that's cool. I think if you, if this isn't like a repeat performance thing, and you're just trying to engender this ability to talk about issues in a working relationship, then a challenging conversation is going to be worthwhile.

[Speaker 5] (2:10:39 - 2:10:45)

Yeah, definitely. If you want to make it work, then of course, have the conversation. And you'll feel so much better once you've had it.

[Daniel Hill] (2:10:46 - 2:10:46)

Totally.

[Speaker 5] (2:10:46 - 2:10:52)

And they'll feel better as well, because they'll know something was niggling, or something was going on. Yeah.

[Daniel Hill] (2:10:53 - 2:10:59)

That's sweet. It always has a positive outcome, because they know something's up, because you might be getting short with them, etc. Shiv?

[Speaker 9] (2:10:59 - 2:11:50)

I'm trying to figure out how to stop the other party having that emotional reaction. And you, obviously we frame it, we send them an email, here's the facts, and I want to discuss it. What I tend to do sometimes, I go, here's the facts, and then almost insinuate which direction this is going in, which is going a little bit against what you're saying, which is to seek first to understand.

But I kind of go, here's the facts, we need to have a chat about this. I think X, Y, and Z might be a useful next step, because then they kind of know which direction it's going in. So I always say to myself, they can have their emotional reaction in their bathroom by themselves, so that when they're then coming back to have a conversation with me, the emotion's gone, and it's now lessened.

Yes. It doesn't lessen if you just give them the facts and say, let's have a chat about it, maybe. They need to know what the next step is.

[Daniel Hill] (2:11:50 - 2:12:34)

I think it depends. I think my style would probably be more, I want to have a talk to you about this, and then I'll address the facts on the call. I think you want to frame the conversation without going into too much detail.

You don't want to pre-empt. You just want to say, I need to talk to you about, you could just say your performance. I think the key thing is to get them in the room knowing that they're going to have a conversation, and then you not going in with a loaded gun, and if they are going to react emotionally, you can kind of deflect it, because you're staying logical and calm.

[Speaker 9] (2:12:35 - 2:12:36)

Trying to.

[Daniel Hill] (2:12:36 - 2:12:44)

Well, you will, because you should. I mean, we should, because we're going to have self-awareness. It's definitely an art.

[Speaker 5] (2:12:45 - 2:12:47)

Can I add something to that? Sorry, I don't know what you're talking about.

[Daniel Hill] (2:12:47 - 2:12:49)

You may, and then we're going to wrap up for the break.

[Speaker 5] (2:12:49 - 2:13:24)

I think the hardest part is you just need to give them the opportunity to speak, because you're going in and you've most probably pre-arranged what you're going to say, and sometimes our emotions can kind of get the better of us, but actually, you need to give them the opportunity to say whatever they want to say as well, and that's most probably why you most probably shouldn't have the direction of where the meeting's going to go, because you then haven't given them the chance, and that's where then they get emotional, because especially depending on if they are what type of genius they are as well, I think you need to base that conversation based on that.

[Daniel Hill] (2:13:24 - 2:15:10)

Thank you, that's very eloquently put. It's like no pre-defined outcome in your head. It's like you're just going in to understand, to talk about it exactly right.

Give them the floor. Okay, so on your action list, final, just a point about the financial fortress. So obviously it starts on Tuesday, and Josh is going to be delivering this, and I just wanted to share something with you.

He was going through the slides from last time, and I attached a few people in here unless you were on it, and after the very first session, we asked the delegates who'd been on the financial fortress how much value they'd already received from the financial fortress, and this is what everyone put in the chat, just from the first session, it's the start of the second session. So, on average, that actually works out to £5,000, which is the cost of the event. So if you are thinking of joining the financial fortress, if this is something you want the strategy to go in to the year with, sooner rather than later, there is an opportunity to join us still on Tuesday.

You'll be in good company because Simon Zucci is a paying delegate, he will be on the call, he wants to know what this is all about, and of course the price is £5,000 as you know, but we are also going to let you bring a partner for £1,250. Some people here have already signed up, so if you do want to bring a partner, you're more than welcome, £1,250 or £6,250 for both of you, so you can do it with a life partner, and you guys can do it together. So last call on that, if you want to get on board, QR code is on the screen, I'll leave it on the screen over the break, and you can talk to Bianca, or me, or Josh to get signed up.

Okay, have we had a good morning? Long session, go get your coffee, I'll see you back here at 12 o'clock, thanks very much.

================================================================================

📄 FILE 3: PEA 2024 - Workshop 07 - Session 2 - Transcription

📊 Words: 14,371 | Original: PEA 2024 - Workshop 07 - Session 2 - Transcription.docx

================================================================================

Session 2\_Transcription

[Speaker 15] (0:37 - 1:37)

I hope you enjoyed the video and that you learned something new. Make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, yeah, all through the night, yeah.

[Speaker 22] (2:23 - 3:23)

All through the night, yeah, all through the night, yeah, all through the night, yeah. All through the night, yeah, all through the night, yeah, all through the night, yeah.

[Speaker 10] (5:04 - 5:55)

All through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah.

[Speaker 9] (6:30 - 7:05)

All through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah. Oh, baby, why don't you just meet me in the middle? I'm losing my mind just a little.

So why don't you just meet me in the middle, in the middle? Baby, why don't you just meet me in the middle?

[Speaker 20] (7:20 - 7:37)

Back for a minute, into the kitchen, floors are wet. And taps are still running, dishes are broken. How did we get into this mess?

Got so aggressive. I know we meant all good intentions. So pull me closer.

[Speaker 9] (7:37 - 7:50)

Why don't you pull me close? Why don't you come on over? I can't just let you go.

Oh, baby, why don't you just meet me in the middle?

[Speaker 20] (7:52 - 8:15)

I'm losing my mind.

[Speaker 9] (8:15 - 9:13)

I need you on my skin, just come over, pull the hinges. Oh, baby, why don't you just meet me in the middle? I'm losing my mind just a little.

So why don't you just meet me in the middle, in the middle? Oh, baby, why don't you just meet me in the middle? I'm losing my mind just a little.

So why don't you just meet me in the middle, in the middle?

[Speaker 24] (9:15 - 9:53)

I come back to the places where we found us. We're somewhere in a place between love and lust. And I could go anywhere, anywhere is home.

Yeah, I could go anywhere and never feel alone. I come back to the places where we found us.

[Speaker 28] (10:38 - 10:43)

It's not me when I'm not with you.

[Speaker 4] (10:44 - 10:54)

Oh, boss, you know, we finally here, right? It's Friday, then it's Saturday, Sunday.

[Speaker 10] (10:55 - 11:06)

It's Friday, then it's Saturday, Sunday.

[Speaker 23] (11:10 - 12:43)

I thought the hands of time would change me. And I'll be over this by now. Yeah, it's been too long since we got crazy.

I'm lucky. I'm counting down to Friday. I'm gonna I'm gonna do too much.

No, I'm all in my bag. That's clutch. Every Friday, Saturday, Sunday, unless we can.

This is bad for me. So keep it. We want that.

We want.

[Speaker 10] (13:02 - 13:27)

It's Sunday. Every Friday, Sunday, Sunday. It's Friday.

It's Friday. ♪ It's Friday night, it's Saturday, Sunday, what?

[Speaker 3] (14:10 - 16:59)

♪ ♪ Ooh, yeah, I want it all ♪ ♪ I wanna be that guy, I wanna kiss your eyes ♪ ♪ I wanna drink that smile, I wanna feel like high ♪ ♪ Like my soul's on fire, I wanna stay up all day and all night ♪ ♪ Yeah, you got me singing like, ooh, I love it when you do it like that ♪ ♪ Bend your toes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ We'll say, ooh, I love it when you do it like that ♪ ♪ Bend your toes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ Into the car, on the backseat in the moonlit dark ♪ ♪ Wrap me up between your legs and arms, ooh, I can't get enough ♪ ♪ You know you could tear me apart, put me back together and take my heart ♪ ♪ I never thought that I could love this hard, ooh, I can't get enough ♪ ♪ Ooh, you got me feeling like, I wanna be that guy, I wanna kiss your eyes ♪ ♪ I wanna drink that to smile, I wanna feel like high, like my soul's on fire ♪ ♪ I wanna stay up all day and all night, yeah, you got me singing like ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, we'll say ooh! ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ Baby, you burn so hot, you make me shiver with the fire ♪ ♪ You got this thing you started, I don't want it to stop, you know you make me shiver, oh, oh ♪ ♪ Baby, you burn so hot, you make me shiver with the fire ♪ ♪ You got this thing you started, I don't want it to stop, you know you make me shiver, oh, oh ♪ ♪ And bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, we'll say ooh! ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, yeah ♪

[Speaker 26] (17:07 - 17:21)

♪♪ ♪ Buy some paper, ladies, I'll forgive you, drip on the way, uh-huh ♪ ♪ Wrap those satin rings, off the cake on the way, uh-huh ♪ ♪ Take a flight, you wanna take a lift, on the Marley, my knees on the way, uh-huh ♪ ♪ I might take a shot, I might take a risk, it don't matter, baby, I'm straight, uh-huh ♪

[Speaker 19] (17:21 - 17:31)

♪ Feel like I'm in Prince's house, purple paint all on the walls, uh-huh ♪ ♪ Sitting down on this fancy couch and I can't see straight, I'ma stay, uh-huh ♪ ♪ 22, I'm in Paris, baby, got strippers in my face, uh-huh ♪

[Speaker 17] (17:31 - 18:13)

♪ Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-

[Speaker 19] (18:13 - 18:43)

♪

[Adam Goff] (19:22 - 19:25)

Ladies and gents, that's your two-minute warning, please. Two minutes.

[Speaker 5] (19:26 - 20:40)

♪ Okay, ladies and gents, we can make your way back into the room, please. ♪ Okay, ladies and gents, that's your one-minute warning.

[Adam Goff] (20:41 - 21:07)

One minute, please. Make your way back into the room. Take your seats.

We're going to rock and roll in just under 60 seconds, so finish up those conversations and take your seats, please. Ladies and gents, one minute. Ladies and gents, that's your 30-second warning.

If you want to take your seats, please take your seats.

[Speaker 5] (21:07 - 22:04)

♪ Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Garth!

[Adam Goff] (22:04 - 31:46)

Woo! Good stuff. Good break?

Good break? Fantastic. Good break?

Good stuff. You know what's coming? You know what's coming?

You know what's coming? Warning. Warning.

Yeah? Open mic is coming. Get yourselves ready.

Get yourselves psyched up. If you're nervous, hopefully you had a coffee in the break. I'm going to be inviting those people who want some extra accountability, a share, a success.

Talk to the community. This is your opportunity. On the mic in just a second.

Private dining. So those people that will be having lunch with myself and Chris this month have a green sticker. You have a green sticker on your name badges.

Those people that have a red sticker will be having lunch with Chris. I'm green. Chris is red.

I'm good. Chris is bad. Sorry, Chris.

They're the colours. I don't make them up. The tables, the back of the dining room, there'll be a little sign saying, reserved for Chris, reserved for Adam.

If we're not there, that's how you find us. If you're not sure, please ask Bianca. Please come with your biggest challenge for the month.

So really, you can ask whatever it is that you'd like. I think that people get a lot of value from me asking the searching question, what was your biggest challenge? You can discuss it.

We can share it. We can have a little roundtable, mini supper club style, get some value out of lunch and move on to the month with that problem solved or recognised and addressed, getting it out of your head. Really nice.

It's really nice. A bit of entrepreneur therapy at lunchtime. So before we go on to the next session, I'm really excited to announce that we've penned in our blueprint dates for this summer.

I say penned in. I mean, they are booked, signed, sealed, contracted, done. So we've got one at the beginning of June, one at the beginning of July and one at the beginning of August, which is always our busiest one.

It's absolutely mental craziness. So the price, £5,000 plus VAT, three days at the Belfry, nonstop training. We now have a team captain model.

Lots of you did that for us last year. Thank you. People are getting help for the event as in the week before.

They're getting help the morning before the training starts. After we're doing Q&A both nights. There's a lot of value that we pack into these three days.

And obviously we're running them through the whole business blueprint. This is where it all started for all of us. We all attended a blueprint.

I think it's our best training course. We update it every year. And we're really excited to be delivering this.

Myself, Rachel, Chris and Josh. So I guess the opportunity and the request and just to frame it is we know that we, the reason we've hired a marketing manager is because we're not actually, we don't do much marketing. We haven't had to do much marketing.

Couple of months a year, Dan dusts off his Instagram and starts doing posts and stories and he's relentless and he sells tickets and then he goes back into his cave and writes amazing products for us all to learn. So that works really well for him. But we always recruit our delegates, you guys, fantastic clients we love to work with through word of mouth, through reputation alone.

Who here came to Property Entrepreneur because either someone referred them or they heard of our reputation? Didn't come from a direct advert, didn't come from a direct mail. There was no cold selling, was there?

Genuinely, it's a word of mouth product which we're obviously very proud of. So you've obviously got benefit from it. You're here, you're learning, you're getting value.

Show of hands, who thinks they know someone in their network that might benefit from the Property Entrepreneur blueprint? Okay, keep your hand up if you would like the opportunity to also earn £1,000 for everyone you refer. Obviously everyone's hands suddenly went up.

Fantastic, because this is the opportunity. We want to create a genuine win, win, win scenario. So in our experience, the people that do promote Property Entrepreneur do really well.

We've offered referrals before, but for this year we're doubling it. So the opportunity is for you, if you want, to become a PE promoter. So if you become a PE promoter, you will receive all of the marketing and artwork that you need to share the opportunity with your friends and family and your network.

So you'll have a bit like get up and give back. You'll literally be given the images, the copy that you can just share with people. There's no hard sell, but you're going to share with them.

We're going to put you in an exclusive WhatsApp group with our marketing manager and myself so that you can ask us questions. You can get support. So you're not left on your own to do this.

We actually want to help support you and follow our blueprint so you can have this opportunity to earn thousands of pounds, if not tens of thousands of pounds. We'll give you all the support you need to maximize sales. We'll literally tell you what to do and when to do it.

All you've got to do is share the opportunity. You're not running it down anyone's throat, but you're giving them the opportunity. It's up to them where they take it, isn't it?

But they're definitely not going to take it if you don't share the opportunity. And then you'll earn £1,000 for every referral that you give us. We love this because we get great clients.

You're going to love this because you get a referral and you get to help your friends, your family, the people in your network. And they're going to love it because they get a £2,500 discount on the price. They can bring a guest for free.

And if they don't like it by the end of day one, they can give me the book back. We can say our goodbyes and we'll give them 100% money back guarantee. So there really is nothing to lose except for a day out.

There really is no hard sell, no pressure. It's changed your life and it has the opportunity to change theirs. We think this is a genuine win, win, win.

So the opportunity, and it's not for everyone, is to become a PE promoter. So if you'd like the opportunity to be part of this exclusive WhatsApp group, get the support and training you need to potentially earn tens of thousands of pounds because we've got three different blueprint events over this championship season, then all you've got to do is scan the QR code. It's in your workbooks.

It's page 18 in your workbooks. Is that right, Bianca? Page 18?

21. Thank you. Page 21.

So turn to page 21. Ask DEC to put some music on. Scan the QR code.

Get in the WhatsApp group. We'll set you up for next week. There's no obligation.

There's no minimum requirement. If this is something that might be of interest to you and you're interested to find out more, I suggest you get on the train and we'll regroup next week. Scan the QR code.

It should take you straight into the WhatsApp group. Okay, cool. When you're done, put your phones down.

Thanks, DEC. Yeah, just a final point on this. I just want to say thank you in advance because every year, the quality of delegate that we are receiving at the Blueprint gets better and better.

That's nothing against you guys. But it's like I am constantly amazed. It's a genuine pleasure.

It really is amazing. We have amazing clients, friends with most of you. Sorry, Kev.

But it's like we really have something special here. We really do. And it's not just lip service.

It's genuine. And so it is magical. And so thank you in advance for inviting and trusting myself, Josh, Rachel, and Chris with your friends and family's time for three days because that is not, you're recommending us at the end of the day and we won't let you down.

It might not be for them and that's absolutely fine, but we'll put on a show, we'll give them a good time, and they'll go away thinking those guys tried really hard for me. It might not be right for me right now, but we will do right by them. So thank you in advance because we love working with people like you.

So thank you very much. And on that same community note, which I absolutely love, this is my favorite part of the month without a doubt, is the open mic inspiration accountability. So if you have some accountability that you posted last month that you need to be held responsible for, you can come up and share how you did, win, lose, or draw.

That's absolutely fine. If you would like some accountability going forward, if you'd like a share, if you'd like some support, this is your opportunity to do the same. Tony is already up.

Let's give him a round of applause for being first. Everybody else, make your way to the left of the room, please. Forward orderly line.

That's what I like to see, Mr. Rigby. Well done. Thank you, Adam.

[Speaker 21] (31:47 - 32:29)

I just wanted to share a win with you guys for this month. We have, I'm pleased to announce that we've secured our second back-to-back lease deal, so a guaranteed rent opportunity with a landlord in Milton Keynes. Lovely four beds attached with double garage, negotiating on a third property right now.

Had an interesting conversation with a landlord on the way up here who's interested in talking further on leasing his portfolio in Milton Keynes of HMOs for the next three to five years. No tenants, no voids, no headaches. So if there's anyone in the room that's interested in having a conversation about that with their own properties, please feel free to give me a shout.

Cheers. Congratulations, Tony. Well done, mate.

[Adam Goff] (32:29 - 32:35)

Good job. That's taking off really quick, isn't it? Well done.

Ben.

[Speaker 25] (32:36 - 33:04)

Hi, guys. So last week we secured our second rent-to-rent serviced accommodation apartment in Covent Garden. So we're now going to try and take over Covent Garden.

So if anyone's got an apartment there that they don't want to manage, speak to us. It's generating so much cash, we only took it over on Thursday of last week. And already we've got a positive cash flow.

So I'm really pleased about that. In terms of accountability, next month I'll be here early, not two minutes late.

[Adam Goff] (33:04 - 33:06)

Good man. We'll take that.

[Speaker 25] (33:06 - 33:08)

Anyone else? Who's going to join me on that? Come on.

[Adam Goff] (33:08 - 33:15)

Well, half of you were late today, so I need to see some more hands. Yeah. Well done, Ben.

Let's give him a round of applause. Well done, Ben. Good effort.

[Speaker 8] (33:21 - 35:26)

A community one from me. I actually want to say thank you. I'm in the middle of winding up Symphotec, the event safety company that we run.

And inspired by Akash, who reached out a little while ago and started making calls to people, I decided that was a really good lead to take. And you know who you are, but there are a good number of people in this room who have really helped me over the last, I don't know, several months or weeks. And it's been amazing.

Actually stunning. You know, it's quite a tough thing to do, to be in a situation in a group of amazing entrepreneurs and to be winding a company up and basically starting the strategy again. But standing up and sort of saying, I wonder if anyone can help, was really kind of scary.

And you've made it really, really easy. And people have been incredible. So that's that's my thing is a big, big thank you to this community, because you have helped me no end and you know who you are.

There's all sorts of people who've made themselves available for cause or give me a bit of a lift when I needed it. So thank you. And one more ask.

I'm here, company's going, my income's going. If anybody has a need of somebody with a pretty broad, I'm very much a generalist, admin, governance, recruitment, marketing. I can do a whole bunch of stuff.

If anybody needs anything doing in the next couple of months while I'm trying to build something new, really appreciate it. You know where I am. I'll be here and I'll give you a hand.

[Adam Goff] (35:36 - 35:39)

Very brave, Clare. Well done. Very brave.

[Speaker 16] (35:40 - 36:31)

I'm going to stop on TikTok, I don't want to change it. I need your help, guys. So the programme, they're all about to hire their first personal assistant or exec assistant or virtual assistant.

So what I said to them was on Wednesday that I would speak to all of you. I'm going to put a post on Circle, but I know that we're not always great at answering things on Circle. Sorry, Adam.

I just wanted to let you know, if I put this post out, will you help me and just tell me if you've ever hired a virtual assistant, a personal assistant or an EA, can you tell me the company that you used and roughly what your experience is? You don't have to give me an essay, just say it was good. This was bad, but it was mixed.

Whatever you want to say, just give me an indication. I'm going to put a list together for them, because I think that whenever you start something like this, all you want to know is how do I get started and who do I speak to? So I just thought I'd give them a little, you know, bit of a helping hand, really.

Is that all right? Can you all do that for me if I put a post up?

[Adam Goff] (36:32 - 36:35)

Absolutely. Absolutely. Thanks, Rachel.

Well done.

[Speaker 11] (36:41 - 36:44)

Yeah, I'm not going to touch that. It's OK.

[Adam Goff] (36:44 - 36:45)

It's OK. Yes, it's projecting.

[Speaker 11] (36:46 - 38:11)

So I had a few things on the go, as I've been sharing along the way. My 50-50-50, I'm proud to say I posted every single day. And social media is a bit awkward for me, which I think I've shared before.

I really, really enjoyed it. In the end, it was a surprise of what it was, what gift that I gave was the best. And I'll share that.

And that was actually writing letters of thank you and gratitude to people. And to be honest, I don't even think I really needed to send them. I got the gift in just writing them.

I sat there, I thought about the person and what it contributed to my life and why they were still in my life. And then, of course, sending it. That was the second gift.

The other thing that I was working on was 50-before-50. And that's 50 pounds before 50. I am proud to say I made 47 before 50.

I will share that I was a little bit uncomfortable and I had an out. I didn't have to get up and say this. To come and say I didn't make the goal.

But I realized that it's actually not about the one day, it's about my life. And so 47 pounds is nothing to sneeze at. And I'm continuing.

So thank you everybody for supporting me.

[Adam Goff] (38:11 - 38:14)

Well done, Casey. Good job. Great job.

[Speaker 4] (38:19 - 39:01)

Afternoon, everybody. Another chance for me to share. I had a really inspiring old Buddhist story last week that actually connects a little bit to what Adam was talking about.

Challenging conversations, which is to do with just letting things go. Don't let things resonate. If you've got a grudge, just get over it.

Life is too short. Adam gave us this really scary exercise to do, which is where you've got 85 years in your life and each week you have to tick off the week. And you can see how many weeks left you've got to live.

What a lovely present, Adam. Beautiful. Thank you very much.

You're welcome. You are so welcome.

[Speaker 7] (39:01 - 39:04)

Reminds us every month about when we're going to die.

[Speaker 4] (39:04 - 40:37)

To do it. And I haven't done mine. Mine is still in my box.

But this story, I got told it and it really resonated. So it's called The Muddy Road. Tanzan and Akido were once travelling together down a muddy road.

A heavy rain was falling. Coming around the bend, they met this lovely, beautiful girl in a silk kimono. Unable to cross the intersection due to the rain, Tanzan said, come on, girl, come over here.

Lifting her up in his arms and travelling over the rain, he plonked her down on the other side of the mud. Akido, his friend, did not speak for the rest of the journey as they both walked home together. Until that night when they were lodging in a temple, he could not refrain himself from saying anything more.

We monks don't go near females, he told Tanzan. Especially those young and beautiful ones. It is so dangerous.

Why did you do that? Tanzan turned to Akido and said, I left the girl there. Why are you still carrying her in your mind?

So let these things go. Live in the moment. Don't worry about the past.

Don't worry about the future. Thank you.

[Speaker 7] (40:43 - 42:11)

Hey everybody. So I've got 39 things. So I've got my book with me.

No, I'm only joking. Only three. There's three main things.

Firstly, I would never have started walking without this group. So I've been walking every day since 23rd of October. And I feel great.

It's my priority. It's my prime time. Well, it's my prime time after prime time.

And I just want to say, if you guys haven't started, then get onto the walking, especially now that the weather is changing. It's a game changer. The second thing is KWT.

So if you guys don't know Rupin and his wife Tracy, they run a kitchens company called KWT Kitchens. And I use them since last year. We've been using them to do all of our kitchens at all of our HMO projects.

I thought they'd be quite expensive, but they're actually price competitive. They're slightly cheaper than LNPG Discount. And their quality kitchens are really on point.

But the best part is that if you've got fitters that are fitting them, because I don't think anyone in here is fitting kitchens, the fitters have everything, a full pack. And it's just hassle-free. It literally is.

Sometimes you get missing parts, missing things. It's completely taken care of. You won't hear about it because KWT are absolutely amazing at their kitchens.

So just get a quote from them. I'm not saying it to promote them. I'm generally really impressed with the service and the products.

[Adam Goff] (42:12 - 42:21)

The third thing... Yeah, he's not here, but that's fine. And he's the nicest bloke, so he deserves every success.

[Speaker 7] (42:22 - 42:51)

The third thing is we do HMO portfolio building. So if you know any clients that want to build a HMO portfolio, we concentrate in the Midlands in Leicestershire. And it's very simple.

It's very hassle-free. It's refined. We do the full conversion.

We then let and manage, and we even help the refinance process. Completely hassle-free. And there are referral fees.

So for every referral client that you bring, it's a £1,500 referral fee.

[Adam Goff] (42:52 - 42:56)

Nice. Well done, Umesh. Looking great as well.

Looking great.

[Speaker 12] (43:01 - 44:08)

Howdy, everyone. So my update is on the Black Box, which was a service that I created last year. And the Power of the Flywheel, which is a podcast I keep coming back to.

So I crafted that service here with the help of Adam, Dan. And the truth is the beginning part was so hard. There was often times that I doubted myself, my ability.

I went through the phases of the Flywheel, the first phase where everything is hard. You're in the darkness. You're just pushing.

You can't see any results. Started seeing some glimmers of hope to the point where now, I've got people reaching out to me. I've got things just coming.

I just can't believe that I'm in this stage. So yeah, the Flywheel analogy really, really holds well. I can't believe how well I'm doing at the moment.

Touch wood, not jinxing it. And the other part to that is just sticking to one thing. Being a dynamo, I've always been guilty of trying to do too many different things.

So this year, I've always just had that top of the mountain goal. Nothing else. And yeah, just thank you very much for everyone.

Well done, man.

[Speaker 14] (44:11 - 45:16)

Hi, everyone. I'm Suzanne and I've got two updates. Excuse me for you.

So one was I committed to do eight speaker events between Christmas and September. So I've done two of those so far and I've really, really enjoyed them and they've gone really well. And I've had some interest from people that want more lucrative layouts and have a review, which is great.

The other thing is our podcast. We committed to do one a week, so 52 for the year. We'd blocked out one session where we did 12 of those.

We've got our second one booked for the 15th. And they're out there. We've gone from 90 searches per month to 403.

And I would love to get that up to about 1000. So I would really like some help with you sharing our trades to develop a podcast, which you can search on Spotify or Apple just so that we can get those views up ready for the campaign starting spring, summer. Thank you.

[Speaker 18] (45:23 - 46:06)

Afternoon. Following on from Dan's latest six round podcast, we and there's a question there about giving up alcohol. I gave up alcohol over five years ago.

And if anyone's thinking of it or just started on that journey, I'd recommend carrying on. I got when I got to about 18 months, that's when I got some real clarity and just start feeling really good in myself and like everything just seems so clear where I wanted to go. So if anyone wants to discuss it further or anything or just chat about it, I'm more than happy to have that conversation with my experience.

Accountability. One big thing this month is to onboard an EA. We were discussing it last night in the mastermind.

So this time or next workshop, I just, yeah, I'm hoping I'll have a, well, I will have an EA on board.

[Adam Goff] (46:06 - 46:13)

Good for you. Well done Anthony. Thanks man.

Great offer. Mr Barrett.

[Speaker 13] (46:15 - 47:05)

Hi everybody, it's Mark. We've been running the Deals, Deals, Deals podcast now. It's been 28 episodes.

First of all, I'd like to thank everybody that's been a part of that. So if you've been a part, can you just raise your hands? So thanks guys.

It's been really inspirational for you to share your stories. So thank you for that. We've got another five before the end of this round the track.

We've got two that were already booked in. So if you have got a deal that you'd like to share with the community, I think with Dan's reach is about 100,000 on his social media. So if you have got a deal that you'd like to share, please contact me and we can discuss that further.

Thank you.

[Adam Goff] (47:05 - 48:47)

Well done. Thank you Mark and thank you everybody. I shouldn't be involved.

I should not be involved in operations. And we'll make sure this gets lowered for next month. So yeah, we'll make sure this gets lowered next month.

Apologies for those people that were struggling with the hype. Awesome. How was that?

Amazing. What an amazing community you're part of. Like genuinely inspiring, heartwarming.

Thank you. It's absolutely fantastic. I'm actually kind of lost for words a little bit.

Save the date. I mentioned this last month. 2025's dates are in the workbook.

They're also on the website. For everyone that didn't get the memo, Advanced is moving to a Thursday for reasons I've already explained. And so that needs to go in your diary Thursdays from next, from this October.

So all the dates are there. The first date you need to get in your diary, just take a picture of that and send it to your assistant. Anthony, unfortunately you're going to have to do it yourself.

But next month you'll be able to send it to your assistant. Take a photo of the dates, send it to your assistant, get them in the diary now and then book your holidays around those dates. We've done our best to avoid school holidays, things like that.

It's been through a few of the parent filters. We've tried to do our absolute best. So thank you in advance and looking forward to working with you next year.

So last but not least, before we go on to Dan's session, obviously we did another prime time account group. I want to say congratulations to Shiv Harrier who's our community coach and I'd like to welcome him to the stage. Let's give Shiv a big round of applause please.

[Speaker 6] (48:48 - 49:43)

Hello, hello, hello. OK, perfect. So this week we had our prime time, this month we had our prime time accountability.

For those of you, can you just show of hands who was in the group, prime time accountability group? Perfect. For those who don't know, the prime time accountability group is for us to give you the accountability to actually get on and do some of this stuff that we're running on Property to Entrepreneur.

And this month we had the prime time accountability for game changes. So we had the game changes for quarter one, this was January, February, March, and making sure that we can get all of those things done. And we also had game changes for March itself to make sure we get things done for March.

Show of hands who enjoyed the prime time group? Yes. And who got value from the prime time group?

In fact, what I want to do is, can I get a bit of vocal because I want to go vocal now. Who enjoyed the prime time accountability group? Yes.

OK, who got value?

[Speaker 10] (49:44 - 49:44)

Yes.

[Speaker 6] (49:44 - 50:16)

OK, perfect. So what I wanted to do, because I've only got two seconds, can I have one volunteer who was in the prime time accountability group and actually got value from doing it from start to finish? And also someone who managed, this has to be someone who managed to get 80% or more of the game changes done.

Anybody? One person. Come on then Matt, let's have a look.

So Matt, can you just tell us, we've got a mic there. Can you just tell us what actual value did you get from being in the group rather than just doing it yourself?

[Speaker 4] (50:19 - 50:26)

Well, the 595 million messages that were going around on the group, that kept me on my toes.

[Speaker 10] (50:26 - 50:26)

Yeah.

[Speaker 4] (50:26 - 50:49)

Because if it's just me battling away each month to get them across, I get so distracted by other things that having someone actually there with the messages actually really inspired me because I was up against a couple of people. Where's Craig? And other people to beat them.

And that for me as a Blaze was really good to keep pushing me each day.

[Speaker 6] (50:50 - 51:35)

Fantastic. That's exactly what it's about. It's about we're doing this together, all of us together, trying to achieve the same goals.

And one of the things that we had on this Prime Time Accountability, if you remember, I said week one, we've got to write down what are the things that we need to do. Week two, we're then going to start scheduling those things into the diary. This is all the same blueprint that we've had before.

So we can actually get those things done. And then we're going to start executing, executing, executing. And every week, at the end of the week, we had a poll to say how many have we got done.

And right now, there's a poll in the group. For those of you who have been in the Game Changers group, there's a poll in the group. This is the final poll.

Can you check off what percentage of your Game Changers you hit? And hopefully, most of you are at least 80% or above. OK?

Perfect. That's what I wanted to say. But for anyone that wants to be involved, we're doing these groups often.

And I'm sure Adam will tell you more about them as we do them.

[Adam Goff] (51:35 - 52:44)

I will. Thank you, Shivan. Well done, Matt.

Thank you very much. Thank you. Very good.

Fantastic. So awesome, awesome start to the second session. Now it's going to get even better, OK, because we are going to be moving on to marketing.

So funnel and flow. Most entrepreneurs have absolutely no plan when it comes to their funnels. They just think, I'm going to drive people to my website and just hope they convert.

OK? That's absolutely not where we want to be. We want the reassurance as entrepreneurs that all the energy and effort we're putting into leads is actually going to convert.

There's a flow diagram. We know how we're going to not lose people. People aren't going to drop off.

We're going to increase our conversion rate because of that. Success and failure are very predictable. And if you don't plan this, you're absolutely going to guarantee a low conversion rate and low success with marketing.

However, if you use the blueprint and you follow these instructions, you'll have a high conversion rate, which will equal more revenue, which will equal more profit on the bottom line. And that's what this session is all about. So let's give a massive Property Entrepreneur Advance welcome to Mr. Daniel Hill. Hello.

[Daniel Hill] (52:53 - 1:06:26)

Good day, Property Entrepreneurs. So, turn of the seasons. Welcome into spring.

Winter is hopefully nearly done and dusted. A few planes to land and you'll be done. Don't know how you guys got on, but we had, without a doubt, one of our biggest winters on record.

And we're now going to capitalise on all of that work. So, as we go into spring and summer, who is looking to either make more sales, do more deals or make more money this season? Excellent.

And put your hand up if you have already started designing your marketing campaign for this year. Wow, very impressive. So, what we're going to do is take that to the next level today and show you that the blueprint that we're using this year to generate over a million pounds in sales in less than 12 weeks.

And in your workbooks, there's the four steps I'm going to take you through. And this is the exact exercise that I did with Adam and with Sophie, our new marketing manager. And in the room today, we're going to take you through it to build it out.

So, by the end of it, you'll have a detailed headline plan as to what your campaign is going to look like this year. So, there's three things that we need. The first is an objective and a tangible target for your campaign.

More sales, more deals, more money is too broad. We need to decide a clear target. What are we actually trying to achieve this summer?

It's probably already in your Strategy Day presentations. The next is success when it comes to marketing and sales is all about strategy. There's hard work, there's heavy lifting, but the best strategy will win nine times out of ten.

And then once you define that strategy, which is what we're going to do today, you then go away and schedule it. And this is what you're going to do this month after this workshop, is schedule out how this is going to look in practice. So, we start with number one, objective and tangible target.

In your workbooks, I need you to have a think and write down over this spring and summer championship season, what is your objective and tangible target? So, ours, in the meeting that we had, was to sell a minimum of 165 places plus 40 on virtual for the Property Entrepreneur Blueprint event, 45 on the first, 60 on the second, 60 on the third. So, that's the objective and that's the tangible targets.

So, I'm going to stick some music on for a moment and I want you to have a couple of minutes to define during this championship season, whether it's deals, whether it's revenue or whether it's sales, what are you actually trying to achieve with this year's campaign? So, put some music on please, Dec. Okay, it's got one minute left to get that dialed in.

Okay. So, that's the aim of the game, the objective and the tangible target. Less is more, really clear, explicitly black and white what success looks like.

Then what we need to do is build out the strategy and this is what today's workshop is going to be. This is all about funnels and it's about flow. How do we actually achieve that target?

And for those of you that have already started, fantastic. This will be the structure that you use to pull that together. For those of you that haven't, it doesn't matter.

I'm going to take you through it start to finish. And then after today, you're going to need to schedule it. So, today we'll have the strategy.

This is how you're going to make 10 grand, 100 grand, a million pounds worth of sales, deals, money, whatever it's going to be. And then after today, you'll go away and you'll actually schedule it. So, I'm going to take you through this blueprint and what this involves is four things.

There's four steps to this blueprint. There's four sections in your workbook. I'm going to take you through them and explain them and then we're going to go through them together one at a time.

So, the first section in your workbook is called channels. The second section in your workbook is called tools. The third section in your workbook is called traffic.

And then the fourth section in your workbook is called clothes. And I'm going to explain to you what each of these mean and how they work start to finish. And this will be your marketing strategy.

But then I'm going to take you through each one in detail to explain it. So, this is what it's going to look like when you put it all together. You've got your channels and this is basically where you're going to bring leads in.

So, the channels, your marketing channels, is the flow of leads that come into the business. And there'll be two channels that we're going to go through. You don't need to take any notes just yet.

There's organic, which is people that you already know, people that probably already know, like and trust you. And then there's going to be paid, which is probably going to, in most cases, be either retarget marketing or it's going to be cold traffic. So, organic is free.

In most cases, paid is sponsored ads, SEO, etc. That's going to define this year where these leads are going to come from and what channels we're going to work. And the way that we're going to work those channels is, of course, we could just start saying, yeah, come to our three day blueprint event or buy our HMO deals from Umesh or buy whatever product you guys have got to sell.

But we need to be strategic with this and we need to use tools within those channels to generate leads. And what we're going to look at is the different type of tools that you can use in your funnel so that of those hundred people or thousand or ten thousand people you've got access to, what tools you're actually going to do to generate leads, to progress leads, and then ultimately to actually make sales. These are the tools that go into the funnel.

And we'll also look at what part of the funnel they go into. After that, and you've used a tool, as we all know. So, for example, those of you that stood up on the mic today and pitched to say, could you please help me with this deal?

Could you please support me by promoting this podcast? Saying it is one thing. And there would have been lots of people in the audience.

Can you help me? Do you want to earn fifteen hundred pounds? Introduce me to investors who want HMOs?

Saying it is one thing. And there'll be lots of people in the audience that think, great, I would absolutely help you or introduce you or something like that. But people have to hear things eight times before they hear it for the first time.

And doing it is just the announcement. The value and the funnel is actually in the follow up. After today, how it's posted in the circle group.

Hi guys, many of you have inquired about my HMO service. It is fifteen hundred pounds. Here's a link.

Send people here. Hi guys, here's a link to the podcast that I recommended to you. As I said, I would really appreciate if you could just click on here.

Leave me a review. Be really helpful. You're not going to get anything just from announcing it.

You want to have that follow up. And this is what we call the traffic. How are you going to navigate that traffic when these people have expressed interest?

They've registered to a database. They've used one of your lead generation tools. How do you then take them on that four, seven, eleven journey or take them on those hearing it eight times before they hear it the first time?

Somebody says they're interested. Where do you take them? Somebody says they're not or somebody doesn't reply at all.

Where do you then take them? And this is the traffic. This is the flow of the leads that come through the funnel.

And then finally, it's 2024. Everybody's busy. The reality is you have to give people, especially in the UK, a reason to buy.

What are you going to use to actually close them? How are you going to how are you going to actually create that either urgency or scarcity or incentive or value stack or no brainer? What are you going to do strategically this year to actually get somebody to close?

You can be the best salesperson in the world, make loads of friends, find loads of people that are interested. But unless you actually do something to get across the line, you won't close it. So this is going to be how you build your funnel.

This is the flow of traffic that goes through it. And we're going to build it together in this session. So we're going to start off with channels.

So what you do is have a think about this year. What organic channels are you going to use to generate leads? So this could be your email database.

You could say, you know what? I'm starting to get a really good following on LinkedIn, Facebook, Instagram, TikTok, whatever is your platform of choice. Probably focus on one and then repurpose to the to the rest.

What organic channels are you going to use? These are normally the proper entrepreneur community. Standing up on the mic is organic.

The people are there going to a pin meeting or a networking event and getting on the mic and publishing yourself. Sending emails out to an existing database that you've harvested from your Gmail or your Outlook or one that you've been building up on MailChimp. They're organic platforms.

And then the second is paid. So there's two real forms of this. One is paid platforms, so sponsored ads, SEO, pay per click and any online paid channels.

And then the second would be either incentives, referrals or introductions. So although we've put it under paid advertising, who could you incentivise to promote you? So, for example, we're looking at at the moment at doing a marketing campaign with Rightmove because there'll be lots of people registered as investors on Rightmove.

We can market to their email database. And if we say we'll pay you £1,000 for every sale and we agree a minimum fee of £5,000 per mail distribution, that's a paid channel. We're now using that channel.

Umesh stood up and said, same as Adam did, we will pay you £1,000 just to invite a friend or a family. Umesh will pay you £1,500 to introduce to investors. How can you, can we get a mic for Mark at the front please?

How can you incentivise other people to refer business? How can you pay to get access to other people's markets? I started in the property industry in 2011 and by 2012 YPN Magazine were writing articles saying that property entrepreneur Daniel Hill, one of the best young entrepreneurs in the country.

The only way I did that was by paying PIN, best part £100,000 and by paying YPN tens of thousands of pounds to support us. I didn't spend 10 years building my own database. I flew in immediately and paid to use theirs that were 10 years, 10 years old.

[Speaker 13] (1:06:26 - 1:06:48)

Dan, a thought just came to me then when you were saying about your Rightmove ad contacting auction companies. So there's a guy came to the last property breakfast that we had. He was one of the directors of quite a large auction company and I would think the database of investors they have.

Absolutely. Would be huge. So I think that could be a good.

[Daniel Hill] (1:06:48 - 1:41:57)

So that's a fantastic example of where we could use it. What you're looking for is 100% complimentary and 0% conflict. If I go to Rob Moore or, I mean Simon's one of my partners but if I was to go to someone like Rob Moore and say would you promote us to your database?

It would have to be a crazy, crazy lucrative win-win deal because it's an argument, it's a conflict. Whereas if I go to somebody like the auction house or Rightmove they're selling properties. We're selling training.

They're completely complimentary. So we're going to put some music on and I want you to think first about what type of organic channels are you going to use this year? So we're going to stick some music on if we could, please deck.

Make a list of the organic channels you've got. Nice. So that's for organic and then second is paid.

Who can you pay? Who could you partner with? What sponsored ads are you going to use?

Pay per click? Paying for other people's databases? Joint ventures?

John just had a really good example. He said what would BNI be? Would that be paid or organic?

Who thinks going to BNI networking would be paid? Few people. Who thinks it would be organic?

Yeah, it's a tough one. It's sort of in the middle. I would say it's probably organic because the leads would come from hard work, whereas when it's paid, you're more just sort of time or money.

And what John's going to do or is considering BNI because it'd be great to get one to one, you know, people who've got houses, people who work on houses. I said that'd be a great one to one strategy. Also, when we're talking about paid, how could you get a one to many strategy?

And I said, if you could get an introduction to somebody like Nottingham City Homes, which I know and they were to give him, say, John, we can give you the whole of the NG7 postcode. We charge our landlords £20 an hour. You charge us £17.50 an hour. They're getting great service. They're getting £2.50 an hour every time hours on the tools. John's getting a whole portfolio of work rather than just a single property.

Start to think about where you can get that sort of magnification with paid. So paid and organic is the channel. So stick some music on.

Have a think about what channels you're going to use this year. Really good questions coming in. So paid and organic.

Hopefully that gives you an insight into what we're going to use and where we're going to use it. And these are going to be your channels. And it really is sort of less is more.

You want to be you don't want to have a marketing campaign with 500 different channels. But it's OK to have one marketing strategy that you use across lots of channels. So rather than have Facebook, Instagram, social media, LinkedIn, email marketing, flyering, blah, blah, blah, blah.

You could say, right, we're going to have one webinar. We're going to do a masterclass once a month, but we're going to send it out to 20 different people's databases and we're going to pay them referrals, joint ventures and performance related pay, partnership model. You can have one and then magnify it.

Less is more. It's really important to keep it clear. And once we've got these channels, so you've decided, you know, what is your two, three, four, maybe five key channels you're going to focus on this year.

What tools are you going to use? If those channels give you access to a thousand or ten thousand or a hundred thousand people, what tools are you going to use to actually generate leads? Because telling everybody what you're up to, like standing on the mic is great.

It's the first step. We've got to actually now generate leads and make things happen. Get this traction.

This is where we start to talk about tools. And there's lots of different tools that you can use. There's lead generation tools.

There's sales tools. There's one to many marketing tools. And there's one to one high volume, high value engagement tools.

I'm going to take you through the four that we're using and then I'm going to show you where they fit in the funnel. And then what we're going to do is going to stick some music on and you can think if you're going to use these channels, what tools are you going to use in the funnel? So the first one we're using this year is ScoreApp.

Who's using a scorecard at the minute? It's just an absolute no brainer. There's so many reasons why it works.

We're using ScoreApp and this is for both cold and warm traffic. So paid and organic channels. And it's basically in less than five minutes rate how good your business is.

It's a scorecard. You take the scorecard. What does a scorecard do?

No surprise. It rates you on systems on strategy systems, finance, recruitment, sales and marketing. Shows people how good their business is.

Shows how bad it is in some areas and then it enters them into the funnel. So ScoreApp cold and warm lead generation by offering people a free quiz and a free scorecard. The second is we are entering a time now where people consuming medium and long form content, specifically webinars isn't necessarily as hot as it was.

I would say it peaked in the pandemic. It crashed after the pandemic. It still works.

It's still effective, but it doesn't have the same return that we used to have. However, has anyone used StealthWebinar before? A few people in the room?

Three people in the room? So StealthWebinar is very clever and you won't believe me until you've watched the demo. But what StealthWebinar does is it's a hybrid between a record, what's called a VSL, video sales letter and a live webinar.

What it does is you record it as if it were a live webinar and you could even record a live webinar and repurpose it. You'd have to be very careful with the things you say. If you say good morning, good afternoon, that's not going to work or it's Thursday today, it's Friday tomorrow.

Those things won't work on recorders. You've got to be savvy, but it's well worth recording a 20 to 60 minute recorded webinar and then you use StealthWebinar. And I recommend putting it on your action list if you're considering this, watching the demo.

So you go on the website, register to watch a demo and they'll log you in to watch a demo. And what it is, is it's a recorded webinar that looks like a live webinar. And all of you are sitting there thinking, sounds like a load of rubbish.

I'm never going to fall for that. I was completely sceptical. It was built by this chap here who's a PhD psychologist.

So it's built around psychology and human nature. I was like, I'll give it a go. But whoever recommended it to me is obviously not as intelligent as I am.

So I logged in. I was like, all right, let's see what they've got. And they were like, hi, everyone.

Welcome to the thing. Welcome, Dan. Good to have you.

And I was like, well, this is obvious. It's just a bit of tech. And then it was like, oh, somebody else got sound issues.

I'm having a sound issue. Oh, sorry. We're just dealing with the sound issues, a connection issue.

Oh, hi, it's Kelly from Bedford. And all this. I was thinking, this is pretty convincing, actually.

And then they loaded up the slides and I pulled them on the screen and I was like, oh, this isn't actually the recorded one. It's just lucky that I've just actually found a live one that they're doing. Completely sold.

Completely sold. And it is amazing. It genuinely makes you feel like it's live.

And even the way they register, you say, do you want to register for our free webinar? There's these three times available today. And then what it does is it shows you one is if it's 2.45 on your computer, they'll say, oh, there's one starting at 2.50. Do you want to jump in and watch one now? And obviously you click it and they're like, right, it'll start in 60 minutes. Hi, guys. Welcome to all the early birds who are here five minutes early.

It's just very, very clever. And what this does is it means that 24 hours a day, seven days a week, you can have something that's available that gives that interaction, that live, that value add, but makes sales live. It can be very, very effective.

So we're doing this, which is basically what we say is buy now. Very few people would buy a £5,000 product now, but taking them through a sales process, we'll do one or two things. Either make the sale on a live webinar that's not actually live, or second is get people through that sales conversations.

They've heard it. They understand it. They're then in the funnel and you can see they've watched it.

And then when you go to take them to another part of the funnel, another part of the journey, you know where they are. So, you know, you've got the same value as you would if they're in a webinar and then you have a follow up sequence. The next is you can't be, some people still want, especially for a £5,000 product, they still want a live webinar.

So if you're looking for investors, you're looking for, you're selling portfolio deals, you're trying to get new clients with high ticket items on board. If you want a one to many strategy, the one we're using this year is online masterclasses. So we're basically doing an online masterclass every two weeks and we're driving all of our traffic to those masterclasses.

So people who sign up for the school card, right move database. We've got agency databases that we've bought in previous years. We're driving all of them to that masterclass.

And for us, it's online because we're selling all around the world now. For those of you that are doing it locally, you might choose to do a fortnightly portfolio builder tour or an open day, something where you get to do that sort of one to many meet and greet people, no like and trust. This is the blueprint that we're using.

So ours is called Don't Talk to Tenants. It's the three levels, four seasons and five problems to get you from working into your business to working on your business. We haven't actually refined it for this year, but it basically is the three day blueprint in 60 minutes or 45 minutes.

Good point, really good point. It's probably not usually. It's part of the fact you can have a bit of open dialogue.

It's probably, I'll see, well you'll see, it'd probably be very similar. Yeah, exactly. Yeah, there you go.

It's the first recording of that. Keep me on my toes. Yeah, keep refining, keep making me do some work.

And what we're doing is we're doing two open market ones, which are, so we do like say week one and week three would be open market driving all of the channels to those. And then what we're actually doing is two partner webinars. So week one and week week one would be a masterclass.

Week two would be a partnership where perhaps we did one with Property Filter last year, did really well for them, did really well for us. Week three, we would then do our own masterclass and then week four we might do one with say Rightmove. So every week we're sort of sowing that seed.

And then finally is one to many. What you'll find is some people just won't close unless they've got that one to one connection. And for the last three years we've used WhatsApp groups, find them very effective.

To be fair, the year before last they saved our bacon. They were the only thing that really worked. Last year they definitely were a lot more challenging.

So this year we're going to do some form of 28 day challenge in a WhatsApp group. So if somebody has done the recorded webinar and they've done a one to one masterclass and they're still not closing, then we'll drive them in as warm, qualified leads into a 28 day challenge. And what we'll do in there is give them some blueprints.

You know, here is how to, here is a business model. Build your business model in seven days. Week one is build your business model.

Week two is X, Y, Z. Take them through, really show them. And then behind the scene, in the group we'll be developing the relationship, no like and trust, covering the ground.

But then at a suitable time in the group and behind the scenes, you'll then go for the one to one, one to one close. So these are the tools that we're using. They all have complete, none of them are duplicated.

They all have completely different reasons why we're using them. And you want to think about what tools you're going to use. And it's really important to acknowledge how the funnel works.

So you've got tofu, mofu and bofu. You've got top of funnel, middle of the funnel and the bottom of the funnel. Top of the funnel is basically lead generation.

This is how are you bringing people in? Have they landed on your website and they've watched the stealth webinar? Have they seen a paid ad and done a scorecard?

Top of the funnel is all about just getting these leads in, pulling people out of the audience and identify them as leads. The middle of the funnel is they already sort of know you, they like you, they trust you. How do you get them into that sort of group setting or that one to many where it's highly leveraged of your time, but you're making sales.

So webinars, open days, portfolio tours, speaking events. How can you get a room full of those people and progress them down the funnel? And then finally is going to be the heavy lifting.

What tools do you use to close sales at the bottom of the funnel? We're using WhatsApp groups. We might even do the odd sales call.

You might do free consultancy calls. You might do one to one mentorship calls. You might do a free 30 minute Zoom call.

You might do a free 90 day trial. What's that one to one thing at the bottom of the funnel where you're actually making the sale? And the reality is people need to work their way through the funnel.

So we're going to put some music on and if you're going to go out and do these things, use these channels. What tools are you actually going to use to generate leads, to identify prospects, to progress people, to get that no like and trust, that 4711 time of consuming content, building their credibility, actually being ready to buy from you. And then how are you going to close them at the bottom?

So put some music on, have a think about what tools you're going to use. Yes. I'm more than happy for people.

There's lots of good questions going around. I'm more than happy for everyone to compare notes with their partner. The problem is if we all start talking louder and louder to talk over the person that's next to us.

I remember Kevin Edge is just one of the gents, said to me in the boardroom once, he goes, do you know why it's so noisy in here? I said, why? He goes, because nobody's listening.

If you all like working with your partner, let's just try and keep it quiet, let everybody else work. Otherwise it would just become a crescendo of noise and nobody will be able to actually hear what the other person is saying. So by all means work with your partner but keep it down.

So getting some really, really good questions and actually seeing some really great funnel ideas coming through. For those of you that were struggling with where in the funnel these things go, two points of clarification. One is the top of the funnel is your audience.

So what we're looking at the top is if you've got an audience, so email lists, social media, whatever it is, that is the audience. The audience isn't really part of the funnel. The aim of the game is that the pond is your audience, however big that is.

The funnel is what we use to draw people out of that into a sale. So when we talk about tools, the top of the funnel is, I forget who asked me, but the top of the funnel is what if you've got a thousand followers, I think it was Rachel, if you've got a thousand followers on Instagram is that top of the funnel? Well the tool that you put at the top is.

So the tool might be of a thousand followers, where are the ten people who want to invest money in property? So then you would start something, use a tool, a scorecard, a webinar, something to identify in that audience who they are. And the second is how does it go from one to the other?

Well, this is the next step. If this is the funnel, then we look at what is the flow? How do you flow people through?

And when we said at the beginning, it's all about strategy, this is the strategy. Those of you that stood up today on the mic might get one or two really keen beans who are desperate to help you, you know, probably your best mate, even they might let you down. That's the first bit.

What journey do you then take people on to actually give you a referral for HMO Portfolio Building, to actually promote your podcast? This is the strategy. The first bit is getting on the mic.

The second bit is posting, or the second bit is whatever it is. The first bit is standing on the mic. The second bit is tonight when you get home, posting on the app.

Hi guys, really great to see you today. Here's the link to sign up investors. Here's the link to our podcast to promote it.

If you could do that, I'd really appreciate it. Excellent. We're here.

And then you've got yes and no. If people did do it, great. Please comment below once you've done it, because I want to say thank you.

Those people, yes, great. Thank you. The people who haven't said yes, I've promoted your podcast, or you know, you check their social media and they haven't done it.

What do you do if it's a no? Well, there was three or four people that you spoke to at lunch that said you would do it. We then send them a personal message.

Say hi, Craig. It was really great to see you at Property Entrepreneur on Friday. I know you said you'd promote my podcast.

If you could still do it, could you still do that? I'd really appreciate it. Question mark.

Here's the link. You then take them there. If they've then posted it, said yeah, just done it.

Here's a screenshot. Thank you very much. Really appreciate the support.

If you ever need me to return a favour, great. If you send it and it lands on deaf ears and they still haven't done it, what do they get on Monday? Craig, of all your friends, are you going to promote our podcast?

I'm only doing what I was told in the workshop. Don't make me look silly. And it's that strategy.

The beginning bit of asking, telling people what you're going to do is the first step. What is the second, third and fourth step after that? And this is what we call the traffic.

This is the flow. How do you navigate all of these people that have expressed interest? The funnel is the tools that we've talked about.

The flow is the strategy. And this is quite even still quite a complicated one. To go from what we talked about earlier for one flow is very straightforward.

So what you do is think about, we'll get a mic for Tej and I'll take maybe a couple of questions at this point. When we think about the flow is going out there and putting a scorecard and getting, I don't know how many we get, but we get leads most days. Doing that is great and you've put the hard work in and you're getting leads.

But then where do you actually take them? Well, then they go into a nurture sequence and they get a five email nurture sequence which says, here's the five problems you might experience in property. The first is a lack of clarity.

Do you experience these three things? Here's a video. Here's a podcast.

Go and listen to this. Here's somebody who's already achieved what you achieved, etc. If you'd like to know more, click here to join our masterclass.

Second one, if they did sign up to the masterclass, great. Put them into the masterclass. If they didn't, they get the second.

Right, here's the second problem you need to overcome, etc. This is the flow that takes them through the funnel to arrive here. We're going to put some music on a minute and think about how people might flow through your funnel.

Tej? Bianca's answered the question for you. Fantastic.

She knows it better than I do. Akash, we got Mike?

[Speaker 12] (1:42:02 - 1:42:12)

Just for that, I was thinking about that. Have you got one of those for your marketing campaign? This?

Yeah.

[Daniel Hill] (1:42:12 - 1:49:57)

Okay, you're going to show us after we've done ours. So what we're going to do is when we talk about strategy and scheduling, in the order of doing it, you create a strategy, which might take a little while. Then you schedule your strategy, which you'll do this month.

Then we build the campaign. And next month, we're going to take you through the team and the tools that we use to build campaign. And we're using some pretty light, with our new marketing managers coming in, some brand new tech that we've never used.

I just shared it with a couple of guys in the front desk. Max was over with Alex Hormozia at acquisition.com, talking about their tech and the tech that we're using is the same one that a lot of people there were talking about. So I'm going to share that with you next month, once we've actually built ours out.

At the minute, we've just got the strategy and the schedule, which is your guys' homework for this month. What's the tech? Clavio?

Have you heard of Clavio? So it's basically a funnel software that tracks all of this stuff. So we're going to stick some music on.

And for the last exercise is think about where your traffic is going to go. You're going to have the funnel. You're going to use these tools.

And then how are you going to actually take people through that once they've registered where they're actually going to go. So put some music on. So they're the three steps that you're going to go through for your homework is what are your channels?

What are the tools? And then as they go through the funnel, how are you going to navigate the traffic? And where this will arrive at, which is another piece of homework for this month, is your clothes.

And you're going to need to use some urgency or scarcity or a countdown or a reason for people to buy to actually get the sale. And this will depend on what you're selling and how you're doing it as to what you'll use. But you have to literally be able to cock the gun and say, look, you've got a buy now.

Here's a reason to do it. Here's a no brainer. Here's 100 percent money back guarantee.

Make it a genuine win win by value stack, a price drop or some sort of flash sale, last few remaining, a window of opportunity, a deadline date. Have a think about that, because what you want to do to actually get the clothes or this work is pointless unless you can actually close it. And really, again, especially in this country, it's all about urgency and scarcity, creating that urgency to make a decision, creating that scarcity to make somebody want to buy.

You have to have, in most cases, a reason to actually do the do the deal. So a couple of points tonight before we finish. This is going to be your homework for this month.

And the next month, you need to come with the strategy, which we've talked about today, and then a schedule as to what's that actually going to look like for the year. Few points tonight is in addition to what I've shared with you today, we also have our friends and family discount, which Adam shared with you earlier. That doesn't necessarily go into our funnel because it's what we would call an internal campaign.

You know, we're working with you guys as a team. And then other things that you might want to include in your work this month is it's all well and good building these strategies, but you have to make sure that there's a budget and a return. So you want to have a budget and return on what you're going to spend and what you're expecting to get from it.

So if you know you're going to bring in 100 grams worth of new business, you probably want to allow between five and 30 percent as a marketing budget. Thirty percent is high. Five percent is quite lean.

Five to 30 percent is a marketing budget to generate leads. To be really clear, we're going to spend 10 grand and we need to get 100 grand, whatever that might be. And then as well as the campaign and the schedule, I've just got a mic for Shiv please.

If you're running multiple campaigns, you want to plot those through the year. So Adam shared with you previously, we've done our campaign for the year. You've got PEB, PEP, the board, masterminds, advanced, AGM.

This is our campaign calendar for the year. Probably not relevant to all of you, but for those of you that run in different campaigns through the year, you might want to consider that. So quick question from Shiv and then one from Tej before we finish.

Shiv.

[Speaker 6] (1:49:57 - 1:50:07)

Your five to 30 percent, is that not including the team members? How much money to spend out on ads and stuff?

[Daniel Hill] (1:50:07 - 1:50:35)

Yeah, really good question. So in the main, that's marketing spent. It would be outside of, it would be like a cost of sale rather than an overhead.

So it wouldn't necessarily include the team. We would, proper entrepreneur budget has always been between 5 and 10 percent. Whereas I know some other big training companies spend 30 percent on marketing spend.

A lot of it depends on how big your revenue is. You know, that's like eight figures, we're seven figures. And the other thing is how much of it is referral and how much of it is new sales.

[Speaker 6] (1:50:35 - 1:50:36)

Okay, cool.

[Daniel Hill] (1:50:36 - 1:50:41)

And then one more question to finish. Tej, did you have one? Oh, Tej and then Umesh.

[Speaker 27] (1:50:47 - 1:50:54)

Thank you. Similar to Shiv's, is that five to 30 percent including your affiliate fees and your referral fees?

[Daniel Hill] (1:50:54 - 1:50:54)

Yeah.

[Speaker 27] (1:50:54 - 1:50:58)

Or is it just getting people, okay, fine. So it's all of it. Yes, cost of acquisition.

Alright, cool.

[Daniel Hill] (1:50:59 - 1:51:01)

Cool. And then finish Umesh and then we're going to go to lunch.

[Speaker 7] (1:51:04 - 1:51:12)

And so just for the mechanics in the room, where you've got flows and you've got that nurture sequence, have you got any examples that we can leverage?

[Daniel Hill] (1:51:14 - 1:52:27)

Yeah, I mean, they'll be very specific depending on what your campaign is. Next month I'll actually show you what we've done. If you think less about the academics and more about what we're trying to achieve, I appreciate some examples would be helpful.

The one we did last year was anyone who registered for any lead magnet, they then went into a five sequence, nurture sequence on MailChimp, which just meant they got five emails and every email had content. So this is a good thing to remember. Content, case study and call to action.

If you're going to do email nurturing. So content is know, like and trust. Case study is confidence that this stuff actually works.

That would be your Hall of Famers for us. And then a CTA, call to action. Join this master class, join this webinar, join this WhatsApp group.

That would be, and we would send them five of them all a little bit different, but the same structure to get them on to a sales thing. Make sense? Cool.

So if you make sure for those of you that are serious about building campaigns this year, do that homework this month and then next month we're going to show you how to actually build it using the team you need and the tech that you're going to use. Bring Adam up to close and then we'll go to lunch. Thank you very much.

[Adam Goff] (1:52:34 - 1:55:16)

Very good. Enjoy that session? Yes.

Yes. Wow. Good.

Lots of enthusiasm. Love it. Good stuff.

Absolutely. Fun and flow. Homework.

Get in your action list. Success and failure. Very predictable like I said.

So just a reminder about the value that is sat there on the vault waiting for you to get your teeth into. So don't forget that that session you've just heard, if you want to listen to it again, it's going to be on the vault. It's going to be recorded as a Zoom.

So it's there to go over in your own time, in your own pace, three, four, five times, however many times you need so you can really make this stuff sink in. Something for your action list. Something to review.

Getting ready for championship season when we're talking about marketing is the brand board asset. So why don't you review this asset on the vault? And it is from workshop 10 program.

Advanced 2023 workshop 10. 2022. OK, so there's an asset on there in the vault.

This is going to give you the inspiration and blueprint you need to refresh your marketing assets ahead of this championship season. It's been a while since you've refreshed those assets. Go back to this brand board vault.

It's going to give you exactly what you need in an hour or less. Before we go to lunch, scores are on the doors for the PEA accreditation. The 2024 Property Entrepreneur Advanced Accreditation, the seal of approval that you've made it through the year, that you've achieved the things that we want you to achieve to get your accreditation.

Now, this is not clearly going to be something that everyone's going to achieve this year. All right. But well done to those people that are front of the pack, leading the way, absolutely smashing it.

No surprise there. Some very familiar names. Congratulations for everyone in the ambers.

OK, just take note. This is just a little nudge to remind you you're on track, but you don't need to drop the ball. And for those people that are in the reds, it's not over.

OK, don't give up. You can still participate. You can still do your best to make sure these habits are ingrained for next year.

All right. It's not going to be your year this year, but next year may well be your year. So what are those people that are doing really well?

And finally, lunchtime. Green stickers. Adam, one of the tables in the centre.

Red stickers. Chris, round table in the corner. Bring your biggest challenge and we'll chew it, chew the fat over lunch.

Have a good morning so far? Ready for lunch? Let's have a round of applause.

Let's get lunch. I'll see you back here at 2.30.

================================================================================

📄 FILE 4: PEA 2024 - Workshop 07 - Session 2 - Transcription

📊 Words: 14,371 | Original: PEA 2024 - Workshop 07 - Session 2 - Transcription.docx

================================================================================

Session 2\_Transcription

[Speaker 15] (0:37 - 1:37)

I hope you enjoyed the video and that you learned something new. Make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, yeah, all through the night, yeah.

[Speaker 22] (2:23 - 3:23)

All through the night, yeah, all through the night, yeah, all through the night, yeah. All through the night, yeah, all through the night, yeah, all through the night, yeah.

[Speaker 10] (5:04 - 5:55)

All through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah.

[Speaker 9] (6:30 - 7:05)

All through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah. Oh, baby, why don't you just meet me in the middle? I'm losing my mind just a little.

So why don't you just meet me in the middle, in the middle? Baby, why don't you just meet me in the middle?

[Speaker 20] (7:20 - 7:37)

Back for a minute, into the kitchen, floors are wet. And taps are still running, dishes are broken. How did we get into this mess?

Got so aggressive. I know we meant all good intentions. So pull me closer.

[Speaker 9] (7:37 - 7:50)

Why don't you pull me close? Why don't you come on over? I can't just let you go.

Oh, baby, why don't you just meet me in the middle?

[Speaker 20] (7:52 - 8:15)

I'm losing my mind.

[Speaker 9] (8:15 - 9:13)

I need you on my skin, just come over, pull the hinges. Oh, baby, why don't you just meet me in the middle? I'm losing my mind just a little.

So why don't you just meet me in the middle, in the middle? Oh, baby, why don't you just meet me in the middle? I'm losing my mind just a little.

So why don't you just meet me in the middle, in the middle?

[Speaker 24] (9:15 - 9:53)

I come back to the places where we found us. We're somewhere in a place between love and lust. And I could go anywhere, anywhere is home.

Yeah, I could go anywhere and never feel alone. I come back to the places where we found us.

[Speaker 28] (10:38 - 10:43)

It's not me when I'm not with you.

[Speaker 4] (10:44 - 10:54)

Oh, boss, you know, we finally here, right? It's Friday, then it's Saturday, Sunday.

[Speaker 10] (10:55 - 11:06)

It's Friday, then it's Saturday, Sunday.

[Speaker 23] (11:10 - 12:43)

I thought the hands of time would change me. And I'll be over this by now. Yeah, it's been too long since we got crazy.

I'm lucky. I'm counting down to Friday. I'm gonna I'm gonna do too much.

No, I'm all in my bag. That's clutch. Every Friday, Saturday, Sunday, unless we can.

This is bad for me. So keep it. We want that.

We want.

[Speaker 10] (13:02 - 13:27)

It's Sunday. Every Friday, Sunday, Sunday. It's Friday.

It's Friday. ♪ It's Friday night, it's Saturday, Sunday, what?

[Speaker 3] (14:10 - 16:59)

♪ ♪ Ooh, yeah, I want it all ♪ ♪ I wanna be that guy, I wanna kiss your eyes ♪ ♪ I wanna drink that smile, I wanna feel like high ♪ ♪ Like my soul's on fire, I wanna stay up all day and all night ♪ ♪ Yeah, you got me singing like, ooh, I love it when you do it like that ♪ ♪ Bend your toes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ We'll say, ooh, I love it when you do it like that ♪ ♪ Bend your toes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ Into the car, on the backseat in the moonlit dark ♪ ♪ Wrap me up between your legs and arms, ooh, I can't get enough ♪ ♪ You know you could tear me apart, put me back together and take my heart ♪ ♪ I never thought that I could love this hard, ooh, I can't get enough ♪ ♪ Ooh, you got me feeling like, I wanna be that guy, I wanna kiss your eyes ♪ ♪ I wanna drink that to smile, I wanna feel like high, like my soul's on fire ♪ ♪ I wanna stay up all day and all night, yeah, you got me singing like ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, we'll say ooh! ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ Baby, you burn so hot, you make me shiver with the fire ♪ ♪ You got this thing you started, I don't want it to stop, you know you make me shiver, oh, oh ♪ ♪ Baby, you burn so hot, you make me shiver with the fire ♪ ♪ You got this thing you started, I don't want it to stop, you know you make me shiver, oh, oh ♪ ♪ And bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, we'll say ooh! ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, yeah ♪

[Speaker 26] (17:07 - 17:21)

♪♪ ♪ Buy some paper, ladies, I'll forgive you, drip on the way, uh-huh ♪ ♪ Wrap those satin rings, off the cake on the way, uh-huh ♪ ♪ Take a flight, you wanna take a lift, on the Marley, my knees on the way, uh-huh ♪ ♪ I might take a shot, I might take a risk, it don't matter, baby, I'm straight, uh-huh ♪

[Speaker 19] (17:21 - 17:31)

♪ Feel like I'm in Prince's house, purple paint all on the walls, uh-huh ♪ ♪ Sitting down on this fancy couch and I can't see straight, I'ma stay, uh-huh ♪ ♪ 22, I'm in Paris, baby, got strippers in my face, uh-huh ♪

[Speaker 17] (17:31 - 18:13)

♪ Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-

[Speaker 19] (18:13 - 18:43)

♪

[Adam Goff] (19:22 - 19:25)

Ladies and gents, that's your two-minute warning, please. Two minutes.

[Speaker 5] (19:26 - 20:40)

♪ Okay, ladies and gents, we can make your way back into the room, please. ♪ Okay, ladies and gents, that's your one-minute warning.

[Adam Goff] (20:41 - 21:07)

One minute, please. Make your way back into the room. Take your seats.

We're going to rock and roll in just under 60 seconds, so finish up those conversations and take your seats, please. Ladies and gents, one minute. Ladies and gents, that's your 30-second warning.

If you want to take your seats, please take your seats.

[Speaker 5] (21:07 - 22:04)

♪ Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Garth!

[Adam Goff] (22:04 - 31:46)

Woo! Good stuff. Good break?

Good break? Fantastic. Good break?

Good stuff. You know what's coming? You know what's coming?

You know what's coming? Warning. Warning.

Yeah? Open mic is coming. Get yourselves ready.

Get yourselves psyched up. If you're nervous, hopefully you had a coffee in the break. I'm going to be inviting those people who want some extra accountability, a share, a success.

Talk to the community. This is your opportunity. On the mic in just a second.

Private dining. So those people that will be having lunch with myself and Chris this month have a green sticker. You have a green sticker on your name badges.

Those people that have a red sticker will be having lunch with Chris. I'm green. Chris is red.

I'm good. Chris is bad. Sorry, Chris.

They're the colours. I don't make them up. The tables, the back of the dining room, there'll be a little sign saying, reserved for Chris, reserved for Adam.

If we're not there, that's how you find us. If you're not sure, please ask Bianca. Please come with your biggest challenge for the month.

So really, you can ask whatever it is that you'd like. I think that people get a lot of value from me asking the searching question, what was your biggest challenge? You can discuss it.

We can share it. We can have a little roundtable, mini supper club style, get some value out of lunch and move on to the month with that problem solved or recognised and addressed, getting it out of your head. Really nice.

It's really nice. A bit of entrepreneur therapy at lunchtime. So before we go on to the next session, I'm really excited to announce that we've penned in our blueprint dates for this summer.

I say penned in. I mean, they are booked, signed, sealed, contracted, done. So we've got one at the beginning of June, one at the beginning of July and one at the beginning of August, which is always our busiest one.

It's absolutely mental craziness. So the price, £5,000 plus VAT, three days at the Belfry, nonstop training. We now have a team captain model.

Lots of you did that for us last year. Thank you. People are getting help for the event as in the week before.

They're getting help the morning before the training starts. After we're doing Q&A both nights. There's a lot of value that we pack into these three days.

And obviously we're running them through the whole business blueprint. This is where it all started for all of us. We all attended a blueprint.

I think it's our best training course. We update it every year. And we're really excited to be delivering this.

Myself, Rachel, Chris and Josh. So I guess the opportunity and the request and just to frame it is we know that we, the reason we've hired a marketing manager is because we're not actually, we don't do much marketing. We haven't had to do much marketing.

Couple of months a year, Dan dusts off his Instagram and starts doing posts and stories and he's relentless and he sells tickets and then he goes back into his cave and writes amazing products for us all to learn. So that works really well for him. But we always recruit our delegates, you guys, fantastic clients we love to work with through word of mouth, through reputation alone.

Who here came to Property Entrepreneur because either someone referred them or they heard of our reputation? Didn't come from a direct advert, didn't come from a direct mail. There was no cold selling, was there?

Genuinely, it's a word of mouth product which we're obviously very proud of. So you've obviously got benefit from it. You're here, you're learning, you're getting value.

Show of hands, who thinks they know someone in their network that might benefit from the Property Entrepreneur blueprint? Okay, keep your hand up if you would like the opportunity to also earn £1,000 for everyone you refer. Obviously everyone's hands suddenly went up.

Fantastic, because this is the opportunity. We want to create a genuine win, win, win scenario. So in our experience, the people that do promote Property Entrepreneur do really well.

We've offered referrals before, but for this year we're doubling it. So the opportunity is for you, if you want, to become a PE promoter. So if you become a PE promoter, you will receive all of the marketing and artwork that you need to share the opportunity with your friends and family and your network.

So you'll have a bit like get up and give back. You'll literally be given the images, the copy that you can just share with people. There's no hard sell, but you're going to share with them.

We're going to put you in an exclusive WhatsApp group with our marketing manager and myself so that you can ask us questions. You can get support. So you're not left on your own to do this.

We actually want to help support you and follow our blueprint so you can have this opportunity to earn thousands of pounds, if not tens of thousands of pounds. We'll give you all the support you need to maximize sales. We'll literally tell you what to do and when to do it.

All you've got to do is share the opportunity. You're not running it down anyone's throat, but you're giving them the opportunity. It's up to them where they take it, isn't it?

But they're definitely not going to take it if you don't share the opportunity. And then you'll earn £1,000 for every referral that you give us. We love this because we get great clients.

You're going to love this because you get a referral and you get to help your friends, your family, the people in your network. And they're going to love it because they get a £2,500 discount on the price. They can bring a guest for free.

And if they don't like it by the end of day one, they can give me the book back. We can say our goodbyes and we'll give them 100% money back guarantee. So there really is nothing to lose except for a day out.

There really is no hard sell, no pressure. It's changed your life and it has the opportunity to change theirs. We think this is a genuine win, win, win.

So the opportunity, and it's not for everyone, is to become a PE promoter. So if you'd like the opportunity to be part of this exclusive WhatsApp group, get the support and training you need to potentially earn tens of thousands of pounds because we've got three different blueprint events over this championship season, then all you've got to do is scan the QR code. It's in your workbooks.

It's page 18 in your workbooks. Is that right, Bianca? Page 18?

21. Thank you. Page 21.

So turn to page 21. Ask DEC to put some music on. Scan the QR code.

Get in the WhatsApp group. We'll set you up for next week. There's no obligation.

There's no minimum requirement. If this is something that might be of interest to you and you're interested to find out more, I suggest you get on the train and we'll regroup next week. Scan the QR code.

It should take you straight into the WhatsApp group. Okay, cool. When you're done, put your phones down.

Thanks, DEC. Yeah, just a final point on this. I just want to say thank you in advance because every year, the quality of delegate that we are receiving at the Blueprint gets better and better.

That's nothing against you guys. But it's like I am constantly amazed. It's a genuine pleasure.

It really is amazing. We have amazing clients, friends with most of you. Sorry, Kev.

But it's like we really have something special here. We really do. And it's not just lip service.

It's genuine. And so it is magical. And so thank you in advance for inviting and trusting myself, Josh, Rachel, and Chris with your friends and family's time for three days because that is not, you're recommending us at the end of the day and we won't let you down.

It might not be for them and that's absolutely fine, but we'll put on a show, we'll give them a good time, and they'll go away thinking those guys tried really hard for me. It might not be right for me right now, but we will do right by them. So thank you in advance because we love working with people like you.

So thank you very much. And on that same community note, which I absolutely love, this is my favorite part of the month without a doubt, is the open mic inspiration accountability. So if you have some accountability that you posted last month that you need to be held responsible for, you can come up and share how you did, win, lose, or draw.

That's absolutely fine. If you would like some accountability going forward, if you'd like a share, if you'd like some support, this is your opportunity to do the same. Tony is already up.

Let's give him a round of applause for being first. Everybody else, make your way to the left of the room, please. Forward orderly line.

That's what I like to see, Mr. Rigby. Well done. Thank you, Adam.

[Speaker 21] (31:47 - 32:29)

I just wanted to share a win with you guys for this month. We have, I'm pleased to announce that we've secured our second back-to-back lease deal, so a guaranteed rent opportunity with a landlord in Milton Keynes. Lovely four beds attached with double garage, negotiating on a third property right now.

Had an interesting conversation with a landlord on the way up here who's interested in talking further on leasing his portfolio in Milton Keynes of HMOs for the next three to five years. No tenants, no voids, no headaches. So if there's anyone in the room that's interested in having a conversation about that with their own properties, please feel free to give me a shout.

Cheers. Congratulations, Tony. Well done, mate.

[Adam Goff] (32:29 - 32:35)

Good job. That's taking off really quick, isn't it? Well done.

Ben.

[Speaker 25] (32:36 - 33:04)

Hi, guys. So last week we secured our second rent-to-rent serviced accommodation apartment in Covent Garden. So we're now going to try and take over Covent Garden.

So if anyone's got an apartment there that they don't want to manage, speak to us. It's generating so much cash, we only took it over on Thursday of last week. And already we've got a positive cash flow.

So I'm really pleased about that. In terms of accountability, next month I'll be here early, not two minutes late.

[Adam Goff] (33:04 - 33:06)

Good man. We'll take that.

[Speaker 25] (33:06 - 33:08)

Anyone else? Who's going to join me on that? Come on.

[Adam Goff] (33:08 - 33:15)

Well, half of you were late today, so I need to see some more hands. Yeah. Well done, Ben.

Let's give him a round of applause. Well done, Ben. Good effort.

[Speaker 8] (33:21 - 35:26)

A community one from me. I actually want to say thank you. I'm in the middle of winding up Symphotec, the event safety company that we run.

And inspired by Akash, who reached out a little while ago and started making calls to people, I decided that was a really good lead to take. And you know who you are, but there are a good number of people in this room who have really helped me over the last, I don't know, several months or weeks. And it's been amazing.

Actually stunning. You know, it's quite a tough thing to do, to be in a situation in a group of amazing entrepreneurs and to be winding a company up and basically starting the strategy again. But standing up and sort of saying, I wonder if anyone can help, was really kind of scary.

And you've made it really, really easy. And people have been incredible. So that's that's my thing is a big, big thank you to this community, because you have helped me no end and you know who you are.

There's all sorts of people who've made themselves available for cause or give me a bit of a lift when I needed it. So thank you. And one more ask.

I'm here, company's going, my income's going. If anybody has a need of somebody with a pretty broad, I'm very much a generalist, admin, governance, recruitment, marketing. I can do a whole bunch of stuff.

If anybody needs anything doing in the next couple of months while I'm trying to build something new, really appreciate it. You know where I am. I'll be here and I'll give you a hand.

[Adam Goff] (35:36 - 35:39)

Very brave, Clare. Well done. Very brave.

[Speaker 16] (35:40 - 36:31)

I'm going to stop on TikTok, I don't want to change it. I need your help, guys. So the programme, they're all about to hire their first personal assistant or exec assistant or virtual assistant.

So what I said to them was on Wednesday that I would speak to all of you. I'm going to put a post on Circle, but I know that we're not always great at answering things on Circle. Sorry, Adam.

I just wanted to let you know, if I put this post out, will you help me and just tell me if you've ever hired a virtual assistant, a personal assistant or an EA, can you tell me the company that you used and roughly what your experience is? You don't have to give me an essay, just say it was good. This was bad, but it was mixed.

Whatever you want to say, just give me an indication. I'm going to put a list together for them, because I think that whenever you start something like this, all you want to know is how do I get started and who do I speak to? So I just thought I'd give them a little, you know, bit of a helping hand, really.

Is that all right? Can you all do that for me if I put a post up?

[Adam Goff] (36:32 - 36:35)

Absolutely. Absolutely. Thanks, Rachel.

Well done.

[Speaker 11] (36:41 - 36:44)

Yeah, I'm not going to touch that. It's OK.

[Adam Goff] (36:44 - 36:45)

It's OK. Yes, it's projecting.

[Speaker 11] (36:46 - 38:11)

So I had a few things on the go, as I've been sharing along the way. My 50-50-50, I'm proud to say I posted every single day. And social media is a bit awkward for me, which I think I've shared before.

I really, really enjoyed it. In the end, it was a surprise of what it was, what gift that I gave was the best. And I'll share that.

And that was actually writing letters of thank you and gratitude to people. And to be honest, I don't even think I really needed to send them. I got the gift in just writing them.

I sat there, I thought about the person and what it contributed to my life and why they were still in my life. And then, of course, sending it. That was the second gift.

The other thing that I was working on was 50-before-50. And that's 50 pounds before 50. I am proud to say I made 47 before 50.

I will share that I was a little bit uncomfortable and I had an out. I didn't have to get up and say this. To come and say I didn't make the goal.

But I realized that it's actually not about the one day, it's about my life. And so 47 pounds is nothing to sneeze at. And I'm continuing.

So thank you everybody for supporting me.

[Adam Goff] (38:11 - 38:14)

Well done, Casey. Good job. Great job.

[Speaker 4] (38:19 - 39:01)

Afternoon, everybody. Another chance for me to share. I had a really inspiring old Buddhist story last week that actually connects a little bit to what Adam was talking about.

Challenging conversations, which is to do with just letting things go. Don't let things resonate. If you've got a grudge, just get over it.

Life is too short. Adam gave us this really scary exercise to do, which is where you've got 85 years in your life and each week you have to tick off the week. And you can see how many weeks left you've got to live.

What a lovely present, Adam. Beautiful. Thank you very much.

You're welcome. You are so welcome.

[Speaker 7] (39:01 - 39:04)

Reminds us every month about when we're going to die.

[Speaker 4] (39:04 - 40:37)

To do it. And I haven't done mine. Mine is still in my box.

But this story, I got told it and it really resonated. So it's called The Muddy Road. Tanzan and Akido were once travelling together down a muddy road.

A heavy rain was falling. Coming around the bend, they met this lovely, beautiful girl in a silk kimono. Unable to cross the intersection due to the rain, Tanzan said, come on, girl, come over here.

Lifting her up in his arms and travelling over the rain, he plonked her down on the other side of the mud. Akido, his friend, did not speak for the rest of the journey as they both walked home together. Until that night when they were lodging in a temple, he could not refrain himself from saying anything more.

We monks don't go near females, he told Tanzan. Especially those young and beautiful ones. It is so dangerous.

Why did you do that? Tanzan turned to Akido and said, I left the girl there. Why are you still carrying her in your mind?

So let these things go. Live in the moment. Don't worry about the past.

Don't worry about the future. Thank you.

[Speaker 7] (40:43 - 42:11)

Hey everybody. So I've got 39 things. So I've got my book with me.

No, I'm only joking. Only three. There's three main things.

Firstly, I would never have started walking without this group. So I've been walking every day since 23rd of October. And I feel great.

It's my priority. It's my prime time. Well, it's my prime time after prime time.

And I just want to say, if you guys haven't started, then get onto the walking, especially now that the weather is changing. It's a game changer. The second thing is KWT.

So if you guys don't know Rupin and his wife Tracy, they run a kitchens company called KWT Kitchens. And I use them since last year. We've been using them to do all of our kitchens at all of our HMO projects.

I thought they'd be quite expensive, but they're actually price competitive. They're slightly cheaper than LNPG Discount. And their quality kitchens are really on point.

But the best part is that if you've got fitters that are fitting them, because I don't think anyone in here is fitting kitchens, the fitters have everything, a full pack. And it's just hassle-free. It literally is.

Sometimes you get missing parts, missing things. It's completely taken care of. You won't hear about it because KWT are absolutely amazing at their kitchens.

So just get a quote from them. I'm not saying it to promote them. I'm generally really impressed with the service and the products.

[Adam Goff] (42:12 - 42:21)

The third thing... Yeah, he's not here, but that's fine. And he's the nicest bloke, so he deserves every success.

[Speaker 7] (42:22 - 42:51)

The third thing is we do HMO portfolio building. So if you know any clients that want to build a HMO portfolio, we concentrate in the Midlands in Leicestershire. And it's very simple.

It's very hassle-free. It's refined. We do the full conversion.

We then let and manage, and we even help the refinance process. Completely hassle-free. And there are referral fees.

So for every referral client that you bring, it's a £1,500 referral fee.

[Adam Goff] (42:52 - 42:56)

Nice. Well done, Umesh. Looking great as well.

Looking great.

[Speaker 12] (43:01 - 44:08)

Howdy, everyone. So my update is on the Black Box, which was a service that I created last year. And the Power of the Flywheel, which is a podcast I keep coming back to.

So I crafted that service here with the help of Adam, Dan. And the truth is the beginning part was so hard. There was often times that I doubted myself, my ability.

I went through the phases of the Flywheel, the first phase where everything is hard. You're in the darkness. You're just pushing.

You can't see any results. Started seeing some glimmers of hope to the point where now, I've got people reaching out to me. I've got things just coming.

I just can't believe that I'm in this stage. So yeah, the Flywheel analogy really, really holds well. I can't believe how well I'm doing at the moment.

Touch wood, not jinxing it. And the other part to that is just sticking to one thing. Being a dynamo, I've always been guilty of trying to do too many different things.

So this year, I've always just had that top of the mountain goal. Nothing else. And yeah, just thank you very much for everyone.

Well done, man.

[Speaker 14] (44:11 - 45:16)

Hi, everyone. I'm Suzanne and I've got two updates. Excuse me for you.

So one was I committed to do eight speaker events between Christmas and September. So I've done two of those so far and I've really, really enjoyed them and they've gone really well. And I've had some interest from people that want more lucrative layouts and have a review, which is great.

The other thing is our podcast. We committed to do one a week, so 52 for the year. We'd blocked out one session where we did 12 of those.

We've got our second one booked for the 15th. And they're out there. We've gone from 90 searches per month to 403.

And I would love to get that up to about 1000. So I would really like some help with you sharing our trades to develop a podcast, which you can search on Spotify or Apple just so that we can get those views up ready for the campaign starting spring, summer. Thank you.

[Speaker 18] (45:23 - 46:06)

Afternoon. Following on from Dan's latest six round podcast, we and there's a question there about giving up alcohol. I gave up alcohol over five years ago.

And if anyone's thinking of it or just started on that journey, I'd recommend carrying on. I got when I got to about 18 months, that's when I got some real clarity and just start feeling really good in myself and like everything just seems so clear where I wanted to go. So if anyone wants to discuss it further or anything or just chat about it, I'm more than happy to have that conversation with my experience.

Accountability. One big thing this month is to onboard an EA. We were discussing it last night in the mastermind.

So this time or next workshop, I just, yeah, I'm hoping I'll have a, well, I will have an EA on board.

[Adam Goff] (46:06 - 46:13)

Good for you. Well done Anthony. Thanks man.

Great offer. Mr Barrett.

[Speaker 13] (46:15 - 47:05)

Hi everybody, it's Mark. We've been running the Deals, Deals, Deals podcast now. It's been 28 episodes.

First of all, I'd like to thank everybody that's been a part of that. So if you've been a part, can you just raise your hands? So thanks guys.

It's been really inspirational for you to share your stories. So thank you for that. We've got another five before the end of this round the track.

We've got two that were already booked in. So if you have got a deal that you'd like to share with the community, I think with Dan's reach is about 100,000 on his social media. So if you have got a deal that you'd like to share, please contact me and we can discuss that further.

Thank you.

[Adam Goff] (47:05 - 48:47)

Well done. Thank you Mark and thank you everybody. I shouldn't be involved.

I should not be involved in operations. And we'll make sure this gets lowered for next month. So yeah, we'll make sure this gets lowered next month.

Apologies for those people that were struggling with the hype. Awesome. How was that?

Amazing. What an amazing community you're part of. Like genuinely inspiring, heartwarming.

Thank you. It's absolutely fantastic. I'm actually kind of lost for words a little bit.

Save the date. I mentioned this last month. 2025's dates are in the workbook.

They're also on the website. For everyone that didn't get the memo, Advanced is moving to a Thursday for reasons I've already explained. And so that needs to go in your diary Thursdays from next, from this October.

So all the dates are there. The first date you need to get in your diary, just take a picture of that and send it to your assistant. Anthony, unfortunately you're going to have to do it yourself.

But next month you'll be able to send it to your assistant. Take a photo of the dates, send it to your assistant, get them in the diary now and then book your holidays around those dates. We've done our best to avoid school holidays, things like that.

It's been through a few of the parent filters. We've tried to do our absolute best. So thank you in advance and looking forward to working with you next year.

So last but not least, before we go on to Dan's session, obviously we did another prime time account group. I want to say congratulations to Shiv Harrier who's our community coach and I'd like to welcome him to the stage. Let's give Shiv a big round of applause please.

[Speaker 6] (48:48 - 49:43)

Hello, hello, hello. OK, perfect. So this week we had our prime time, this month we had our prime time accountability.

For those of you, can you just show of hands who was in the group, prime time accountability group? Perfect. For those who don't know, the prime time accountability group is for us to give you the accountability to actually get on and do some of this stuff that we're running on Property to Entrepreneur.

And this month we had the prime time accountability for game changes. So we had the game changes for quarter one, this was January, February, March, and making sure that we can get all of those things done. And we also had game changes for March itself to make sure we get things done for March.

Show of hands who enjoyed the prime time group? Yes. And who got value from the prime time group?

In fact, what I want to do is, can I get a bit of vocal because I want to go vocal now. Who enjoyed the prime time accountability group? Yes.

OK, who got value?

[Speaker 10] (49:44 - 49:44)

Yes.

[Speaker 6] (49:44 - 50:16)

OK, perfect. So what I wanted to do, because I've only got two seconds, can I have one volunteer who was in the prime time accountability group and actually got value from doing it from start to finish? And also someone who managed, this has to be someone who managed to get 80% or more of the game changes done.

Anybody? One person. Come on then Matt, let's have a look.

So Matt, can you just tell us, we've got a mic there. Can you just tell us what actual value did you get from being in the group rather than just doing it yourself?

[Speaker 4] (50:19 - 50:26)

Well, the 595 million messages that were going around on the group, that kept me on my toes.

[Speaker 10] (50:26 - 50:26)

Yeah.

[Speaker 4] (50:26 - 50:49)

Because if it's just me battling away each month to get them across, I get so distracted by other things that having someone actually there with the messages actually really inspired me because I was up against a couple of people. Where's Craig? And other people to beat them.

And that for me as a Blaze was really good to keep pushing me each day.

[Speaker 6] (50:50 - 51:35)

Fantastic. That's exactly what it's about. It's about we're doing this together, all of us together, trying to achieve the same goals.

And one of the things that we had on this Prime Time Accountability, if you remember, I said week one, we've got to write down what are the things that we need to do. Week two, we're then going to start scheduling those things into the diary. This is all the same blueprint that we've had before.

So we can actually get those things done. And then we're going to start executing, executing, executing. And every week, at the end of the week, we had a poll to say how many have we got done.

And right now, there's a poll in the group. For those of you who have been in the Game Changers group, there's a poll in the group. This is the final poll.

Can you check off what percentage of your Game Changers you hit? And hopefully, most of you are at least 80% or above. OK?

Perfect. That's what I wanted to say. But for anyone that wants to be involved, we're doing these groups often.

And I'm sure Adam will tell you more about them as we do them.

[Adam Goff] (51:35 - 52:44)

I will. Thank you, Shivan. Well done, Matt.

Thank you very much. Thank you. Very good.

Fantastic. So awesome, awesome start to the second session. Now it's going to get even better, OK, because we are going to be moving on to marketing.

So funnel and flow. Most entrepreneurs have absolutely no plan when it comes to their funnels. They just think, I'm going to drive people to my website and just hope they convert.

OK? That's absolutely not where we want to be. We want the reassurance as entrepreneurs that all the energy and effort we're putting into leads is actually going to convert.

There's a flow diagram. We know how we're going to not lose people. People aren't going to drop off.

We're going to increase our conversion rate because of that. Success and failure are very predictable. And if you don't plan this, you're absolutely going to guarantee a low conversion rate and low success with marketing.

However, if you use the blueprint and you follow these instructions, you'll have a high conversion rate, which will equal more revenue, which will equal more profit on the bottom line. And that's what this session is all about. So let's give a massive Property Entrepreneur Advance welcome to Mr. Daniel Hill. Hello.

[Daniel Hill] (52:53 - 1:06:26)

Good day, Property Entrepreneurs. So, turn of the seasons. Welcome into spring.

Winter is hopefully nearly done and dusted. A few planes to land and you'll be done. Don't know how you guys got on, but we had, without a doubt, one of our biggest winters on record.

And we're now going to capitalise on all of that work. So, as we go into spring and summer, who is looking to either make more sales, do more deals or make more money this season? Excellent.

And put your hand up if you have already started designing your marketing campaign for this year. Wow, very impressive. So, what we're going to do is take that to the next level today and show you that the blueprint that we're using this year to generate over a million pounds in sales in less than 12 weeks.

And in your workbooks, there's the four steps I'm going to take you through. And this is the exact exercise that I did with Adam and with Sophie, our new marketing manager. And in the room today, we're going to take you through it to build it out.

So, by the end of it, you'll have a detailed headline plan as to what your campaign is going to look like this year. So, there's three things that we need. The first is an objective and a tangible target for your campaign.

More sales, more deals, more money is too broad. We need to decide a clear target. What are we actually trying to achieve this summer?

It's probably already in your Strategy Day presentations. The next is success when it comes to marketing and sales is all about strategy. There's hard work, there's heavy lifting, but the best strategy will win nine times out of ten.

And then once you define that strategy, which is what we're going to do today, you then go away and schedule it. And this is what you're going to do this month after this workshop, is schedule out how this is going to look in practice. So, we start with number one, objective and tangible target.

In your workbooks, I need you to have a think and write down over this spring and summer championship season, what is your objective and tangible target? So, ours, in the meeting that we had, was to sell a minimum of 165 places plus 40 on virtual for the Property Entrepreneur Blueprint event, 45 on the first, 60 on the second, 60 on the third. So, that's the objective and that's the tangible targets.

So, I'm going to stick some music on for a moment and I want you to have a couple of minutes to define during this championship season, whether it's deals, whether it's revenue or whether it's sales, what are you actually trying to achieve with this year's campaign? So, put some music on please, Dec. Okay, it's got one minute left to get that dialed in.

Okay. So, that's the aim of the game, the objective and the tangible target. Less is more, really clear, explicitly black and white what success looks like.

Then what we need to do is build out the strategy and this is what today's workshop is going to be. This is all about funnels and it's about flow. How do we actually achieve that target?

And for those of you that have already started, fantastic. This will be the structure that you use to pull that together. For those of you that haven't, it doesn't matter.

I'm going to take you through it start to finish. And then after today, you're going to need to schedule it. So, today we'll have the strategy.

This is how you're going to make 10 grand, 100 grand, a million pounds worth of sales, deals, money, whatever it's going to be. And then after today, you'll go away and you'll actually schedule it. So, I'm going to take you through this blueprint and what this involves is four things.

There's four steps to this blueprint. There's four sections in your workbook. I'm going to take you through them and explain them and then we're going to go through them together one at a time.

So, the first section in your workbook is called channels. The second section in your workbook is called tools. The third section in your workbook is called traffic.

And then the fourth section in your workbook is called clothes. And I'm going to explain to you what each of these mean and how they work start to finish. And this will be your marketing strategy.

But then I'm going to take you through each one in detail to explain it. So, this is what it's going to look like when you put it all together. You've got your channels and this is basically where you're going to bring leads in.

So, the channels, your marketing channels, is the flow of leads that come into the business. And there'll be two channels that we're going to go through. You don't need to take any notes just yet.

There's organic, which is people that you already know, people that probably already know, like and trust you. And then there's going to be paid, which is probably going to, in most cases, be either retarget marketing or it's going to be cold traffic. So, organic is free.

In most cases, paid is sponsored ads, SEO, etc. That's going to define this year where these leads are going to come from and what channels we're going to work. And the way that we're going to work those channels is, of course, we could just start saying, yeah, come to our three day blueprint event or buy our HMO deals from Umesh or buy whatever product you guys have got to sell.

But we need to be strategic with this and we need to use tools within those channels to generate leads. And what we're going to look at is the different type of tools that you can use in your funnel so that of those hundred people or thousand or ten thousand people you've got access to, what tools you're actually going to do to generate leads, to progress leads, and then ultimately to actually make sales. These are the tools that go into the funnel.

And we'll also look at what part of the funnel they go into. After that, and you've used a tool, as we all know. So, for example, those of you that stood up on the mic today and pitched to say, could you please help me with this deal?

Could you please support me by promoting this podcast? Saying it is one thing. And there would have been lots of people in the audience.

Can you help me? Do you want to earn fifteen hundred pounds? Introduce me to investors who want HMOs?

Saying it is one thing. And there'll be lots of people in the audience that think, great, I would absolutely help you or introduce you or something like that. But people have to hear things eight times before they hear it for the first time.

And doing it is just the announcement. The value and the funnel is actually in the follow up. After today, how it's posted in the circle group.

Hi guys, many of you have inquired about my HMO service. It is fifteen hundred pounds. Here's a link.

Send people here. Hi guys, here's a link to the podcast that I recommended to you. As I said, I would really appreciate if you could just click on here.

Leave me a review. Be really helpful. You're not going to get anything just from announcing it.

You want to have that follow up. And this is what we call the traffic. How are you going to navigate that traffic when these people have expressed interest?

They've registered to a database. They've used one of your lead generation tools. How do you then take them on that four, seven, eleven journey or take them on those hearing it eight times before they hear it the first time?

Somebody says they're interested. Where do you take them? Somebody says they're not or somebody doesn't reply at all.

Where do you then take them? And this is the traffic. This is the flow of the leads that come through the funnel.

And then finally, it's 2024. Everybody's busy. The reality is you have to give people, especially in the UK, a reason to buy.

What are you going to use to actually close them? How are you going to how are you going to actually create that either urgency or scarcity or incentive or value stack or no brainer? What are you going to do strategically this year to actually get somebody to close?

You can be the best salesperson in the world, make loads of friends, find loads of people that are interested. But unless you actually do something to get across the line, you won't close it. So this is going to be how you build your funnel.

This is the flow of traffic that goes through it. And we're going to build it together in this session. So we're going to start off with channels.

So what you do is have a think about this year. What organic channels are you going to use to generate leads? So this could be your email database.

You could say, you know what? I'm starting to get a really good following on LinkedIn, Facebook, Instagram, TikTok, whatever is your platform of choice. Probably focus on one and then repurpose to the to the rest.

What organic channels are you going to use? These are normally the proper entrepreneur community. Standing up on the mic is organic.

The people are there going to a pin meeting or a networking event and getting on the mic and publishing yourself. Sending emails out to an existing database that you've harvested from your Gmail or your Outlook or one that you've been building up on MailChimp. They're organic platforms.

And then the second is paid. So there's two real forms of this. One is paid platforms, so sponsored ads, SEO, pay per click and any online paid channels.

And then the second would be either incentives, referrals or introductions. So although we've put it under paid advertising, who could you incentivise to promote you? So, for example, we're looking at at the moment at doing a marketing campaign with Rightmove because there'll be lots of people registered as investors on Rightmove.

We can market to their email database. And if we say we'll pay you £1,000 for every sale and we agree a minimum fee of £5,000 per mail distribution, that's a paid channel. We're now using that channel.

Umesh stood up and said, same as Adam did, we will pay you £1,000 just to invite a friend or a family. Umesh will pay you £1,500 to introduce to investors. How can you, can we get a mic for Mark at the front please?

How can you incentivise other people to refer business? How can you pay to get access to other people's markets? I started in the property industry in 2011 and by 2012 YPN Magazine were writing articles saying that property entrepreneur Daniel Hill, one of the best young entrepreneurs in the country.

The only way I did that was by paying PIN, best part £100,000 and by paying YPN tens of thousands of pounds to support us. I didn't spend 10 years building my own database. I flew in immediately and paid to use theirs that were 10 years, 10 years old.

[Speaker 13] (1:06:26 - 1:06:48)

Dan, a thought just came to me then when you were saying about your Rightmove ad contacting auction companies. So there's a guy came to the last property breakfast that we had. He was one of the directors of quite a large auction company and I would think the database of investors they have.

Absolutely. Would be huge. So I think that could be a good.

[Daniel Hill] (1:06:48 - 1:41:57)

So that's a fantastic example of where we could use it. What you're looking for is 100% complimentary and 0% conflict. If I go to Rob Moore or, I mean Simon's one of my partners but if I was to go to someone like Rob Moore and say would you promote us to your database?

It would have to be a crazy, crazy lucrative win-win deal because it's an argument, it's a conflict. Whereas if I go to somebody like the auction house or Rightmove they're selling properties. We're selling training.

They're completely complimentary. So we're going to put some music on and I want you to think first about what type of organic channels are you going to use this year? So we're going to stick some music on if we could, please deck.

Make a list of the organic channels you've got. Nice. So that's for organic and then second is paid.

Who can you pay? Who could you partner with? What sponsored ads are you going to use?

Pay per click? Paying for other people's databases? Joint ventures?

John just had a really good example. He said what would BNI be? Would that be paid or organic?

Who thinks going to BNI networking would be paid? Few people. Who thinks it would be organic?

Yeah, it's a tough one. It's sort of in the middle. I would say it's probably organic because the leads would come from hard work, whereas when it's paid, you're more just sort of time or money.

And what John's going to do or is considering BNI because it'd be great to get one to one, you know, people who've got houses, people who work on houses. I said that'd be a great one to one strategy. Also, when we're talking about paid, how could you get a one to many strategy?

And I said, if you could get an introduction to somebody like Nottingham City Homes, which I know and they were to give him, say, John, we can give you the whole of the NG7 postcode. We charge our landlords £20 an hour. You charge us £17.50 an hour. They're getting great service. They're getting £2.50 an hour every time hours on the tools. John's getting a whole portfolio of work rather than just a single property.

Start to think about where you can get that sort of magnification with paid. So paid and organic is the channel. So stick some music on.

Have a think about what channels you're going to use this year. Really good questions coming in. So paid and organic.

Hopefully that gives you an insight into what we're going to use and where we're going to use it. And these are going to be your channels. And it really is sort of less is more.

You want to be you don't want to have a marketing campaign with 500 different channels. But it's OK to have one marketing strategy that you use across lots of channels. So rather than have Facebook, Instagram, social media, LinkedIn, email marketing, flyering, blah, blah, blah, blah.

You could say, right, we're going to have one webinar. We're going to do a masterclass once a month, but we're going to send it out to 20 different people's databases and we're going to pay them referrals, joint ventures and performance related pay, partnership model. You can have one and then magnify it.

Less is more. It's really important to keep it clear. And once we've got these channels, so you've decided, you know, what is your two, three, four, maybe five key channels you're going to focus on this year.

What tools are you going to use? If those channels give you access to a thousand or ten thousand or a hundred thousand people, what tools are you going to use to actually generate leads? Because telling everybody what you're up to, like standing on the mic is great.

It's the first step. We've got to actually now generate leads and make things happen. Get this traction.

This is where we start to talk about tools. And there's lots of different tools that you can use. There's lead generation tools.

There's sales tools. There's one to many marketing tools. And there's one to one high volume, high value engagement tools.

I'm going to take you through the four that we're using and then I'm going to show you where they fit in the funnel. And then what we're going to do is going to stick some music on and you can think if you're going to use these channels, what tools are you going to use in the funnel? So the first one we're using this year is ScoreApp.

Who's using a scorecard at the minute? It's just an absolute no brainer. There's so many reasons why it works.

We're using ScoreApp and this is for both cold and warm traffic. So paid and organic channels. And it's basically in less than five minutes rate how good your business is.

It's a scorecard. You take the scorecard. What does a scorecard do?

No surprise. It rates you on systems on strategy systems, finance, recruitment, sales and marketing. Shows people how good their business is.

Shows how bad it is in some areas and then it enters them into the funnel. So ScoreApp cold and warm lead generation by offering people a free quiz and a free scorecard. The second is we are entering a time now where people consuming medium and long form content, specifically webinars isn't necessarily as hot as it was.

I would say it peaked in the pandemic. It crashed after the pandemic. It still works.

It's still effective, but it doesn't have the same return that we used to have. However, has anyone used StealthWebinar before? A few people in the room?

Three people in the room? So StealthWebinar is very clever and you won't believe me until you've watched the demo. But what StealthWebinar does is it's a hybrid between a record, what's called a VSL, video sales letter and a live webinar.

What it does is you record it as if it were a live webinar and you could even record a live webinar and repurpose it. You'd have to be very careful with the things you say. If you say good morning, good afternoon, that's not going to work or it's Thursday today, it's Friday tomorrow.

Those things won't work on recorders. You've got to be savvy, but it's well worth recording a 20 to 60 minute recorded webinar and then you use StealthWebinar. And I recommend putting it on your action list if you're considering this, watching the demo.

So you go on the website, register to watch a demo and they'll log you in to watch a demo. And what it is, is it's a recorded webinar that looks like a live webinar. And all of you are sitting there thinking, sounds like a load of rubbish.

I'm never going to fall for that. I was completely sceptical. It was built by this chap here who's a PhD psychologist.

So it's built around psychology and human nature. I was like, I'll give it a go. But whoever recommended it to me is obviously not as intelligent as I am.

So I logged in. I was like, all right, let's see what they've got. And they were like, hi, everyone.

Welcome to the thing. Welcome, Dan. Good to have you.

And I was like, well, this is obvious. It's just a bit of tech. And then it was like, oh, somebody else got sound issues.

I'm having a sound issue. Oh, sorry. We're just dealing with the sound issues, a connection issue.

Oh, hi, it's Kelly from Bedford. And all this. I was thinking, this is pretty convincing, actually.

And then they loaded up the slides and I pulled them on the screen and I was like, oh, this isn't actually the recorded one. It's just lucky that I've just actually found a live one that they're doing. Completely sold.

Completely sold. And it is amazing. It genuinely makes you feel like it's live.

And even the way they register, you say, do you want to register for our free webinar? There's these three times available today. And then what it does is it shows you one is if it's 2.45 on your computer, they'll say, oh, there's one starting at 2.50. Do you want to jump in and watch one now? And obviously you click it and they're like, right, it'll start in 60 minutes. Hi, guys. Welcome to all the early birds who are here five minutes early.

It's just very, very clever. And what this does is it means that 24 hours a day, seven days a week, you can have something that's available that gives that interaction, that live, that value add, but makes sales live. It can be very, very effective.

So we're doing this, which is basically what we say is buy now. Very few people would buy a £5,000 product now, but taking them through a sales process, we'll do one or two things. Either make the sale on a live webinar that's not actually live, or second is get people through that sales conversations.

They've heard it. They understand it. They're then in the funnel and you can see they've watched it.

And then when you go to take them to another part of the funnel, another part of the journey, you know where they are. So, you know, you've got the same value as you would if they're in a webinar and then you have a follow up sequence. The next is you can't be, some people still want, especially for a £5,000 product, they still want a live webinar.

So if you're looking for investors, you're looking for, you're selling portfolio deals, you're trying to get new clients with high ticket items on board. If you want a one to many strategy, the one we're using this year is online masterclasses. So we're basically doing an online masterclass every two weeks and we're driving all of our traffic to those masterclasses.

So people who sign up for the school card, right move database. We've got agency databases that we've bought in previous years. We're driving all of them to that masterclass.

And for us, it's online because we're selling all around the world now. For those of you that are doing it locally, you might choose to do a fortnightly portfolio builder tour or an open day, something where you get to do that sort of one to many meet and greet people, no like and trust. This is the blueprint that we're using.

So ours is called Don't Talk to Tenants. It's the three levels, four seasons and five problems to get you from working into your business to working on your business. We haven't actually refined it for this year, but it basically is the three day blueprint in 60 minutes or 45 minutes.

Good point, really good point. It's probably not usually. It's part of the fact you can have a bit of open dialogue.

It's probably, I'll see, well you'll see, it'd probably be very similar. Yeah, exactly. Yeah, there you go.

It's the first recording of that. Keep me on my toes. Yeah, keep refining, keep making me do some work.

And what we're doing is we're doing two open market ones, which are, so we do like say week one and week three would be open market driving all of the channels to those. And then what we're actually doing is two partner webinars. So week one and week week one would be a masterclass.

Week two would be a partnership where perhaps we did one with Property Filter last year, did really well for them, did really well for us. Week three, we would then do our own masterclass and then week four we might do one with say Rightmove. So every week we're sort of sowing that seed.

And then finally is one to many. What you'll find is some people just won't close unless they've got that one to one connection. And for the last three years we've used WhatsApp groups, find them very effective.

To be fair, the year before last they saved our bacon. They were the only thing that really worked. Last year they definitely were a lot more challenging.

So this year we're going to do some form of 28 day challenge in a WhatsApp group. So if somebody has done the recorded webinar and they've done a one to one masterclass and they're still not closing, then we'll drive them in as warm, qualified leads into a 28 day challenge. And what we'll do in there is give them some blueprints.

You know, here is how to, here is a business model. Build your business model in seven days. Week one is build your business model.

Week two is X, Y, Z. Take them through, really show them. And then behind the scene, in the group we'll be developing the relationship, no like and trust, covering the ground.

But then at a suitable time in the group and behind the scenes, you'll then go for the one to one, one to one close. So these are the tools that we're using. They all have complete, none of them are duplicated.

They all have completely different reasons why we're using them. And you want to think about what tools you're going to use. And it's really important to acknowledge how the funnel works.

So you've got tofu, mofu and bofu. You've got top of funnel, middle of the funnel and the bottom of the funnel. Top of the funnel is basically lead generation.

This is how are you bringing people in? Have they landed on your website and they've watched the stealth webinar? Have they seen a paid ad and done a scorecard?

Top of the funnel is all about just getting these leads in, pulling people out of the audience and identify them as leads. The middle of the funnel is they already sort of know you, they like you, they trust you. How do you get them into that sort of group setting or that one to many where it's highly leveraged of your time, but you're making sales.

So webinars, open days, portfolio tours, speaking events. How can you get a room full of those people and progress them down the funnel? And then finally is going to be the heavy lifting.

What tools do you use to close sales at the bottom of the funnel? We're using WhatsApp groups. We might even do the odd sales call.

You might do free consultancy calls. You might do one to one mentorship calls. You might do a free 30 minute Zoom call.

You might do a free 90 day trial. What's that one to one thing at the bottom of the funnel where you're actually making the sale? And the reality is people need to work their way through the funnel.

So we're going to put some music on and if you're going to go out and do these things, use these channels. What tools are you actually going to use to generate leads, to identify prospects, to progress people, to get that no like and trust, that 4711 time of consuming content, building their credibility, actually being ready to buy from you. And then how are you going to close them at the bottom?

So put some music on, have a think about what tools you're going to use. Yes. I'm more than happy for people.

There's lots of good questions going around. I'm more than happy for everyone to compare notes with their partner. The problem is if we all start talking louder and louder to talk over the person that's next to us.

I remember Kevin Edge is just one of the gents, said to me in the boardroom once, he goes, do you know why it's so noisy in here? I said, why? He goes, because nobody's listening.

If you all like working with your partner, let's just try and keep it quiet, let everybody else work. Otherwise it would just become a crescendo of noise and nobody will be able to actually hear what the other person is saying. So by all means work with your partner but keep it down.

So getting some really, really good questions and actually seeing some really great funnel ideas coming through. For those of you that were struggling with where in the funnel these things go, two points of clarification. One is the top of the funnel is your audience.

So what we're looking at the top is if you've got an audience, so email lists, social media, whatever it is, that is the audience. The audience isn't really part of the funnel. The aim of the game is that the pond is your audience, however big that is.

The funnel is what we use to draw people out of that into a sale. So when we talk about tools, the top of the funnel is, I forget who asked me, but the top of the funnel is what if you've got a thousand followers, I think it was Rachel, if you've got a thousand followers on Instagram is that top of the funnel? Well the tool that you put at the top is.

So the tool might be of a thousand followers, where are the ten people who want to invest money in property? So then you would start something, use a tool, a scorecard, a webinar, something to identify in that audience who they are. And the second is how does it go from one to the other?

Well, this is the next step. If this is the funnel, then we look at what is the flow? How do you flow people through?

And when we said at the beginning, it's all about strategy, this is the strategy. Those of you that stood up today on the mic might get one or two really keen beans who are desperate to help you, you know, probably your best mate, even they might let you down. That's the first bit.

What journey do you then take people on to actually give you a referral for HMO Portfolio Building, to actually promote your podcast? This is the strategy. The first bit is getting on the mic.

The second bit is posting, or the second bit is whatever it is. The first bit is standing on the mic. The second bit is tonight when you get home, posting on the app.

Hi guys, really great to see you today. Here's the link to sign up investors. Here's the link to our podcast to promote it.

If you could do that, I'd really appreciate it. Excellent. We're here.

And then you've got yes and no. If people did do it, great. Please comment below once you've done it, because I want to say thank you.

Those people, yes, great. Thank you. The people who haven't said yes, I've promoted your podcast, or you know, you check their social media and they haven't done it.

What do you do if it's a no? Well, there was three or four people that you spoke to at lunch that said you would do it. We then send them a personal message.

Say hi, Craig. It was really great to see you at Property Entrepreneur on Friday. I know you said you'd promote my podcast.

If you could still do it, could you still do that? I'd really appreciate it. Question mark.

Here's the link. You then take them there. If they've then posted it, said yeah, just done it.

Here's a screenshot. Thank you very much. Really appreciate the support.

If you ever need me to return a favour, great. If you send it and it lands on deaf ears and they still haven't done it, what do they get on Monday? Craig, of all your friends, are you going to promote our podcast?

I'm only doing what I was told in the workshop. Don't make me look silly. And it's that strategy.

The beginning bit of asking, telling people what you're going to do is the first step. What is the second, third and fourth step after that? And this is what we call the traffic.

This is the flow. How do you navigate all of these people that have expressed interest? The funnel is the tools that we've talked about.

The flow is the strategy. And this is quite even still quite a complicated one. To go from what we talked about earlier for one flow is very straightforward.

So what you do is think about, we'll get a mic for Tej and I'll take maybe a couple of questions at this point. When we think about the flow is going out there and putting a scorecard and getting, I don't know how many we get, but we get leads most days. Doing that is great and you've put the hard work in and you're getting leads.

But then where do you actually take them? Well, then they go into a nurture sequence and they get a five email nurture sequence which says, here's the five problems you might experience in property. The first is a lack of clarity.

Do you experience these three things? Here's a video. Here's a podcast.

Go and listen to this. Here's somebody who's already achieved what you achieved, etc. If you'd like to know more, click here to join our masterclass.

Second one, if they did sign up to the masterclass, great. Put them into the masterclass. If they didn't, they get the second.

Right, here's the second problem you need to overcome, etc. This is the flow that takes them through the funnel to arrive here. We're going to put some music on a minute and think about how people might flow through your funnel.

Tej? Bianca's answered the question for you. Fantastic.

She knows it better than I do. Akash, we got Mike?

[Speaker 12] (1:42:02 - 1:42:12)

Just for that, I was thinking about that. Have you got one of those for your marketing campaign? This?

Yeah.

[Daniel Hill] (1:42:12 - 1:49:57)

Okay, you're going to show us after we've done ours. So what we're going to do is when we talk about strategy and scheduling, in the order of doing it, you create a strategy, which might take a little while. Then you schedule your strategy, which you'll do this month.

Then we build the campaign. And next month, we're going to take you through the team and the tools that we use to build campaign. And we're using some pretty light, with our new marketing managers coming in, some brand new tech that we've never used.

I just shared it with a couple of guys in the front desk. Max was over with Alex Hormozia at acquisition.com, talking about their tech and the tech that we're using is the same one that a lot of people there were talking about. So I'm going to share that with you next month, once we've actually built ours out.

At the minute, we've just got the strategy and the schedule, which is your guys' homework for this month. What's the tech? Clavio?

Have you heard of Clavio? So it's basically a funnel software that tracks all of this stuff. So we're going to stick some music on.

And for the last exercise is think about where your traffic is going to go. You're going to have the funnel. You're going to use these tools.

And then how are you going to actually take people through that once they've registered where they're actually going to go. So put some music on. So they're the three steps that you're going to go through for your homework is what are your channels?

What are the tools? And then as they go through the funnel, how are you going to navigate the traffic? And where this will arrive at, which is another piece of homework for this month, is your clothes.

And you're going to need to use some urgency or scarcity or a countdown or a reason for people to buy to actually get the sale. And this will depend on what you're selling and how you're doing it as to what you'll use. But you have to literally be able to cock the gun and say, look, you've got a buy now.

Here's a reason to do it. Here's a no brainer. Here's 100 percent money back guarantee.

Make it a genuine win win by value stack, a price drop or some sort of flash sale, last few remaining, a window of opportunity, a deadline date. Have a think about that, because what you want to do to actually get the clothes or this work is pointless unless you can actually close it. And really, again, especially in this country, it's all about urgency and scarcity, creating that urgency to make a decision, creating that scarcity to make somebody want to buy.

You have to have, in most cases, a reason to actually do the do the deal. So a couple of points tonight before we finish. This is going to be your homework for this month.

And the next month, you need to come with the strategy, which we've talked about today, and then a schedule as to what's that actually going to look like for the year. Few points tonight is in addition to what I've shared with you today, we also have our friends and family discount, which Adam shared with you earlier. That doesn't necessarily go into our funnel because it's what we would call an internal campaign.

You know, we're working with you guys as a team. And then other things that you might want to include in your work this month is it's all well and good building these strategies, but you have to make sure that there's a budget and a return. So you want to have a budget and return on what you're going to spend and what you're expecting to get from it.

So if you know you're going to bring in 100 grams worth of new business, you probably want to allow between five and 30 percent as a marketing budget. Thirty percent is high. Five percent is quite lean.

Five to 30 percent is a marketing budget to generate leads. To be really clear, we're going to spend 10 grand and we need to get 100 grand, whatever that might be. And then as well as the campaign and the schedule, I've just got a mic for Shiv please.

If you're running multiple campaigns, you want to plot those through the year. So Adam shared with you previously, we've done our campaign for the year. You've got PEB, PEP, the board, masterminds, advanced, AGM.

This is our campaign calendar for the year. Probably not relevant to all of you, but for those of you that run in different campaigns through the year, you might want to consider that. So quick question from Shiv and then one from Tej before we finish.

Shiv.

[Speaker 6] (1:49:57 - 1:50:07)

Your five to 30 percent, is that not including the team members? How much money to spend out on ads and stuff?

[Daniel Hill] (1:50:07 - 1:50:35)

Yeah, really good question. So in the main, that's marketing spent. It would be outside of, it would be like a cost of sale rather than an overhead.

So it wouldn't necessarily include the team. We would, proper entrepreneur budget has always been between 5 and 10 percent. Whereas I know some other big training companies spend 30 percent on marketing spend.

A lot of it depends on how big your revenue is. You know, that's like eight figures, we're seven figures. And the other thing is how much of it is referral and how much of it is new sales.

[Speaker 6] (1:50:35 - 1:50:36)

Okay, cool.

[Daniel Hill] (1:50:36 - 1:50:41)

And then one more question to finish. Tej, did you have one? Oh, Tej and then Umesh.

[Speaker 27] (1:50:47 - 1:50:54)

Thank you. Similar to Shiv's, is that five to 30 percent including your affiliate fees and your referral fees?

[Daniel Hill] (1:50:54 - 1:50:54)

Yeah.

[Speaker 27] (1:50:54 - 1:50:58)

Or is it just getting people, okay, fine. So it's all of it. Yes, cost of acquisition.

Alright, cool.

[Daniel Hill] (1:50:59 - 1:51:01)

Cool. And then finish Umesh and then we're going to go to lunch.

[Speaker 7] (1:51:04 - 1:51:12)

And so just for the mechanics in the room, where you've got flows and you've got that nurture sequence, have you got any examples that we can leverage?

[Daniel Hill] (1:51:14 - 1:52:27)

Yeah, I mean, they'll be very specific depending on what your campaign is. Next month I'll actually show you what we've done. If you think less about the academics and more about what we're trying to achieve, I appreciate some examples would be helpful.

The one we did last year was anyone who registered for any lead magnet, they then went into a five sequence, nurture sequence on MailChimp, which just meant they got five emails and every email had content. So this is a good thing to remember. Content, case study and call to action.

If you're going to do email nurturing. So content is know, like and trust. Case study is confidence that this stuff actually works.

That would be your Hall of Famers for us. And then a CTA, call to action. Join this master class, join this webinar, join this WhatsApp group.

That would be, and we would send them five of them all a little bit different, but the same structure to get them on to a sales thing. Make sense? Cool.

So if you make sure for those of you that are serious about building campaigns this year, do that homework this month and then next month we're going to show you how to actually build it using the team you need and the tech that you're going to use. Bring Adam up to close and then we'll go to lunch. Thank you very much.

[Adam Goff] (1:52:34 - 1:55:16)

Very good. Enjoy that session? Yes.

Yes. Wow. Good.

Lots of enthusiasm. Love it. Good stuff.

Absolutely. Fun and flow. Homework.

Get in your action list. Success and failure. Very predictable like I said.

So just a reminder about the value that is sat there on the vault waiting for you to get your teeth into. So don't forget that that session you've just heard, if you want to listen to it again, it's going to be on the vault. It's going to be recorded as a Zoom.

So it's there to go over in your own time, in your own pace, three, four, five times, however many times you need so you can really make this stuff sink in. Something for your action list. Something to review.

Getting ready for championship season when we're talking about marketing is the brand board asset. So why don't you review this asset on the vault? And it is from workshop 10 program.

Advanced 2023 workshop 10. 2022. OK, so there's an asset on there in the vault.

This is going to give you the inspiration and blueprint you need to refresh your marketing assets ahead of this championship season. It's been a while since you've refreshed those assets. Go back to this brand board vault.

It's going to give you exactly what you need in an hour or less. Before we go to lunch, scores are on the doors for the PEA accreditation. The 2024 Property Entrepreneur Advanced Accreditation, the seal of approval that you've made it through the year, that you've achieved the things that we want you to achieve to get your accreditation.

Now, this is not clearly going to be something that everyone's going to achieve this year. All right. But well done to those people that are front of the pack, leading the way, absolutely smashing it.

No surprise there. Some very familiar names. Congratulations for everyone in the ambers.

OK, just take note. This is just a little nudge to remind you you're on track, but you don't need to drop the ball. And for those people that are in the reds, it's not over.

OK, don't give up. You can still participate. You can still do your best to make sure these habits are ingrained for next year.

All right. It's not going to be your year this year, but next year may well be your year. So what are those people that are doing really well?

And finally, lunchtime. Green stickers. Adam, one of the tables in the centre.

Red stickers. Chris, round table in the corner. Bring your biggest challenge and we'll chew it, chew the fat over lunch.

Have a good morning so far? Ready for lunch? Let's have a round of applause.

Let's get lunch. I'll see you back here at 2.30.

================================================================================

📄 FILE 5: PEA 2024 - Workshop 07 - Session 3 - Transcription

📊 Words: 12,573 | Original: PEA 2024 - Workshop 07 - Session 3 - Transcription.docx

================================================================================

Session 3\_Transcription

[Speaker 18] (1:01 - 1:03)

Today, I'm going to show you how to do an exercise that you can do at home.

[Speaker 11] (10:52 - 10:54)

Oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh,

[Speaker 10] (10:59 - 11:30)

oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, give me the shivers, oh baby you wanna dance till the sunlight crests your windows

[Speaker 12] (11:37 - 11:50)

bout to date my lady some for years, meet flip on the way uh-huh rap those side and bricks, off the cake on the way uh-huh take a flight you wanna take a lift, on the molly my knees on the way uh-huh i might take a shot, i might take a risk, it don't matter baby i'm straight uh-huh

[Speaker 11] (11:50 - 12:05)

feel like i'm in prince's house, purple paint all on the walls uh-huh sitting down on this fancy couch and i can't see straight, i'ma stay uh-huh 22 i'm in paris baby, got strippers in my face uh-huh roll up in a bendy, i'm a christian, i'm a finley, i'm a friday

[Speaker 9] (12:10 - 12:30)

how you already make that baby, i don't need to chase no clout, wow i need to get myself off the roof, babe, i got nothing, i got nothing going on

[Speaker 12] (12:30 - 12:44)

bout to date my lady some for years, meet flip on the way uh-huh rap those side and bricks, off the cake on the way uh-huh take a flight you wanna take a lift, on the molly my knees on the way uh-huh i might take a shot, i might take a risk, it don't matter baby i'm straight uh-huh

[Speaker 11] (12:44 - 12:59)

feel like i'm in prince's house, purple paint all on the walls uh-huh sitting down on this fancy couch and i can't see straight, i'ma stay uh-huh 22 i'm in paris baby, got strippers in my face uh-huh roll up in a bendy, i'm a christian, i'm a finley, i'm a friday

[Speaker 9] (13:04 - 13:26)

how you already make that baby, i don't need to chase no clout, wow it looks like peace from east and hell from south, wow baby, i got nothing, i got nothing going on i'm a friday

[Speaker 5] (13:47 - 13:50)

ladies and gents that's your two and a half minute warning

[Speaker 4] (13:52 - 14:15)

give you one more night, one more night to get this we've had a million, million nights just like this so let's get down, let's get down to business mama please don't worry about me i'm about to let my heart speak my friends keep telling me to leave this

[Speaker 5] (14:16 - 14:20)

ladies and gents that's your two minute warning make your way back into the room please, two minutes

[Speaker 4] (14:20 - 14:35)

let's get down, let's get down to business give you one more night, one more night to get this we've had a million, million nights just like this so let's get down, let's get down to business

[Speaker 14] (14:36 - 14:51)

let's get down, let's get down to business give you one more night, one more night to get this we've had a million, million nights just like this let's get down, let's get down to business

[Speaker 4] (14:52 - 15:07)

back and forth, back and forth with the bullshit you know i said before i don't mean it it's been a while since i had your attention so in my heart you're with it

[Adam Goff] (15:10 - 15:24)

okay ladies and gents this is your one minute warning one minute so if you could finish up those conversations if you're in the tea and coffee station time to make your way into the room we're going to be live on stage in just under one minute

[Speaker 5] (15:33 - 16:04)

ladies and gents this is your final warning please 30 seconds to lift off take your seats please take your seats take your seats please ladies and gents

[Speaker 14] (16:08 - 16:13)

♪ Let's get down, let's get down business, yeah ♪

[Speaker 15] (16:15 - 16:33)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Goss. Woo! Yes!

[Adam Goff] (16:36 - 16:38)

Okay, good lunch?

[Speaker 18] (16:39 - 16:39)

Yes.

[Adam Goff] (16:40 - 18:27)

Delicious, fantastic. So, I shared with you that I've written my business plan. 39 entrepreneurs yesterday sent theirs to print and this is, without a doubt, as I said at the beginning of the day, the single most important leadership and management tool you can put in your business this year.

If you've got a team, whether they're remote, in-person, employees, outsourced, they need to understand the plan, the strategy, the detail, okay? This is why the business plan is so very important. So what I'd like to do before we get going to the next session, which Chris is gonna be doing, I'd just like to ask everyone to stand up just to check you haven't had too much dessert at lunch.

Now, not everyone came on the AGM, so please sit down if you do not need a business plan for your business. Please sit down. Okay.

Or if you've already done one. Okay, fantastic. So, does that mean that all of you then, if you need a business plan for your business, are you committing to having one done for the next workshop?

Because if you say you're gonna do something and you do it, hang on, I'll just frame it, the way proper challenge manoeuvre works is this, if you say you're gonna do something and you do it, that's cool. If you say you're not gonna do it and you don't do it, that's cool. If you say you're gonna do it and you don't do it, that's not cool.

So, sit down if you're not gonna write a business plan, stay standing if you'd like to write one.

[Speaker 8] (18:32 - 18:33)

You've got too much to do.

[Adam Goff] (18:38 - 18:46)

It's gotta be this month. It's the start of the business year. It doesn't have to be perfect.

Are you gonna commit?

[Speaker 5] (18:49 - 18:51)

I know, Ashley's told me.

[Adam Goff] (18:54 - 19:49)

The key with this is, so Gillian, Rachel, Claire, the thing with this is, I was trying to get it across yesterday, is like, it does not have to be perfect. This is not a thesis, it's not a dissertation, you're not getting a degree from the University of Nottingham Business School if you do it. This is like, are you able to put pen to paper to communicate to your team what's happening?

And without a doubt, if you're not sure about this, ask anyone who went to the AGM what a level up it was to actually do it, right? Am I right, people who went to the AGM, am I right? Say yes?

Exactly, like, it's not lip service, this is genuine. So first of all, I'm really glad that so many people have written it, but there are a few people in here who can do it, so make sure you've done it for next month. You need this for your AGMs. Without further ado, I'd like to welcome up to the stage Mr. Dan Norman to give us a get up and give back, kick up the ass for this month. Ladies and gents, let's give Dan Norman a massive round of applause, please. Thank you. Yes, Dan.

[Speaker 3] (19:54 - 27:53)

So, it's April already. Who knew? Who knew it followed March, which followed February?

The amazing thing is we've actually got started before we've started. I've got to give an enormous shout out to this chap, Steve Calgill. Steve, in case you didn't know, lives in a place called Oman where it's usually about 30, 40 degrees.

He's actually started his get up, give back fundraising, and this was on the 1st of March, had doubled his pledge by going up the Sal steps. He's absolutely smashed it out the park. He's on the program.

It's his first time doing get up, give back, and that is the momentum that can be gained by taking massive action. You see, he's got his 12, 13 crew there. They did the hiking because it's basically too hot to do it after the 1st of March.

He's on 1,236 pounds at the moment, which is just massive. I've also got to mention one of our community here, Steve Hammond, who's landed not one, but two corporate sponsorships. One from Dakia Windows, which are a part of the VLUX group, and the second from Roma Finance.

This is not difficult stuff. Huge round of applause for Steve. I know we are all old hands at this, but I think it's worth, just for clarity going through this, because we're fortunate to have the leadership of Chris Moss and the oversubscribed activity here.

It was in last month's workshop as a QR code. It's in this month's workbook as a QR code as well. We've put it out on WhatsApp, and this is the program.

So it's a promotion and funding plan to execute. It's paint by numbers. You can give it to your VA.

I don't care if you copy my posts, just not the personal ones because that would be weird and a bit stalky, but the point of this is, as I'm sure we'll hear shortly, people have incredibly low attention spans, and they need to see things a number of times. Repetition, repetition, eight times to be seen once. So by us all taking the same action at the same times, we get better traction, and it's too important a message.

What are we seeing in the news at the moment? We've obviously seen things from the royal family. This is a big issue.

It's a global issue, really. But I'd like to run through for those who haven't seen it, but I'm sure you'll all be downloading it because it's on page number 37 of your brochures. April is promotions month because we want to share the story.

The fundraising, I think, is actually going to be really, really, really simple because you just have to say that horrible C word, cancer, and people will support because they felt the pain. You've all felt the pain as well. But we need to promote the causes.

We need to promote the challenges. We definitely need to promote the charities. We're going to help people who are helping people with cancer.

Is that cool? Everyone on board? OK, my dead granny farts louder than that.

Is everyone on board or not? I think so. Week one, this week, it started today with the countdown.

Now, some people don't get this in the right order, but today is seven days to go, OK? We then go into the cause, which is obviously cardio versus cancer. And I'll talk you through that.

Then we're going to release the charities. The reason we do this phased is because if we do it all at the same time, people get to see it, OK? If you just do it on your own, people won't necessarily see it.

Make sense? And then finally, releasing what you guys do so well, which is the walking, the hiking, the cycling, the swimming, et cetera. Starts today, that is an example of a countdown.

7, 6, 5, 4, 3, 2, 1. Not in any other order. I just need to make it very clear, OK?

7 is today, 6 is tomorrow, 5 is Sunday. Cool? Up and down for yes?

Beautiful. Next week, starting on Friday, the 12th of April, we share the cause. And we've had these assets created.

Again, there's a QR code in the workbook. We've shared it on your WhatsApp groups, probably beaten people to death with it, and we will continue to do that until you actually execute it. But these are the assets that have been created, which give the statistics of the cause, what cancer is doing to people now in this country, in every country.

And they're just heartbreaking, really. But we share that all at the same time to get the most impact from it. Week three.

Now, we've had these reels created so you don't have to do it. And it shares the message of each of the different charities with very top-level information on what they do, who they are, their website, and so on and so forth. All you need to do on the week beginning 19th of April, the Friday, is share one of those a day.

Or copy my post and do it as well, okay? Real nice and simple. Or your VA can do it.

So it's got a bit of emotion in there and also sharing the journey of what they're up to. From week four is challenges, whether you're walking, whether you're running, whether you're hiking, whether you're cycling, whether you're swimming. This is where you need to take a bit of ownership and post what you're up to, okay?

What your challenge is, why you're doing it, how you're doing it. And it's also at this point that if you have to share your journey and your fundraising link, absolutely do that with your very nearest and dearest, okay? Why do we leave it so long?

Okay, unless you're only doing something at the very beginning of May, we'll leave it that long because we wanna share the story. And also, you might have seen some people are doing something in three months' time and they're banging out their link and they ain't got anything else to say. Yeah, so we hold it back.

Grand finale event. This is the first Blacktie event that Property Entrepreneur have ever done and it's a great opportunity, A, to come and enjoy yourselves, celebrate the charities, but also if you wanna show other people what's going on and great leverage for the blueprint events, why not invite a guest? We've literally got a handful of spaces left for this.

It's 120 capacity, 90% are done. More like 95, okay? So if you're keen to come and wanna bring someone along, get that booked in now.

Again, QR codes are in the workbook. You can also, should you wish to, promote your business at this event. We've got a limited amount of places for the silent auction.

Great example here, raised about 15 grand last year, I think. Susie's Commercial Property Academy, she sponsored a place on this, donated a space to a commercial property academy, got a load of advertising. No more than I'm doing right here, right now.

And I'd love you to come on board on that. Minimum prize value has to be 500 pound, guys. Okay, you know, doing someone's dishes for half an hour, that doesn't cut it.

But we're specifically looking for things like Airbnbs. If you've got holiday cottages, you can give someone a two or three day stay at that. Great mentorship, whatever it does to promote your business.

These QR codes are in your workbook. I think I've said that before, haven't I? Page 37.

We will one more time post them out in the WhatsApp groups, but I'm conscious that they get very noisy. So if you're able to do that, forward that onto your PA, VA, or activate it yourself. Any questions, please get in contact with myself or Rosanna.

There's my WhatsApp number if you haven't already got me on socials, but I hope you are following. May is fundraising month. And again, in the promo and fundraising plan, we even give you the strips, the specific strips to send to people, whether on socials, whether direct messages.

Ton of work has gone into it, so it's literally paint by numbers. You are gonna have to invent your own content for that because putting a picture of me sweating on a treadmill, that ain't gonna cut any mustard. Okay?

May is show me the money month. Show me the money. Show me the money.

Show me the money! As in Jerry Maguire. But that's May, this is April.

So let's just share the story. Ladies and gents, pleasure is always to be here. Please help us help charities who are helping people with cancer.

[Adam Goff] (27:53 - 28:02)

Any questions for Dan at this point? Anybody have any questions? All right, give him a big hand.

Oh, we've got a question. Thank you so much. Suzanne, Suzanne.

There's one from Suzanne. Speaking about it.

[Speaker 3] (28:10 - 28:51)

For yourself, for, I think it's Cain Grant on the program, and anyone who's doing the 11th of May Snowden, you might wanna get started. Great question. You might wanna get started a little bit earlier.

In the fundraising promo plan, we've included that little drip feed from week three and four. So the 19th of April, 26th of April. If you need to supersize that because you're a little bit earlier in the program, 100%, yeah, absolutely.

There's even an email signature in there. So you can put that up on one of your emails and people will donate. I have 40 quid off a Sparky I've used once.

You never know who's gonna sponsor you. But generally, we're holding back till May. If you need to get started, 100% do.

Thanks so much, ladies and gents.

[Speaker 19] (28:51 - 28:52)

Give him a big hand. Give him a big hand.

[Adam Goff] (28:55 - 31:57)

Thanks, man. All good. So, I mean, you can't ask for more, I think.

Like literally putting it on a plate. Never been this world class. This is the best it's ever been in terms of all the assets they're gonna give you.

If anyone is wanting to do something for a good cause or just wanting to raise their profile, right? It's like profile raising because you're getting good quality assets out on your social media for a good cause. It's like, this is what it's at.

So it's easy to execute. They've made it so easy. And in terms of the grand finale, suggestion, we talked about high performance management over the last couple of months and investing in your culture.

Why not bring your team along? Why not bring some key stakeholders, an employee? Why not bring them along to the grand finale?

Like it's put there on a plate for you. Like it's organized. All you've got to do is buy a ticket and show up.

And it's a tax deductible expense. Two birds, three birds with one stone. Like absolutely.

That's what we were going to do actually. Unfortunately, Bianca is away that day. It's absolutely no brainer.

Like obviously, we're going to be there anyway. But it's like make it your summer party. Like it's for a good cause.

It's going to be a fun night. And they get to see what property entrepreneurs are all about, like Dan said. Or bring someone you're trying to talk into joining the blueprint.

So final session today. Are we ready for the final session? Yes.

Are we ready for the final session? Fantastic. OK, because this is the blueprint you need to have your business be taken seriously.

Most people think that all they need is a logo to market. OK, we know that is absolutely not true. The reality is that perception is reality.

So if you just have a logo and it's all pretty basic, people are going to be able to sense that your business is just getting off the ground or it's a little bit basic. If, however, you have a brochure, now all of a sudden you're a step above. You're a touch of class.

It's world class. And I would go so far as to say that if you don't have a brochure, frankly, you don't have a business. Brochure is what makes it real.

It's printed. They can take it away with them. It's like well-designed and it's an asset that every business needs in order to sell anything.

We don't launch anything without a brochure, whether it's the mastermind, the AGM business plan in a day or the financial fortress program. You have all seen our brochures and they are world class and they work. It's inviting.

It's interesting. It tells you all the information you need. It's takeaway.

It's world class. And this is where we all need to get to in our businesses so that we can have a successful summer season, be oversubscribed and hit the revenue targets that we need to do. So without further ado, I'm going to welcome on stage, just one second.

I'm going to welcome stage Chris Moss. But before I do, I also want you to give an extra special, loud, congratulatory round of applause, because as most of you will probably know, because of course he's put it on social, Chris recently became a dad to Archie. So let's give Chris a double round of applause.

[Speaker 5] (31:57 - 31:59)

Chris, let me come. Let's go.

[Chris Moss] (32:09 - 34:59)

Hey everyone. Thank you so much for all the love, kind words and everything to do with the new addition to the Moss household. Really, really appreciate it.

So thank you. It's very magical, very magical. Anyway, we've got a big session, so hopefully we're all caffeineed up and we're ready to go.

It's a big one for us to focus and there's a lot to be done. So let's push on. As Adam said, and this is a quote Dan shared with me, if you don't have a brochure, you don't have a business.

And what Dan meant by this is that a brochure gives you leverage. So it means we've not got to have hundreds of sales conversations and we can actually create leverage in our business, which means, as we all know, that we actually have a business and we haven't just created a job for ourselves. We need as much leverage as we can get.

If we have a branded brochure, it means not only can we easily stand out above our competition, as Adam said, but we have this tangible document that makes it very clear to everyone of exactly what it is that we have to offer. The key thing with this is that it builds credibility better than anything else that we can do in our businesses. It also means that we're not the bottleneck that's stopping sales conversations.

We're not that piece in the puzzle that we're relied on because we've got a brochure that we can hand out to people. And it ultimately disconnects the time that you have from the sales that you can potentially make. Great example of this is the Financial Fortress Blueprint and just an example of the use of a brochure very effectively.

So last year, Dan sold on the Financial Fortress Blueprint five, ten places at £5,000. And this was before the blueprint was fully built out. Obviously, the blueprint's always been there because Dan's executed on it for years, but it hadn't been fully built out.

But that brochure allowed him to market it and get leverage without having to have any sales conversations or sort of one-on-one calls or anything. And so this is what we're going to go through today is how do we create a world-class brochure? So first, we're going to go through what is, what is it?

So we're all clear. Why we all need one. And then finally, which is going to be the majority of this session is actually building a world-class brochure out in the session so we can do all of the heavy lifting on it and we can leave with something that's going to be close to finish that we can then finish off in the homework.

So what is a world-class brochure? Who can give me some insight into what it is? Any guesses?

[Speaker 7] (35:15 - 35:28)

It's like having a CV for your business that can be distributed multiple times. So to save you having 100 different conversations with people, you can do it in a much more time effective way.

[Chris Moss] (35:29 - 40:30)

Yeah, yeah, that's a good, yeah, good summary. It's a physical or digital asset that we can give to people, like Matt said, whether it be investors, clients, landlords, whoever it is that you serve, you can give them this physical or digital brochure. Generally, it's between 8 and 16 pages.

Don't do 9 or any other numbers because it won't won't print. So yeah, it's between 8 and 16 pages and there's some very clear things that we would include in a world-class brochure. I'm going to run through these and then we're also going to go through them in more depth.

But the first thing is it has a headline. So a very clear headline as to what is actually on offer. The second is problems.

What are the problems that you've sort of identified that relates to your audience? What are the solutions for that? What is the exact offer that you have to offer them?

What are the three why questions? And I'm going to go into more depth with those. Why this?

Why now? Why us? It has a call to action so people know where they're going afterwards.

And then it has credibility building things in there, which includes about you, about the team, potentially, if you have one, and about the business and the history as well as testimonials from clients. If you didn't get all of them, we are going to run through them. Observe the masses and do the opposite.

So most people in our industries don't have these. And the reason for that is, is they don't take the time to get strategic, think about it and build these out because they do take time and they do take some effort to build. And for that reason, most people don't actually create them.

And that gives us a huge opportunity to stand out above our competition. Instead, what those people end up doing is they keep fighting for business, having hundreds, thousands of sales conversations in exactly the same way that they did previously, hoping for some different results. Whereas this allows us to get some leverage in that process.

As a thought process, if Dan hadn't built out that Financial Fortress brochure a year on today, where would that be as a service? So he would have last year spent a lot more time if he didn't have a brochure, having sales conversations, trying to share people what it was. And a year on, he'd be in exactly the same space he was this time last year.

He wouldn't have any more leverage in that process. But obviously, Dan got strategic, he did the heavy lifting, he built it out. And now the Financial Fortress blueprint, that training, that product runs without Dan's involvement from a sales perspective and a delivery perspective.

And that is the power of the leverage that this can create. So why is this essential? We have two options.

One is that we spend hours and potentially days having thousands of sales conversations, or we can have one brochure that we can send out thousands or tens of thousands of time in exactly the same, if not far less, less time. Your time can be the bottleneck in the business, or we can use the brochure to get us that leverage. And what it ultimately does is allow you to weed out people in the sales process before you have to have those sales conversations with them.

So it might be that you only work with investors and you'll lend money off them if they've got more than £100,000. But rather than having to have 10 conversations to find that one person, they can have the brochure and it weeds it out for you before that. It also gives you the, does the heavy lifting before you meet them.

Maybe you're meeting them for a coffee or whatever that process looks like for your business. It's doing the heavy lifting for you before you actually go to that meeting. They found out about you, who you are, your company, the offering that you have.

So you're not spending that whole conversation trying to convince them that you're credible, you know your stuff. It's already done all of that for you. Ultimately, it allows us to get more leverage, increase our conversion rates and make more money.

So we're going to go into the key part of this workshop now, and we're going to go through exactly each one of the things that we're going to include and we're going to build it out. So hopefully all of you have downloaded. So if we open up our laptops, hopefully you've all downloaded the workshop PDF for this that Bianca sent around.

If you haven't, it is in the vault. So if we, yeah, if we load that up now, and then what we're going to do is go through each one of these steps and actually build out the content for this.

[Speaker 17] (40:37 - 40:42)

It's in workshop seven, workshop seven, the resources and templates.

[Chris Moss] (41:17 - 1:09:36)

Yes, that's the one. It's titled oversubscribed questions PDF. If we can just sort of look up towards me once you've downloaded it, so I know.

Just while you're doing that, I'll explain how the workshops going to work. So we're going to go through two or three sections and then we're going to have time to build those out. And then we're going to go through two or three sections and we're going to repeat this process.

Just as a quick show of hands, is everyone downloaded it? No, not yet. Okay.

A little tip if the internet isn't sort of letting you download it is if you, what's it called? Hotspot from your phone. If you can't download it, open up a Word document and you'll be able to do it on a Word document or any other document would be ideal.

Would be ideal, Umesh. This is the time to slow down and do it. Okay, brilliant.

Just as a show of hands, if you haven't downloaded it, open up a Word document or somewhere that you can take notes and you'll be able to build this out in exactly the same way. So the first part of this is the, there's three elements to this first part that I'm going to go through. The headline, the problems and the solutions.

Before I do that though, just as a show of hands, who already has a brochure in their business that they're proud of to send out? Okay, brilliant. Okay, for anyone that's already got one, what I recommend is either use this time to refine it or use it to build out a brochure for a particular product.

So if you haven't got one for the whole, if you've got one, sorry, for the whole company, great. But now think about could you build one out for a particular service that you have or a particular product that you have within the business? Or yeah, you might see elements in here that you don't have, in which case obviously use this time to make sure you've got those in there.

So the first three parts that we're going to go through and I'm going to explain what these are, why we need them, and then we're going to have time to go and actually build these out. So the first is the headline and what the headline is, it's that front page that's really clear as to what it is that is on offer. What it is, something captivating, what's in it for me is the mindset that we want with our headline.

I'm going to show some examples of this as well, so it'll make it really clear. That's the first part is the headline on the front page. On your tables, you will all have the oversubscribed brochure that I'm going to use to go through, but you will also have a combination of Tej's brochure, which is again slightly different, but following a similar blueprint.

So recommend having a look at that. And then also you will find the Financial Fortress examples and the AGM examples as well. So as you're building this out, make sure you're having a look at those and using those for some inspiration if you're not 100% clear on what it is.

I'll also be here to ask questions. So that's the first part is that headline. The second part is the problems.

And this is where this document starts to get really strategic. So the problems are the things that are going to connect with your audience, that is going to get them to start understanding that you understand them. So what are the problems that they face in their businesses that relate to the problems that you solve?

And then the third part to that is the solutions to those problems. So now that you've highlighted to them really clear that you understand what their problems are, and in some cases it'll identify them for themselves, we're then going to show them what are the solutions to those problems. So here's some examples of the first part, headlines.

So Tejas, sell your business guaranteed and keep all your money. It's very, very clear what's in it for the person, why would you, it's very, very attractive, the sex appeal is high on it, but it's also very clear as to what is on offer. Same with the AGM, business planning a day, really clear.

If you do this, you turn up and you have a business planning in the day, which was an amazing day yesterday, as everyone I'm sure who's there agrees. And then finally is obviously property filters for one of their brochures, which was successful students make successful courses. Again, very clear for the audience that Guillaume was targeting with this, which was course providers, very, very clear as to what it is and the benefits.

So that's some examples. And then you'll also see in our brochure some examples of problems and solutions as well in some of the other examples. So for us, things like lack of leads is a big issue for a lot of our potential clients, and then the solutions or that sort of marry up with those.

So it might be lack of conversions, in which case things like a brochure, which is obviously the service we offer. So it makes it really clear, these are your problems, but these are the solutions. So we're going to have a window now to be able to write these out.

So just start to draft what you think your headline could be for your brochure and just start to draft that. And then with the problems, just again, key bullet points, what are the five problems that your potential target audience that this is for serves? As you do all of this, keep in mind, which is a key part to this, keep in mind who it is that you're talking to.

So who is that target persona that you're writing this document for? Who is that one person that you're talking to? If anyone's got any questions, raise your hand and I'll come round, but then for everyone else, if we use this time now to build out that and then we'll move on to the sections, the other sections.

If we just start to finish the point that we're on, hopefully what you've been able to do is outline the key bits that you can include in this and then build, part of the homework will be building this out, refining it and just making it word perfect. As we go through this, the best way to approach it, which I should have said before this, so apologies, is to just do the outline, do the framework to start with and then go back and perfect it. Don't worry about trying to perfect it straight away.

Five problems, sort of what are they? Just bullet points and then you can think about building it out. We'll either have time at the end to loop back to that or as part of the homework.

So the next part is the why this, why now, why us? So the three why questions, you'll see those on page four and they're very strategically sort of placed for three reasons. So why this is, why is the problem that you solve something people need to pay attention to?

So why is it an issue that they need to tune into? For some, they may have already really tuned into it, for others they may not. So it's really highlighting why is this an issue they need to solve?

The next thing is why now? So why do they need to solve that issue today or ideally yesterday? Why is that something that they need to solve straight away as opposed to thinking, oh great, it's a problem, but I'll deal with that in a year's time.

Why now? And then finally, why us? So they need to solve the problem, but why do they work with you and not go and find someone else to?

Why do they invest their money with you? They know they're losing money in the bank. They know that's a problem now and it's not something they want to do.

They don't want to wait another year and lose another X amount in sort of buying power. So that's the why now? And then the why us?

Why should they invest with you? Because you've got 10 years track record, it's successfully investing or whatever that looks like. So why this?

Why now? Why us? So here's the examples of the AGM.

And again, just have it, I'll leave this on the screen, but also have a look at the brochures as you build this out. But it's really clear. Why do we need a business plan?

Why us? Why me? So why property entrepreneur?

And then why now? Why not just do your business planning in a year's time? Is that.

So we're going to have time now to build this out in the same way as the first session. Just start with highlighting the key things that you would include in those sections. And then once you've done that, start to build it out.

And if anyone's got any questions, just raise your hand and I'll come up, just finish the sentence you're on. So part three. So the next part that we're moving on to is our services and call to action.

So our services, what we want to do is make it really clear what it is that we have on offer. What is that really concise, really clear. This isn't where we want to sort of write essays, it really is more bullet points than it is sort of huge paragraphs.

It's really clear what is it that we have on offer. And then the second part is call to action. So what's the next steps that you want someone to, where do you want them to go?

So as examples of services, so build a brand services, we've got three, build your blueprint, sorry, branding blueprint, branded brochures and stationary stack. They're very clear, very concise as to what it is that we have on offer. And that's what we want to build out in our service section.

The second thing is the call to actions. So here's some examples of call to actions. These will vary depending on who it is you're targeting, what the aim of it is, where you're trying to send them.

So it might be to speak with you directly if it's at an event, it might be download something, it might be book a call in, it might be an investor day, it could be to purchase, it just depends at what point in your sales process this is being used. But what is the call to action? And these are going to be throughout the whole brochure for us to be able to direct people to the next steps.

Tej, you got a question? Okay, cool. So that's what we're going to build out now is that our services really clearly and then the call to action.

If anyone's got any questions, again, just raise your hand and I'll come and help. With the products is if you can productise them. So like we have here, we have a stationary stack.

It's not just get some nicely designed stationary email signatures, letterheads, etc. It's the stationary stack. Same with the financial fortress.

It's not just build a wealth plan, it's the financial fortress. So that's just a little top tip with the offering. If you can productise it, then it, yeah, I won't go into the reasons why, but if you can productise it, that's a good option.

There's a whole load to do with that.

[Speaker 20] (1:10:27 - 1:10:27)

Respect.

[Chris Moss] (1:15:07 - 1:17:16)

Finish where we're at on that. So the next section is, and this is the final section of the brochure, and then I'm going to talk about how we can convert this into different assets. So the next section is about us, about our team or about our business and testimonials.

And this whole section and the reason all of this is included, or as much as sort of makes sense for is so that we can build credibility. And it's really clear that all these three things build credibility for you. So that real key sections about us is obviously about the business, any history you've got.

Tej has got a great example in his on the about us section that's worth having a look at. It sort of showcases it really nicely. The second is the about you section as the leader, as the entrepreneur behind it, recommend having a look at ours is a good example of that.

Equally, if you have a team, a senior team, impressive people on your team, in Guillaume's case, some incredible developers, then you may want to include those in that section so it's not just you. And then finally is testimonials. And the key with the testimonials ideally is showing similar people to them that have got the results that they want.

So here's some of the examples I just mentioned. Another top tip with the testimonials is if you can try and make them visual, so it's not just the text, but actually there's a graphic or an image to it. So it might be if it's a house refurb as an example, and you've done that for someone, it might be that you've got a picture of the refurb on your testimonials and it's not just the text because everyone wants to, most people, it depends on your dynamic but genius profile, but you want to, most people they can't see it until they literally see it.

Dan, do you have a question? Oh, got a microphone. Sorry.

[Speaker 3] (1:17:23 - 1:17:35)

Yeah, it's just a quick query on the testimonials. If we're launching a new campaign for something we've not either been in or we've not been in a lot, would you recommend using other testimonials from maybe suppliers you've worked with or people that give you credibility?

[Chris Moss] (1:17:36 - 1:24:05)

Yeah, great question. So one of two answers I'd say for that is, yeah, if you've got other testimonials you can leverage that still builds credibility for you and the company, but maybe not for the exact product that you've now got, then that's going to sort of do 95% of the job in most cases. On the flip side, if you've got totally nothing is potentially doing some work for someone for free or whatever the service is purely in exchange for some testimonials and you could go into that relationship with them sort of telling them that's what they're looking for.

You can kind of use it as well to potentially get some hype and engagement as well in a campaign to sort of say, look, we're launching this new product, this new service and we want to take five people through it or we want to take whatever that looks like for your business. Does that help? Perfect, thank you.

So if we take some time now and just sort of bullet point who are those people that we'll get testimonials from and then what are the key things if you haven't already got them and then what are those key things that you might touch on in the about us section and the about you section and just bullet point these, you can build out the full copy after just the key headlines for those three sections. I'll just round that part off.

A few other bits just to note down, we're not going to go through these now but to potentially include throughout the brochure on certain pages and you'll see it throughout all the examples you'll have on the tables is accreditations. So anything that's going to build credibility, it might be industry bodies that you're part of, awards you've won, absolutely anything that's going to build credibility. So accreditations throughout and then the second bit is pull-out quotes.

So you'll see big pull-out quotes and this is more from a design perspective than it is sort of, well it is the copy as well but you'll see throughout ours, this is Guillaume, is you'll see big pull-out quotes. This pull-out quote here is a testimonial. It says it's the best money I've spent on any marketing stuff etc etc and I mean I'm a picky French man, I don't get impressed with much.

[Speaker 5] (1:24:16 - 1:24:18)

It's just picky, it's just picky.

[Adam Goff] (1:24:22 - 1:24:28)

Read Dale Carnegie, win friends and influence people. Yeah. The sweetest word in any language.

This is true.

[Chris Moss] (1:24:33 - 1:26:56)

We'll be removing Guillaume. Oh yes, so pull-out quotes, testimonials from picky French men and then also any pull-out quotes that just really hammer home your message as well. So one of ours is there are people with far less experience than you gaining more attention and they're winning the business you want easily because of it.

So like just real big pull-out quotes that hammers home your message. So the next part is how do we now take this and leverage it? So the homework is to finish finish this off and I'm going to go through that towards the end but once you've got the brochure there's a number of things that we can do with it to actually leverage it and turn it into other assets that we need.

One of those is the one-page website. I think we're all familiar with the one-page website and what it is but in short it's a simple website that is a single page that is far less complicated than if you go and try and build out a full website that will take you months, certainly weeks if not months, worst case years. It's a one-page website that can be created in days, worst case weeks.

So its aim is to take leads, take people and convert them into whatever that next step is and it's basically a web-friendly version of your brochure. So once you've got this and it's built out what you can then do is take this, there's some links on the document that you should all have and it's the Financial Fortress landing page that you'll see, one-page website that you'll see and then you'll also see the one that goes with our brochure as well, oversubscribe4.com which links to which is the one for this and if you give those examples to a web designer, give them your finished brochure and basically ask them to convert it into a one-page website, they will then be able to take that and do it very quickly, very easily. We turned as within four days they'd taken this because it's got all the copy, it's got your images, it's got everything in, I showed them and outlined the structure I want and then they had everything to go and do it.

So that's once you've got this how we can build it out. Matt? Just get a microphone, sorry one second.

[Speaker 7] (1:27:00 - 1:27:29)

Yeah I'm just going through the process of building one of my websites at the moment and am I right in saying that these one pages are replacing this traditional website design because say for example this page would seem quite long, if I was thinking of it I would have like a home about us and all those different options. Is there like some data to say that these uses of platform are a bit more strategic than using the traditional style method?

[Chris Moss] (1:27:29 - 1:28:56)

Yeah so it depends what your purpose of the website is for. So if it's to convert people then a one-page website, a landing page, people can't get distracted, they can't go somewhere else, they can't do anything, it's really clear here's the landing page and it's more likely to convert them. That being said if you were trying to rank on Google for certain things then you'd need a full website built out to do that.

So it depends on the purpose of it and where you're driving leads in, where that traffic is coming from for it. So for us we're not trying to use SEO to drive leads onto that landing page. It could be a strategy but we'd have to build a very different site to do that and that's the more traditional site that you would think of.

However for us it's our funnel means that we can drive people directly to it. So if you were to use things like paid ads or events or anything really where it's you've already got something and then you're driving them to it. So what you could have is a main website.

That's what a lot of people have is they have their main website but then every time they have a product or a service or somewhere they want to convert into leads of some description they'll then have a one-page website. But for all of us in here in terms of us getting this live ready for summer so we've got the marketing material we need, a one-page website will be more than sufficient because you're not going to rank on Google in that sort of space of time anyway. Does that help?

Thank you. Just quickly get the microphone.

[Speaker 8] (1:29:05 - 1:29:45)

What I did with that question because Chris you and I had a conversation a while ago that a one-page website for a business like mine wouldn't give it enough credibility. So I took the first few pages of the brochure and made it the first page of the EOT and then off there there's loads of links to extra stuff that's not in the brochure. But there is a one page like landing page whatever you want to call it which is where they go if they scan the QR code for the score app because that's within the score app.

So that will get the leads through there but to make it a bit chunkier a bit more credibility I've put the stuff that's on there put it on my main website so that it mirrors it but then there's lots of other pages off it.

[Chris Moss] (1:29:46 - 1:30:01)

Yeah makes sense. So depending on where you're at and what you've already got then you can either convert it into a one-page website build it into what you've got but if you want to get something live quickly for summer then that is the best way to do it. Anita?

[Speaker 6] (1:30:03 - 1:30:31)

I just wanted to add you could also like you said you could do it as a a paper clicker ad but I don't know what the software is called but you could add some tracking to it so then you could see what the drop rate it is. So I did something recently the drop rate was really high so I redid it and actually the drop rate's reduced massively so then actually if the content or the copy you've drafted is not performing very well you can just do it all over again.

[Chris Moss] (1:30:31 - 1:31:27)

Yeah absolutely so there's two things from that that we can all do a little bit more advanced but you can put tracking on it so you can see who fills it out how many people land on that page how many of them turn into customers and one of our clients Domino's they can see how many people land how many conversion and then what is the revenue they generate from them and then they can understand a return on investment for that ad spend and that's obviously a great place to be.

The other thing is there's a platform called Hotjar and again it's a tracking thing and it monitors your landing page for you so you might see everyone gets down to the about us section and then leaves in which case your about us section probably isn't strong enough and then you can optimize it and it physically records the screen of the people any sensitive information is sort of blurred out so you can't see it but you can actually see your users go through it and they have like up to a hundred things free I think and then it's paid after.

[Speaker 6] (1:31:27 - 1:31:43)

Sorry can I ask you a question following on from that so if you were to put your brochure on your website and you to make it downloadable and before it's downloaded you know they've got to fill out their details can you add tracking to Hotjar to that to the downloadable version no presume not.

[Chris Moss] (1:31:44 - 1:32:02)

No not if it's on a pdf you could track who downloaded obviously you've got their data but not that I know of there might be another platform that allows you to yeah I'm not sure if you would put it on like an e-reader or something like that then that would track but yeah all right thanks thank you. Okay brilliant oh sorry one more question.

[Speaker 16] (1:32:03 - 1:32:13)

Have you any experience on taking the brochure and putting it in like an electronic flip book whether that's whether people click through to that or just ignore it?

[Chris Moss] (1:32:14 - 1:35:44)

Yeah so I don't I think it's slightly previously I would have said yes but I think now no not really I think I think people just download it as a pdf on their phone you can swipe through it it's a lot nicer than the e-readers. Okay brilliant the final thing really quick on this is what some of you might have sort of connected the dots on this the other way once you've got this you can do is actually convert it into a potential sales campaign and re-change the sizing of stuff so for example lack of clarity or lack of revenue lack of leads there's a potential social post in there the content's already there it's all there and I could get this all resized all the different sections of it resized so I start to put out what are the prop what are the challenges and I put that on my social and there's a post each one and then what are the solutions and it slowly builds up why this what are us what are we offering testimonials it would have to be built out more but actually you've done quite a bit of the heavy lifting potentially with that campaign so if we don't have a brochure we don't have a business and I've got one final question to ask everyone and I want you to write the answer down to this and I'm going to ask for a show of hands if you had a world-class brochure how much money do you think it would make you in the next 12 or 24 months through investors that it would help you land or time it would save you on sales conversations or conversion rates what do you think it is worth to your business in the next 12 to 24 months you just quickly have a think and jot down that answer or even time that it wastes you on not having those calls because they self vet themselves out so it's that word okay cool just by a show of hands who thinks in the next 12 to 24 months it would make them more than five thousand pounds okay pretty much everyone ten thousand keep your hands up ten thousand twenty thousand fifty thousand hundred thousand yeah fair it doesn't cost a fraction of that in your time effort or money to find someone to do this for you so by everyone who put their hand up for five thousand or more you're actively choosing to lose money by not doing your homework on this just so it's really clear next steps if you want to get this done so what I would recommend is taking the blueprint giving it to a create the copy fill out the sheet explain the blueprint to a designer and don't do this yourself find someone who is truly a world-class designer and pay them to build this out for you equally if you want to do what Guillaume did Tej did and Adam does then find and contact oversubscribed and we'll be able to support you on that it's something our designers do day in day out and they'll hold your sort of hand throughout that process answer any questions and then support on things like imagery and that side of things as well so if anyone wants that the qr code is in the brochure as you'd expect or equally just ask me we can schedule a call and we can just make sure it's

[Speaker 5] (1:35:44 - 1:36:02)

the right fit and I can give any guidance on it as well thank you thank you again saved yourself

[Chris Moss] (1:36:10 - 1:36:13)

thank you I hope that's been a valuable session

[Adam Goff] (1:36:21 - 1:36:27)

save yourself that was good that was good wasn't he now he turned that around that voodoo

[Speaker 5] (1:36:28 - 1:36:34)

he did the voodoo on you I'm really used to pronounce it but the spelling is lost

[Adam Goff] (1:36:34 - 1:52:40)

I know it's I need to check the spelling in my phone now a bit worried okay so um yeah I mean I would just reiterate it's you know it's so easy to just think we don't need it it's like really can talk yourself out of doing this it's really easy to just say nah it's just not relevant you don't need it right now I haven't got time like honestly every excuse in the in the book you can use but every time I've done it I've never regretted it I'm like you know what I'm really glad I pushed I spent the extra time stressed out of the weekend you know that thing just to get it done and then once you've got it it's like it is a real tangible thing so I thoroughly would recommend if you want to level up to get it done it's world class or nothing to be honest right um we're going to just round off the day I'm going to take you through the action steps because we have really built out the homework for you this month but before we do the results are in so the game of four quarters leaderboard and we know there's good points mean prizes not going to say too much at the end of the year this will be recognized so let's have a look shall we how are we doing who's top of the leaderboard umesh congratulations craig casey richie for all his gob still up there what i'm richie and chris the top five tracy as well number six hugh how's life it's a breeze good stuff yeah congratulations martin anthony matt and rachel at the top of the leaderboard well done everybody for doing that so it's all to play for and we will keep you updated every single month remember it's all a game so um place a win love that very good okay excellent so homework right now we have spent a lot of time really improving this homework page so we had some thank you we had some feedback on it and to be honest it was very valid and this now is explicitly clear it's descriptive it's broken up into manageable chunks if you haven't set your game changes yet you could take parts of this and insert them into your game changes there's deadlines for every section so you can add it into your top 10 for each week it really is spelled out i really do think this now is is world class so number one is the my house deadline is the blueprint that i took you through earlier so the key thing is to follow the steps obviously you've already downloaded it you've already started drafting it so week one is looking pretty good then you're going to consolidate into as few as possible okay so you don't want to have tons of these you want to just get a few perfect like very well written ones out of the door and then go through with the team refine and test the brochure that chris has just taken you through obviously you can if you need to get this done then you're going to have to start talking to a design team because there's no point you ringing up the design team at week four and saying so can you print like can you do me a brochure today so if you really want to get this done next week you need to start scheduling it out and thinking you know what in three weeks like hold yourself accountable i'm going to come to you with this full brief are you going to have the capacity to turn around for me the next week yes or no and then you've got your steps there game changes if you haven't done it it's overdue for last month and it will be due for next month the get up and give back promotion plan dan uh shared in detail sunday sanity as always finishing off your winter hit list this month we need to put it to bed get it done we need to publish our business plan so everyone who sat down who said they have done their business plan that's fine and obviously everyone that was on the agm i know you sent it to print but i want to see either a picture of you with your published business plan or i want you to bring it to the next workshop for that accountability okay so everybody needs to post in the app or bring it to the next workshop this should be done hold your agm with your team have a little new year's eve party make it a nice social and celebrate the start of the new business year in terms of catching up on the blueprint well what have we got for you over the month so in terms of midweek mentoring jillian anderson is going to be hosting our genius you wealth dynamics segment so obviously we know jill is very very senior trainer of the trainers trainers uh with with um with roger and has got a new update to do with ai okay so this is an updated content so you won't have heard this before so i'd really recommend on the 10th of april that you join jill for the midweek mentoring on the 17th of april josh is going to be joining us so you'll be able to ask him questions book in a slot with josh who would like to reserve a slot with josh now who wants to book in a 15-minute session with josh now yeah akash fantastic because i know akash's got something to talk about and i just want to take a slot i'll take a slot now josh is that popular wow john matt chris there we go it's full fantastic well done good for you okay what does josh charge for a session quite a lot of money use it yeah use these slots there there well done bianca can you make notes of those four people well done team what is so it's the funnel action list good point so thanks umesh so what we've done is we've also taken some feedback about homework i've already said that but more feedback so what we've done with the funnel section is we've left you an action list on page 37 rather than make it homework because we appreciate not everyone is going to build their funnel okay so we're not making it compulsory homework whenever you come around to building your funnel it might be that some people are going to wait till next winter they've then got an action list that they can action at the appropriate time whereas my house publishing a business plan it's very unlikely that you're not going to need that having a brochure if you're something like we think all these things are probably mandatory for the vast majority obviously it's not one size fits all so we've taken it out of the homework to make the homework more punchy more clear more concise and then you've got the action is for the funnels for whenever it is that you come around to building your funnel do you think that's helpful yeah it's kind of like trying to just make it simpler clearer so obviously we've got josh on the 17th of april what on those people for getting that slot and then world class assistant so this is without a doubt the biggest game changer that we encourage people to do in the first year you've got my session on the vault which you can catch up on about world class pa but rachel davis is going to be hosting the midweek mentoring on world class assistant because she has successfully scaled her business using two assistants and she's going to be talking through her experience of hiring them training them and how that's frankly changed her life and allowed her to scale her business so you're going to get it first hand from rachel which i thoroughly recommend bless you josh we've already covered like i said in the vault if you're recruiting then this is a chance to brush up on your blueprint skills whether you want to re-understand the wealth dynamics love live lead and learn like a how to actually write a world class recruitment ad the same recruitment ad process that i used to recruit sophie recently to recruit my assistant and if you are hiring an assistant i would encourage you to listen to the world class pa asset because it's going to explain the difference between an ea a va a pa ba yeah all the a's some people are still listening okay so it's going to just give you the clarity over what you need there's also blueprints in there for your ea job adverts so it's literally done for you so rather than like struggle and get lost for hours just listen to the blueprint get clear take our template get your job advert live happy days book club so what have we got for you this month right wealth we've got our 10 layers of wealth podcast this is like fundamental the journey to being financially independent we've got wim hof for health this um wim hof versus this big pharma company has anyone watched this on youtube or listened to it no i'm sure it's gonna be very interesting wim hof doesn't doesn't disappoint and in terms of life by design if you haven't already caught my episode with josh interviewing him on successfully completing his financial fortress it's i was a thoroughly enjoyable uh conversation a bit behind the scenes we sat down after a day's training last month and we recorded this in my room in the belfry i lit some candles when we sat on the bed and we had a lovely we had a lovely conversation and honestly i'm not even joking it was one of the best podcasts or interviews i've ever recorded in my life it was really really good so and we were a bit tired after a day's training like let's get it done so we sat in the room i said candles and tea chamomile tea and all that sort of stuff so we got to the end so the laptop sat there we got the big mic it's all you know we're all happy like the you know it's recording away gets to the end of the gets to the end of the um of the podcast i'm like i sort of looked at him i was like yeah you know when to turn it off only i'd never press record and he just looked at me and went is it recording and i was like it is now it's just like no so this should be really good because we literally did a dress rehearsal so yeah so uh when you listen to the first couple of minutes if i'm speaking a bit fast it's because i'm really pissed off so just a little bit of inside knowledge but we've got like an offer it was really good so yeah we still did that it was really good and to be fair josh's journey is quite remarkable quite remarkable he is only 33 i know he looks 43 but he's only 33 and he has achieved a tremendous amount so i'm super proud of that guy and uh he's a close friend and you know we had some fun recording that one so um an extra book uh is the scorecard app i remember dan came in he did his little pitch about scorecard scorecard app this thing has taken off man have people been following him on social he's he's he's he's exploded he's he's he's his followings exploded he's over 130 000 followers on instagram now he's gone worldwide with den he's got like four million people a month using scorecard app or something crazy it has really exploded so this is just a reminder that really as part of our funnel and our as dan was talking about our one of our tool scorecards i'll repeat it but this is just a reminder that you know it's spelled out in this book um on scorecard marketing and just a final reminder i was really impressed and grateful for everyone who's already joined the PE promoter group this is a just a reminder that this really is like genuinely a win-win-win for everyone so have a think about it if you haven't already signed up scan the qr code over the weekend and it won't be too late at the start of the week because we will be setting you up with everything you need assets instructions questions to give you the opportunity to earn thousands of pounds frankly and help out your network no hard sells just win-wins so thank you very much for that in advance final thing for the day is to get your friends out for the last time put some music on and give us some feedback about the day about the month about how you found the event about how you found the content are they getting two texts today or one text two and one off you go thank you ladies and gents we appreciate all feedback is good feedback okay you're not gonna their announcement as well so yeah sit tight once you've filled in the the feedback form please thank you put your phone down so we can just do the last announcement everyone can do some networking or get on their way thank you okay thanks very much so i have got one more announcement so we're talking about dan priestly i'll just pick him up and i have got a special announcement about dan and about pe parents so on the 9th of may 9th of may we are so there's no pe parents this month because it's the easter break on the 9th of may we've managed to secure dan priestly for a live webinar on our pe parents initiative so he'll be live he'll be talking about his book how to raise entrepreneurial kids there'll be an opportunity for q a it'll be hosted by claire reed so i'd recommend that any parents in the room fantastic most of you well done congratulations um yeah put that in your diary 9th of may okay he is he is a big hitter and we've managed to secure him so show support for claire show support for the pe parents initiative if you think it's worthwhile come and listen to a thought a thought leader on the topic and you know ask him a question like hear it from the horse's mouth so there you go so 9th of may get it in your in your diaries midday thank you midday have we had a good day yes okay ladies and gents thank you good luck this month let's have a big round of applause i'll see you all next month

[Speaker 13] (1:53:44 - 1:54:24)

make me feel good good yeah make me feel good make me feel nice give me your loving all through the night make me feel

================================================================================

📄 FILE 6: PEA 2024 - Workshop 07 - Session 3 - Transcription

📊 Words: 12,573 | Original: PEA 2024 - Workshop 07 - Session 3 - Transcription.docx

================================================================================

Session 3\_Transcription

[Speaker 18] (1:01 - 1:03)

Today, I'm going to show you how to do an exercise that you can do at home.

[Speaker 11] (10:52 - 10:54)

Oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh,

[Speaker 10] (10:59 - 11:30)

oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, oh, give me the shivers, oh baby you wanna dance till the sunlight crests your windows

[Speaker 12] (11:37 - 11:50)

bout to date my lady some for years, meet flip on the way uh-huh rap those side and bricks, off the cake on the way uh-huh take a flight you wanna take a lift, on the molly my knees on the way uh-huh i might take a shot, i might take a risk, it don't matter baby i'm straight uh-huh

[Speaker 11] (11:50 - 12:05)

feel like i'm in prince's house, purple paint all on the walls uh-huh sitting down on this fancy couch and i can't see straight, i'ma stay uh-huh 22 i'm in paris baby, got strippers in my face uh-huh roll up in a bendy, i'm a christian, i'm a finley, i'm a friday

[Speaker 9] (12:10 - 12:30)

how you already make that baby, i don't need to chase no clout, wow i need to get myself off the roof, babe, i got nothing, i got nothing going on

[Speaker 12] (12:30 - 12:44)

bout to date my lady some for years, meet flip on the way uh-huh rap those side and bricks, off the cake on the way uh-huh take a flight you wanna take a lift, on the molly my knees on the way uh-huh i might take a shot, i might take a risk, it don't matter baby i'm straight uh-huh

[Speaker 11] (12:44 - 12:59)

feel like i'm in prince's house, purple paint all on the walls uh-huh sitting down on this fancy couch and i can't see straight, i'ma stay uh-huh 22 i'm in paris baby, got strippers in my face uh-huh roll up in a bendy, i'm a christian, i'm a finley, i'm a friday

[Speaker 9] (13:04 - 13:26)

how you already make that baby, i don't need to chase no clout, wow it looks like peace from east and hell from south, wow baby, i got nothing, i got nothing going on i'm a friday

[Speaker 5] (13:47 - 13:50)

ladies and gents that's your two and a half minute warning

[Speaker 4] (13:52 - 14:15)

give you one more night, one more night to get this we've had a million, million nights just like this so let's get down, let's get down to business mama please don't worry about me i'm about to let my heart speak my friends keep telling me to leave this

[Speaker 5] (14:16 - 14:20)

ladies and gents that's your two minute warning make your way back into the room please, two minutes

[Speaker 4] (14:20 - 14:35)

let's get down, let's get down to business give you one more night, one more night to get this we've had a million, million nights just like this so let's get down, let's get down to business

[Speaker 14] (14:36 - 14:51)

let's get down, let's get down to business give you one more night, one more night to get this we've had a million, million nights just like this let's get down, let's get down to business

[Speaker 4] (14:52 - 15:07)

back and forth, back and forth with the bullshit you know i said before i don't mean it it's been a while since i had your attention so in my heart you're with it

[Adam Goff] (15:10 - 15:24)

okay ladies and gents this is your one minute warning one minute so if you could finish up those conversations if you're in the tea and coffee station time to make your way into the room we're going to be live on stage in just under one minute

[Speaker 5] (15:33 - 16:04)

ladies and gents this is your final warning please 30 seconds to lift off take your seats please take your seats take your seats please ladies and gents

[Speaker 14] (16:08 - 16:13)

♪ Let's get down, let's get down business, yeah ♪

[Speaker 15] (16:15 - 16:33)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Goss. Woo! Yes!

[Adam Goff] (16:36 - 16:38)

Okay, good lunch?

[Speaker 18] (16:39 - 16:39)

Yes.

[Adam Goff] (16:40 - 18:27)

Delicious, fantastic. So, I shared with you that I've written my business plan. 39 entrepreneurs yesterday sent theirs to print and this is, without a doubt, as I said at the beginning of the day, the single most important leadership and management tool you can put in your business this year.

If you've got a team, whether they're remote, in-person, employees, outsourced, they need to understand the plan, the strategy, the detail, okay? This is why the business plan is so very important. So what I'd like to do before we get going to the next session, which Chris is gonna be doing, I'd just like to ask everyone to stand up just to check you haven't had too much dessert at lunch.

Now, not everyone came on the AGM, so please sit down if you do not need a business plan for your business. Please sit down. Okay.

Or if you've already done one. Okay, fantastic. So, does that mean that all of you then, if you need a business plan for your business, are you committing to having one done for the next workshop?

Because if you say you're gonna do something and you do it, hang on, I'll just frame it, the way proper challenge manoeuvre works is this, if you say you're gonna do something and you do it, that's cool. If you say you're not gonna do it and you don't do it, that's cool. If you say you're gonna do it and you don't do it, that's not cool.

So, sit down if you're not gonna write a business plan, stay standing if you'd like to write one.

[Speaker 8] (18:32 - 18:33)

You've got too much to do.

[Adam Goff] (18:38 - 18:46)

It's gotta be this month. It's the start of the business year. It doesn't have to be perfect.

Are you gonna commit?

[Speaker 5] (18:49 - 18:51)

I know, Ashley's told me.

[Adam Goff] (18:54 - 19:49)

The key with this is, so Gillian, Rachel, Claire, the thing with this is, I was trying to get it across yesterday, is like, it does not have to be perfect. This is not a thesis, it's not a dissertation, you're not getting a degree from the University of Nottingham Business School if you do it. This is like, are you able to put pen to paper to communicate to your team what's happening?

And without a doubt, if you're not sure about this, ask anyone who went to the AGM what a level up it was to actually do it, right? Am I right, people who went to the AGM, am I right? Say yes?

Exactly, like, it's not lip service, this is genuine. So first of all, I'm really glad that so many people have written it, but there are a few people in here who can do it, so make sure you've done it for next month. You need this for your AGMs. Without further ado, I'd like to welcome up to the stage Mr. Dan Norman to give us a get up and give back, kick up the ass for this month. Ladies and gents, let's give Dan Norman a massive round of applause, please. Thank you. Yes, Dan.

[Speaker 3] (19:54 - 27:53)

So, it's April already. Who knew? Who knew it followed March, which followed February?

The amazing thing is we've actually got started before we've started. I've got to give an enormous shout out to this chap, Steve Calgill. Steve, in case you didn't know, lives in a place called Oman where it's usually about 30, 40 degrees.

He's actually started his get up, give back fundraising, and this was on the 1st of March, had doubled his pledge by going up the Sal steps. He's absolutely smashed it out the park. He's on the program.

It's his first time doing get up, give back, and that is the momentum that can be gained by taking massive action. You see, he's got his 12, 13 crew there. They did the hiking because it's basically too hot to do it after the 1st of March.

He's on 1,236 pounds at the moment, which is just massive. I've also got to mention one of our community here, Steve Hammond, who's landed not one, but two corporate sponsorships. One from Dakia Windows, which are a part of the VLUX group, and the second from Roma Finance.

This is not difficult stuff. Huge round of applause for Steve. I know we are all old hands at this, but I think it's worth, just for clarity going through this, because we're fortunate to have the leadership of Chris Moss and the oversubscribed activity here.

It was in last month's workshop as a QR code. It's in this month's workbook as a QR code as well. We've put it out on WhatsApp, and this is the program.

So it's a promotion and funding plan to execute. It's paint by numbers. You can give it to your VA.

I don't care if you copy my posts, just not the personal ones because that would be weird and a bit stalky, but the point of this is, as I'm sure we'll hear shortly, people have incredibly low attention spans, and they need to see things a number of times. Repetition, repetition, eight times to be seen once. So by us all taking the same action at the same times, we get better traction, and it's too important a message.

What are we seeing in the news at the moment? We've obviously seen things from the royal family. This is a big issue.

It's a global issue, really. But I'd like to run through for those who haven't seen it, but I'm sure you'll all be downloading it because it's on page number 37 of your brochures. April is promotions month because we want to share the story.

The fundraising, I think, is actually going to be really, really, really simple because you just have to say that horrible C word, cancer, and people will support because they felt the pain. You've all felt the pain as well. But we need to promote the causes.

We need to promote the challenges. We definitely need to promote the charities. We're going to help people who are helping people with cancer.

Is that cool? Everyone on board? OK, my dead granny farts louder than that.

Is everyone on board or not? I think so. Week one, this week, it started today with the countdown.

Now, some people don't get this in the right order, but today is seven days to go, OK? We then go into the cause, which is obviously cardio versus cancer. And I'll talk you through that.

Then we're going to release the charities. The reason we do this phased is because if we do it all at the same time, people get to see it, OK? If you just do it on your own, people won't necessarily see it.

Make sense? And then finally, releasing what you guys do so well, which is the walking, the hiking, the cycling, the swimming, et cetera. Starts today, that is an example of a countdown.

7, 6, 5, 4, 3, 2, 1. Not in any other order. I just need to make it very clear, OK?

7 is today, 6 is tomorrow, 5 is Sunday. Cool? Up and down for yes?

Beautiful. Next week, starting on Friday, the 12th of April, we share the cause. And we've had these assets created.

Again, there's a QR code in the workbook. We've shared it on your WhatsApp groups, probably beaten people to death with it, and we will continue to do that until you actually execute it. But these are the assets that have been created, which give the statistics of the cause, what cancer is doing to people now in this country, in every country.

And they're just heartbreaking, really. But we share that all at the same time to get the most impact from it. Week three.

Now, we've had these reels created so you don't have to do it. And it shares the message of each of the different charities with very top-level information on what they do, who they are, their website, and so on and so forth. All you need to do on the week beginning 19th of April, the Friday, is share one of those a day.

Or copy my post and do it as well, okay? Real nice and simple. Or your VA can do it.

So it's got a bit of emotion in there and also sharing the journey of what they're up to. From week four is challenges, whether you're walking, whether you're running, whether you're hiking, whether you're cycling, whether you're swimming. This is where you need to take a bit of ownership and post what you're up to, okay?

What your challenge is, why you're doing it, how you're doing it. And it's also at this point that if you have to share your journey and your fundraising link, absolutely do that with your very nearest and dearest, okay? Why do we leave it so long?

Okay, unless you're only doing something at the very beginning of May, we'll leave it that long because we wanna share the story. And also, you might have seen some people are doing something in three months' time and they're banging out their link and they ain't got anything else to say. Yeah, so we hold it back.

Grand finale event. This is the first Blacktie event that Property Entrepreneur have ever done and it's a great opportunity, A, to come and enjoy yourselves, celebrate the charities, but also if you wanna show other people what's going on and great leverage for the blueprint events, why not invite a guest? We've literally got a handful of spaces left for this.

It's 120 capacity, 90% are done. More like 95, okay? So if you're keen to come and wanna bring someone along, get that booked in now.

Again, QR codes are in the workbook. You can also, should you wish to, promote your business at this event. We've got a limited amount of places for the silent auction.

Great example here, raised about 15 grand last year, I think. Susie's Commercial Property Academy, she sponsored a place on this, donated a space to a commercial property academy, got a load of advertising. No more than I'm doing right here, right now.

And I'd love you to come on board on that. Minimum prize value has to be 500 pound, guys. Okay, you know, doing someone's dishes for half an hour, that doesn't cut it.

But we're specifically looking for things like Airbnbs. If you've got holiday cottages, you can give someone a two or three day stay at that. Great mentorship, whatever it does to promote your business.

These QR codes are in your workbook. I think I've said that before, haven't I? Page 37.

We will one more time post them out in the WhatsApp groups, but I'm conscious that they get very noisy. So if you're able to do that, forward that onto your PA, VA, or activate it yourself. Any questions, please get in contact with myself or Rosanna.

There's my WhatsApp number if you haven't already got me on socials, but I hope you are following. May is fundraising month. And again, in the promo and fundraising plan, we even give you the strips, the specific strips to send to people, whether on socials, whether direct messages.

Ton of work has gone into it, so it's literally paint by numbers. You are gonna have to invent your own content for that because putting a picture of me sweating on a treadmill, that ain't gonna cut any mustard. Okay?

May is show me the money month. Show me the money. Show me the money.

Show me the money! As in Jerry Maguire. But that's May, this is April.

So let's just share the story. Ladies and gents, pleasure is always to be here. Please help us help charities who are helping people with cancer.

[Adam Goff] (27:53 - 28:02)

Any questions for Dan at this point? Anybody have any questions? All right, give him a big hand.

Oh, we've got a question. Thank you so much. Suzanne, Suzanne.

There's one from Suzanne. Speaking about it.

[Speaker 3] (28:10 - 28:51)

For yourself, for, I think it's Cain Grant on the program, and anyone who's doing the 11th of May Snowden, you might wanna get started. Great question. You might wanna get started a little bit earlier.

In the fundraising promo plan, we've included that little drip feed from week three and four. So the 19th of April, 26th of April. If you need to supersize that because you're a little bit earlier in the program, 100%, yeah, absolutely.

There's even an email signature in there. So you can put that up on one of your emails and people will donate. I have 40 quid off a Sparky I've used once.

You never know who's gonna sponsor you. But generally, we're holding back till May. If you need to get started, 100% do.

Thanks so much, ladies and gents.

[Speaker 19] (28:51 - 28:52)

Give him a big hand. Give him a big hand.

[Adam Goff] (28:55 - 31:57)

Thanks, man. All good. So, I mean, you can't ask for more, I think.

Like literally putting it on a plate. Never been this world class. This is the best it's ever been in terms of all the assets they're gonna give you.

If anyone is wanting to do something for a good cause or just wanting to raise their profile, right? It's like profile raising because you're getting good quality assets out on your social media for a good cause. It's like, this is what it's at.

So it's easy to execute. They've made it so easy. And in terms of the grand finale, suggestion, we talked about high performance management over the last couple of months and investing in your culture.

Why not bring your team along? Why not bring some key stakeholders, an employee? Why not bring them along to the grand finale?

Like it's put there on a plate for you. Like it's organized. All you've got to do is buy a ticket and show up.

And it's a tax deductible expense. Two birds, three birds with one stone. Like absolutely.

That's what we were going to do actually. Unfortunately, Bianca is away that day. It's absolutely no brainer.

Like obviously, we're going to be there anyway. But it's like make it your summer party. Like it's for a good cause.

It's going to be a fun night. And they get to see what property entrepreneurs are all about, like Dan said. Or bring someone you're trying to talk into joining the blueprint.

So final session today. Are we ready for the final session? Yes.

Are we ready for the final session? Fantastic. OK, because this is the blueprint you need to have your business be taken seriously.

Most people think that all they need is a logo to market. OK, we know that is absolutely not true. The reality is that perception is reality.

So if you just have a logo and it's all pretty basic, people are going to be able to sense that your business is just getting off the ground or it's a little bit basic. If, however, you have a brochure, now all of a sudden you're a step above. You're a touch of class.

It's world class. And I would go so far as to say that if you don't have a brochure, frankly, you don't have a business. Brochure is what makes it real.

It's printed. They can take it away with them. It's like well-designed and it's an asset that every business needs in order to sell anything.

We don't launch anything without a brochure, whether it's the mastermind, the AGM business plan in a day or the financial fortress program. You have all seen our brochures and they are world class and they work. It's inviting.

It's interesting. It tells you all the information you need. It's takeaway.

It's world class. And this is where we all need to get to in our businesses so that we can have a successful summer season, be oversubscribed and hit the revenue targets that we need to do. So without further ado, I'm going to welcome on stage, just one second.

I'm going to welcome stage Chris Moss. But before I do, I also want you to give an extra special, loud, congratulatory round of applause, because as most of you will probably know, because of course he's put it on social, Chris recently became a dad to Archie. So let's give Chris a double round of applause.

[Speaker 5] (31:57 - 31:59)

Chris, let me come. Let's go.

[Chris Moss] (32:09 - 34:59)

Hey everyone. Thank you so much for all the love, kind words and everything to do with the new addition to the Moss household. Really, really appreciate it.

So thank you. It's very magical, very magical. Anyway, we've got a big session, so hopefully we're all caffeineed up and we're ready to go.

It's a big one for us to focus and there's a lot to be done. So let's push on. As Adam said, and this is a quote Dan shared with me, if you don't have a brochure, you don't have a business.

And what Dan meant by this is that a brochure gives you leverage. So it means we've not got to have hundreds of sales conversations and we can actually create leverage in our business, which means, as we all know, that we actually have a business and we haven't just created a job for ourselves. We need as much leverage as we can get.

If we have a branded brochure, it means not only can we easily stand out above our competition, as Adam said, but we have this tangible document that makes it very clear to everyone of exactly what it is that we have to offer. The key thing with this is that it builds credibility better than anything else that we can do in our businesses. It also means that we're not the bottleneck that's stopping sales conversations.

We're not that piece in the puzzle that we're relied on because we've got a brochure that we can hand out to people. And it ultimately disconnects the time that you have from the sales that you can potentially make. Great example of this is the Financial Fortress Blueprint and just an example of the use of a brochure very effectively.

So last year, Dan sold on the Financial Fortress Blueprint five, ten places at £5,000. And this was before the blueprint was fully built out. Obviously, the blueprint's always been there because Dan's executed on it for years, but it hadn't been fully built out.

But that brochure allowed him to market it and get leverage without having to have any sales conversations or sort of one-on-one calls or anything. And so this is what we're going to go through today is how do we create a world-class brochure? So first, we're going to go through what is, what is it?

So we're all clear. Why we all need one. And then finally, which is going to be the majority of this session is actually building a world-class brochure out in the session so we can do all of the heavy lifting on it and we can leave with something that's going to be close to finish that we can then finish off in the homework.

So what is a world-class brochure? Who can give me some insight into what it is? Any guesses?

[Speaker 7] (35:15 - 35:28)

It's like having a CV for your business that can be distributed multiple times. So to save you having 100 different conversations with people, you can do it in a much more time effective way.

[Chris Moss] (35:29 - 40:30)

Yeah, yeah, that's a good, yeah, good summary. It's a physical or digital asset that we can give to people, like Matt said, whether it be investors, clients, landlords, whoever it is that you serve, you can give them this physical or digital brochure. Generally, it's between 8 and 16 pages.

Don't do 9 or any other numbers because it won't won't print. So yeah, it's between 8 and 16 pages and there's some very clear things that we would include in a world-class brochure. I'm going to run through these and then we're also going to go through them in more depth.

But the first thing is it has a headline. So a very clear headline as to what is actually on offer. The second is problems.

What are the problems that you've sort of identified that relates to your audience? What are the solutions for that? What is the exact offer that you have to offer them?

What are the three why questions? And I'm going to go into more depth with those. Why this?

Why now? Why us? It has a call to action so people know where they're going afterwards.

And then it has credibility building things in there, which includes about you, about the team, potentially, if you have one, and about the business and the history as well as testimonials from clients. If you didn't get all of them, we are going to run through them. Observe the masses and do the opposite.

So most people in our industries don't have these. And the reason for that is, is they don't take the time to get strategic, think about it and build these out because they do take time and they do take some effort to build. And for that reason, most people don't actually create them.

And that gives us a huge opportunity to stand out above our competition. Instead, what those people end up doing is they keep fighting for business, having hundreds, thousands of sales conversations in exactly the same way that they did previously, hoping for some different results. Whereas this allows us to get some leverage in that process.

As a thought process, if Dan hadn't built out that Financial Fortress brochure a year on today, where would that be as a service? So he would have last year spent a lot more time if he didn't have a brochure, having sales conversations, trying to share people what it was. And a year on, he'd be in exactly the same space he was this time last year.

He wouldn't have any more leverage in that process. But obviously, Dan got strategic, he did the heavy lifting, he built it out. And now the Financial Fortress blueprint, that training, that product runs without Dan's involvement from a sales perspective and a delivery perspective.

And that is the power of the leverage that this can create. So why is this essential? We have two options.

One is that we spend hours and potentially days having thousands of sales conversations, or we can have one brochure that we can send out thousands or tens of thousands of time in exactly the same, if not far less, less time. Your time can be the bottleneck in the business, or we can use the brochure to get us that leverage. And what it ultimately does is allow you to weed out people in the sales process before you have to have those sales conversations with them.

So it might be that you only work with investors and you'll lend money off them if they've got more than £100,000. But rather than having to have 10 conversations to find that one person, they can have the brochure and it weeds it out for you before that. It also gives you the, does the heavy lifting before you meet them.

Maybe you're meeting them for a coffee or whatever that process looks like for your business. It's doing the heavy lifting for you before you actually go to that meeting. They found out about you, who you are, your company, the offering that you have.

So you're not spending that whole conversation trying to convince them that you're credible, you know your stuff. It's already done all of that for you. Ultimately, it allows us to get more leverage, increase our conversion rates and make more money.

So we're going to go into the key part of this workshop now, and we're going to go through exactly each one of the things that we're going to include and we're going to build it out. So hopefully all of you have downloaded. So if we open up our laptops, hopefully you've all downloaded the workshop PDF for this that Bianca sent around.

If you haven't, it is in the vault. So if we, yeah, if we load that up now, and then what we're going to do is go through each one of these steps and actually build out the content for this.

[Speaker 17] (40:37 - 40:42)

It's in workshop seven, workshop seven, the resources and templates.

[Chris Moss] (41:17 - 1:09:36)

Yes, that's the one. It's titled oversubscribed questions PDF. If we can just sort of look up towards me once you've downloaded it, so I know.

Just while you're doing that, I'll explain how the workshops going to work. So we're going to go through two or three sections and then we're going to have time to build those out. And then we're going to go through two or three sections and we're going to repeat this process.

Just as a quick show of hands, is everyone downloaded it? No, not yet. Okay.

A little tip if the internet isn't sort of letting you download it is if you, what's it called? Hotspot from your phone. If you can't download it, open up a Word document and you'll be able to do it on a Word document or any other document would be ideal.

Would be ideal, Umesh. This is the time to slow down and do it. Okay, brilliant.

Just as a show of hands, if you haven't downloaded it, open up a Word document or somewhere that you can take notes and you'll be able to build this out in exactly the same way. So the first part of this is the, there's three elements to this first part that I'm going to go through. The headline, the problems and the solutions.

Before I do that though, just as a show of hands, who already has a brochure in their business that they're proud of to send out? Okay, brilliant. Okay, for anyone that's already got one, what I recommend is either use this time to refine it or use it to build out a brochure for a particular product.

So if you haven't got one for the whole, if you've got one, sorry, for the whole company, great. But now think about could you build one out for a particular service that you have or a particular product that you have within the business? Or yeah, you might see elements in here that you don't have, in which case obviously use this time to make sure you've got those in there.

So the first three parts that we're going to go through and I'm going to explain what these are, why we need them, and then we're going to have time to go and actually build these out. So the first is the headline and what the headline is, it's that front page that's really clear as to what it is that is on offer. What it is, something captivating, what's in it for me is the mindset that we want with our headline.

I'm going to show some examples of this as well, so it'll make it really clear. That's the first part is the headline on the front page. On your tables, you will all have the oversubscribed brochure that I'm going to use to go through, but you will also have a combination of Tej's brochure, which is again slightly different, but following a similar blueprint.

So recommend having a look at that. And then also you will find the Financial Fortress examples and the AGM examples as well. So as you're building this out, make sure you're having a look at those and using those for some inspiration if you're not 100% clear on what it is.

I'll also be here to ask questions. So that's the first part is that headline. The second part is the problems.

And this is where this document starts to get really strategic. So the problems are the things that are going to connect with your audience, that is going to get them to start understanding that you understand them. So what are the problems that they face in their businesses that relate to the problems that you solve?

And then the third part to that is the solutions to those problems. So now that you've highlighted to them really clear that you understand what their problems are, and in some cases it'll identify them for themselves, we're then going to show them what are the solutions to those problems. So here's some examples of the first part, headlines.

So Tejas, sell your business guaranteed and keep all your money. It's very, very clear what's in it for the person, why would you, it's very, very attractive, the sex appeal is high on it, but it's also very clear as to what is on offer. Same with the AGM, business planning a day, really clear.

If you do this, you turn up and you have a business planning in the day, which was an amazing day yesterday, as everyone I'm sure who's there agrees. And then finally is obviously property filters for one of their brochures, which was successful students make successful courses. Again, very clear for the audience that Guillaume was targeting with this, which was course providers, very, very clear as to what it is and the benefits.

So that's some examples. And then you'll also see in our brochure some examples of problems and solutions as well in some of the other examples. So for us, things like lack of leads is a big issue for a lot of our potential clients, and then the solutions or that sort of marry up with those.

So it might be lack of conversions, in which case things like a brochure, which is obviously the service we offer. So it makes it really clear, these are your problems, but these are the solutions. So we're going to have a window now to be able to write these out.

So just start to draft what you think your headline could be for your brochure and just start to draft that. And then with the problems, just again, key bullet points, what are the five problems that your potential target audience that this is for serves? As you do all of this, keep in mind, which is a key part to this, keep in mind who it is that you're talking to.

So who is that target persona that you're writing this document for? Who is that one person that you're talking to? If anyone's got any questions, raise your hand and I'll come round, but then for everyone else, if we use this time now to build out that and then we'll move on to the sections, the other sections.

If we just start to finish the point that we're on, hopefully what you've been able to do is outline the key bits that you can include in this and then build, part of the homework will be building this out, refining it and just making it word perfect. As we go through this, the best way to approach it, which I should have said before this, so apologies, is to just do the outline, do the framework to start with and then go back and perfect it. Don't worry about trying to perfect it straight away.

Five problems, sort of what are they? Just bullet points and then you can think about building it out. We'll either have time at the end to loop back to that or as part of the homework.

So the next part is the why this, why now, why us? So the three why questions, you'll see those on page four and they're very strategically sort of placed for three reasons. So why this is, why is the problem that you solve something people need to pay attention to?

So why is it an issue that they need to tune into? For some, they may have already really tuned into it, for others they may not. So it's really highlighting why is this an issue they need to solve?

The next thing is why now? So why do they need to solve that issue today or ideally yesterday? Why is that something that they need to solve straight away as opposed to thinking, oh great, it's a problem, but I'll deal with that in a year's time.

Why now? And then finally, why us? So they need to solve the problem, but why do they work with you and not go and find someone else to?

Why do they invest their money with you? They know they're losing money in the bank. They know that's a problem now and it's not something they want to do.

They don't want to wait another year and lose another X amount in sort of buying power. So that's the why now? And then the why us?

Why should they invest with you? Because you've got 10 years track record, it's successfully investing or whatever that looks like. So why this?

Why now? Why us? So here's the examples of the AGM.

And again, just have it, I'll leave this on the screen, but also have a look at the brochures as you build this out. But it's really clear. Why do we need a business plan?

Why us? Why me? So why property entrepreneur?

And then why now? Why not just do your business planning in a year's time? Is that.

So we're going to have time now to build this out in the same way as the first session. Just start with highlighting the key things that you would include in those sections. And then once you've done that, start to build it out.

And if anyone's got any questions, just raise your hand and I'll come up, just finish the sentence you're on. So part three. So the next part that we're moving on to is our services and call to action.

So our services, what we want to do is make it really clear what it is that we have on offer. What is that really concise, really clear. This isn't where we want to sort of write essays, it really is more bullet points than it is sort of huge paragraphs.

It's really clear what is it that we have on offer. And then the second part is call to action. So what's the next steps that you want someone to, where do you want them to go?

So as examples of services, so build a brand services, we've got three, build your blueprint, sorry, branding blueprint, branded brochures and stationary stack. They're very clear, very concise as to what it is that we have on offer. And that's what we want to build out in our service section.

The second thing is the call to actions. So here's some examples of call to actions. These will vary depending on who it is you're targeting, what the aim of it is, where you're trying to send them.

So it might be to speak with you directly if it's at an event, it might be download something, it might be book a call in, it might be an investor day, it could be to purchase, it just depends at what point in your sales process this is being used. But what is the call to action? And these are going to be throughout the whole brochure for us to be able to direct people to the next steps.

Tej, you got a question? Okay, cool. So that's what we're going to build out now is that our services really clearly and then the call to action.

If anyone's got any questions, again, just raise your hand and I'll come and help. With the products is if you can productise them. So like we have here, we have a stationary stack.

It's not just get some nicely designed stationary email signatures, letterheads, etc. It's the stationary stack. Same with the financial fortress.

It's not just build a wealth plan, it's the financial fortress. So that's just a little top tip with the offering. If you can productise it, then it, yeah, I won't go into the reasons why, but if you can productise it, that's a good option.

There's a whole load to do with that.

[Speaker 20] (1:10:27 - 1:10:27)

Respect.

[Chris Moss] (1:15:07 - 1:17:16)

Finish where we're at on that. So the next section is, and this is the final section of the brochure, and then I'm going to talk about how we can convert this into different assets. So the next section is about us, about our team or about our business and testimonials.

And this whole section and the reason all of this is included, or as much as sort of makes sense for is so that we can build credibility. And it's really clear that all these three things build credibility for you. So that real key sections about us is obviously about the business, any history you've got.

Tej has got a great example in his on the about us section that's worth having a look at. It sort of showcases it really nicely. The second is the about you section as the leader, as the entrepreneur behind it, recommend having a look at ours is a good example of that.

Equally, if you have a team, a senior team, impressive people on your team, in Guillaume's case, some incredible developers, then you may want to include those in that section so it's not just you. And then finally is testimonials. And the key with the testimonials ideally is showing similar people to them that have got the results that they want.

So here's some of the examples I just mentioned. Another top tip with the testimonials is if you can try and make them visual, so it's not just the text, but actually there's a graphic or an image to it. So it might be if it's a house refurb as an example, and you've done that for someone, it might be that you've got a picture of the refurb on your testimonials and it's not just the text because everyone wants to, most people, it depends on your dynamic but genius profile, but you want to, most people they can't see it until they literally see it.

Dan, do you have a question? Oh, got a microphone. Sorry.

[Speaker 3] (1:17:23 - 1:17:35)

Yeah, it's just a quick query on the testimonials. If we're launching a new campaign for something we've not either been in or we've not been in a lot, would you recommend using other testimonials from maybe suppliers you've worked with or people that give you credibility?

[Chris Moss] (1:17:36 - 1:24:05)

Yeah, great question. So one of two answers I'd say for that is, yeah, if you've got other testimonials you can leverage that still builds credibility for you and the company, but maybe not for the exact product that you've now got, then that's going to sort of do 95% of the job in most cases. On the flip side, if you've got totally nothing is potentially doing some work for someone for free or whatever the service is purely in exchange for some testimonials and you could go into that relationship with them sort of telling them that's what they're looking for.

You can kind of use it as well to potentially get some hype and engagement as well in a campaign to sort of say, look, we're launching this new product, this new service and we want to take five people through it or we want to take whatever that looks like for your business. Does that help? Perfect, thank you.

So if we take some time now and just sort of bullet point who are those people that we'll get testimonials from and then what are the key things if you haven't already got them and then what are those key things that you might touch on in the about us section and the about you section and just bullet point these, you can build out the full copy after just the key headlines for those three sections. I'll just round that part off.

A few other bits just to note down, we're not going to go through these now but to potentially include throughout the brochure on certain pages and you'll see it throughout all the examples you'll have on the tables is accreditations. So anything that's going to build credibility, it might be industry bodies that you're part of, awards you've won, absolutely anything that's going to build credibility. So accreditations throughout and then the second bit is pull-out quotes.

So you'll see big pull-out quotes and this is more from a design perspective than it is sort of, well it is the copy as well but you'll see throughout ours, this is Guillaume, is you'll see big pull-out quotes. This pull-out quote here is a testimonial. It says it's the best money I've spent on any marketing stuff etc etc and I mean I'm a picky French man, I don't get impressed with much.

[Speaker 5] (1:24:16 - 1:24:18)

It's just picky, it's just picky.

[Adam Goff] (1:24:22 - 1:24:28)

Read Dale Carnegie, win friends and influence people. Yeah. The sweetest word in any language.

This is true.

[Chris Moss] (1:24:33 - 1:26:56)

We'll be removing Guillaume. Oh yes, so pull-out quotes, testimonials from picky French men and then also any pull-out quotes that just really hammer home your message as well. So one of ours is there are people with far less experience than you gaining more attention and they're winning the business you want easily because of it.

So like just real big pull-out quotes that hammers home your message. So the next part is how do we now take this and leverage it? So the homework is to finish finish this off and I'm going to go through that towards the end but once you've got the brochure there's a number of things that we can do with it to actually leverage it and turn it into other assets that we need.

One of those is the one-page website. I think we're all familiar with the one-page website and what it is but in short it's a simple website that is a single page that is far less complicated than if you go and try and build out a full website that will take you months, certainly weeks if not months, worst case years. It's a one-page website that can be created in days, worst case weeks.

So its aim is to take leads, take people and convert them into whatever that next step is and it's basically a web-friendly version of your brochure. So once you've got this and it's built out what you can then do is take this, there's some links on the document that you should all have and it's the Financial Fortress landing page that you'll see, one-page website that you'll see and then you'll also see the one that goes with our brochure as well, oversubscribe4.com which links to which is the one for this and if you give those examples to a web designer, give them your finished brochure and basically ask them to convert it into a one-page website, they will then be able to take that and do it very quickly, very easily. We turned as within four days they'd taken this because it's got all the copy, it's got your images, it's got everything in, I showed them and outlined the structure I want and then they had everything to go and do it.

So that's once you've got this how we can build it out. Matt? Just get a microphone, sorry one second.

[Speaker 7] (1:27:00 - 1:27:29)

Yeah I'm just going through the process of building one of my websites at the moment and am I right in saying that these one pages are replacing this traditional website design because say for example this page would seem quite long, if I was thinking of it I would have like a home about us and all those different options. Is there like some data to say that these uses of platform are a bit more strategic than using the traditional style method?

[Chris Moss] (1:27:29 - 1:28:56)

Yeah so it depends what your purpose of the website is for. So if it's to convert people then a one-page website, a landing page, people can't get distracted, they can't go somewhere else, they can't do anything, it's really clear here's the landing page and it's more likely to convert them. That being said if you were trying to rank on Google for certain things then you'd need a full website built out to do that.

So it depends on the purpose of it and where you're driving leads in, where that traffic is coming from for it. So for us we're not trying to use SEO to drive leads onto that landing page. It could be a strategy but we'd have to build a very different site to do that and that's the more traditional site that you would think of.

However for us it's our funnel means that we can drive people directly to it. So if you were to use things like paid ads or events or anything really where it's you've already got something and then you're driving them to it. So what you could have is a main website.

That's what a lot of people have is they have their main website but then every time they have a product or a service or somewhere they want to convert into leads of some description they'll then have a one-page website. But for all of us in here in terms of us getting this live ready for summer so we've got the marketing material we need, a one-page website will be more than sufficient because you're not going to rank on Google in that sort of space of time anyway. Does that help?

Thank you. Just quickly get the microphone.

[Speaker 8] (1:29:05 - 1:29:45)

What I did with that question because Chris you and I had a conversation a while ago that a one-page website for a business like mine wouldn't give it enough credibility. So I took the first few pages of the brochure and made it the first page of the EOT and then off there there's loads of links to extra stuff that's not in the brochure. But there is a one page like landing page whatever you want to call it which is where they go if they scan the QR code for the score app because that's within the score app.

So that will get the leads through there but to make it a bit chunkier a bit more credibility I've put the stuff that's on there put it on my main website so that it mirrors it but then there's lots of other pages off it.

[Chris Moss] (1:29:46 - 1:30:01)

Yeah makes sense. So depending on where you're at and what you've already got then you can either convert it into a one-page website build it into what you've got but if you want to get something live quickly for summer then that is the best way to do it. Anita?

[Speaker 6] (1:30:03 - 1:30:31)

I just wanted to add you could also like you said you could do it as a a paper clicker ad but I don't know what the software is called but you could add some tracking to it so then you could see what the drop rate it is. So I did something recently the drop rate was really high so I redid it and actually the drop rate's reduced massively so then actually if the content or the copy you've drafted is not performing very well you can just do it all over again.

[Chris Moss] (1:30:31 - 1:31:27)

Yeah absolutely so there's two things from that that we can all do a little bit more advanced but you can put tracking on it so you can see who fills it out how many people land on that page how many of them turn into customers and one of our clients Domino's they can see how many people land how many conversion and then what is the revenue they generate from them and then they can understand a return on investment for that ad spend and that's obviously a great place to be.

The other thing is there's a platform called Hotjar and again it's a tracking thing and it monitors your landing page for you so you might see everyone gets down to the about us section and then leaves in which case your about us section probably isn't strong enough and then you can optimize it and it physically records the screen of the people any sensitive information is sort of blurred out so you can't see it but you can actually see your users go through it and they have like up to a hundred things free I think and then it's paid after.

[Speaker 6] (1:31:27 - 1:31:43)

Sorry can I ask you a question following on from that so if you were to put your brochure on your website and you to make it downloadable and before it's downloaded you know they've got to fill out their details can you add tracking to Hotjar to that to the downloadable version no presume not.

[Chris Moss] (1:31:44 - 1:32:02)

No not if it's on a pdf you could track who downloaded obviously you've got their data but not that I know of there might be another platform that allows you to yeah I'm not sure if you would put it on like an e-reader or something like that then that would track but yeah all right thanks thank you. Okay brilliant oh sorry one more question.

[Speaker 16] (1:32:03 - 1:32:13)

Have you any experience on taking the brochure and putting it in like an electronic flip book whether that's whether people click through to that or just ignore it?

[Chris Moss] (1:32:14 - 1:35:44)

Yeah so I don't I think it's slightly previously I would have said yes but I think now no not really I think I think people just download it as a pdf on their phone you can swipe through it it's a lot nicer than the e-readers. Okay brilliant the final thing really quick on this is what some of you might have sort of connected the dots on this the other way once you've got this you can do is actually convert it into a potential sales campaign and re-change the sizing of stuff so for example lack of clarity or lack of revenue lack of leads there's a potential social post in there the content's already there it's all there and I could get this all resized all the different sections of it resized so I start to put out what are the prop what are the challenges and I put that on my social and there's a post each one and then what are the solutions and it slowly builds up why this what are us what are we offering testimonials it would have to be built out more but actually you've done quite a bit of the heavy lifting potentially with that campaign so if we don't have a brochure we don't have a business and I've got one final question to ask everyone and I want you to write the answer down to this and I'm going to ask for a show of hands if you had a world-class brochure how much money do you think it would make you in the next 12 or 24 months through investors that it would help you land or time it would save you on sales conversations or conversion rates what do you think it is worth to your business in the next 12 to 24 months you just quickly have a think and jot down that answer or even time that it wastes you on not having those calls because they self vet themselves out so it's that word okay cool just by a show of hands who thinks in the next 12 to 24 months it would make them more than five thousand pounds okay pretty much everyone ten thousand keep your hands up ten thousand twenty thousand fifty thousand hundred thousand yeah fair it doesn't cost a fraction of that in your time effort or money to find someone to do this for you so by everyone who put their hand up for five thousand or more you're actively choosing to lose money by not doing your homework on this just so it's really clear next steps if you want to get this done so what I would recommend is taking the blueprint giving it to a create the copy fill out the sheet explain the blueprint to a designer and don't do this yourself find someone who is truly a world-class designer and pay them to build this out for you equally if you want to do what Guillaume did Tej did and Adam does then find and contact oversubscribed and we'll be able to support you on that it's something our designers do day in day out and they'll hold your sort of hand throughout that process answer any questions and then support on things like imagery and that side of things as well so if anyone wants that the qr code is in the brochure as you'd expect or equally just ask me we can schedule a call and we can just make sure it's

[Speaker 5] (1:35:44 - 1:36:02)

the right fit and I can give any guidance on it as well thank you thank you again saved yourself

[Chris Moss] (1:36:10 - 1:36:13)

thank you I hope that's been a valuable session

[Adam Goff] (1:36:21 - 1:36:27)

save yourself that was good that was good wasn't he now he turned that around that voodoo

[Speaker 5] (1:36:28 - 1:36:34)

he did the voodoo on you I'm really used to pronounce it but the spelling is lost

[Adam Goff] (1:36:34 - 1:52:40)

I know it's I need to check the spelling in my phone now a bit worried okay so um yeah I mean I would just reiterate it's you know it's so easy to just think we don't need it it's like really can talk yourself out of doing this it's really easy to just say nah it's just not relevant you don't need it right now I haven't got time like honestly every excuse in the in the book you can use but every time I've done it I've never regretted it I'm like you know what I'm really glad I pushed I spent the extra time stressed out of the weekend you know that thing just to get it done and then once you've got it it's like it is a real tangible thing so I thoroughly would recommend if you want to level up to get it done it's world class or nothing to be honest right um we're going to just round off the day I'm going to take you through the action steps because we have really built out the homework for you this month but before we do the results are in so the game of four quarters leaderboard and we know there's good points mean prizes not going to say too much at the end of the year this will be recognized so let's have a look shall we how are we doing who's top of the leaderboard umesh congratulations craig casey richie for all his gob still up there what i'm richie and chris the top five tracy as well number six hugh how's life it's a breeze good stuff yeah congratulations martin anthony matt and rachel at the top of the leaderboard well done everybody for doing that so it's all to play for and we will keep you updated every single month remember it's all a game so um place a win love that very good okay excellent so homework right now we have spent a lot of time really improving this homework page so we had some thank you we had some feedback on it and to be honest it was very valid and this now is explicitly clear it's descriptive it's broken up into manageable chunks if you haven't set your game changes yet you could take parts of this and insert them into your game changes there's deadlines for every section so you can add it into your top 10 for each week it really is spelled out i really do think this now is is world class so number one is the my house deadline is the blueprint that i took you through earlier so the key thing is to follow the steps obviously you've already downloaded it you've already started drafting it so week one is looking pretty good then you're going to consolidate into as few as possible okay so you don't want to have tons of these you want to just get a few perfect like very well written ones out of the door and then go through with the team refine and test the brochure that chris has just taken you through obviously you can if you need to get this done then you're going to have to start talking to a design team because there's no point you ringing up the design team at week four and saying so can you print like can you do me a brochure today so if you really want to get this done next week you need to start scheduling it out and thinking you know what in three weeks like hold yourself accountable i'm going to come to you with this full brief are you going to have the capacity to turn around for me the next week yes or no and then you've got your steps there game changes if you haven't done it it's overdue for last month and it will be due for next month the get up and give back promotion plan dan uh shared in detail sunday sanity as always finishing off your winter hit list this month we need to put it to bed get it done we need to publish our business plan so everyone who sat down who said they have done their business plan that's fine and obviously everyone that was on the agm i know you sent it to print but i want to see either a picture of you with your published business plan or i want you to bring it to the next workshop for that accountability okay so everybody needs to post in the app or bring it to the next workshop this should be done hold your agm with your team have a little new year's eve party make it a nice social and celebrate the start of the new business year in terms of catching up on the blueprint well what have we got for you over the month so in terms of midweek mentoring jillian anderson is going to be hosting our genius you wealth dynamics segment so obviously we know jill is very very senior trainer of the trainers trainers uh with with um with roger and has got a new update to do with ai okay so this is an updated content so you won't have heard this before so i'd really recommend on the 10th of april that you join jill for the midweek mentoring on the 17th of april josh is going to be joining us so you'll be able to ask him questions book in a slot with josh who would like to reserve a slot with josh now who wants to book in a 15-minute session with josh now yeah akash fantastic because i know akash's got something to talk about and i just want to take a slot i'll take a slot now josh is that popular wow john matt chris there we go it's full fantastic well done good for you okay what does josh charge for a session quite a lot of money use it yeah use these slots there there well done bianca can you make notes of those four people well done team what is so it's the funnel action list good point so thanks umesh so what we've done is we've also taken some feedback about homework i've already said that but more feedback so what we've done with the funnel section is we've left you an action list on page 37 rather than make it homework because we appreciate not everyone is going to build their funnel okay so we're not making it compulsory homework whenever you come around to building your funnel it might be that some people are going to wait till next winter they've then got an action list that they can action at the appropriate time whereas my house publishing a business plan it's very unlikely that you're not going to need that having a brochure if you're something like we think all these things are probably mandatory for the vast majority obviously it's not one size fits all so we've taken it out of the homework to make the homework more punchy more clear more concise and then you've got the action is for the funnels for whenever it is that you come around to building your funnel do you think that's helpful yeah it's kind of like trying to just make it simpler clearer so obviously we've got josh on the 17th of april what on those people for getting that slot and then world class assistant so this is without a doubt the biggest game changer that we encourage people to do in the first year you've got my session on the vault which you can catch up on about world class pa but rachel davis is going to be hosting the midweek mentoring on world class assistant because she has successfully scaled her business using two assistants and she's going to be talking through her experience of hiring them training them and how that's frankly changed her life and allowed her to scale her business so you're going to get it first hand from rachel which i thoroughly recommend bless you josh we've already covered like i said in the vault if you're recruiting then this is a chance to brush up on your blueprint skills whether you want to re-understand the wealth dynamics love live lead and learn like a how to actually write a world class recruitment ad the same recruitment ad process that i used to recruit sophie recently to recruit my assistant and if you are hiring an assistant i would encourage you to listen to the world class pa asset because it's going to explain the difference between an ea a va a pa ba yeah all the a's some people are still listening okay so it's going to just give you the clarity over what you need there's also blueprints in there for your ea job adverts so it's literally done for you so rather than like struggle and get lost for hours just listen to the blueprint get clear take our template get your job advert live happy days book club so what have we got for you this month right wealth we've got our 10 layers of wealth podcast this is like fundamental the journey to being financially independent we've got wim hof for health this um wim hof versus this big pharma company has anyone watched this on youtube or listened to it no i'm sure it's gonna be very interesting wim hof doesn't doesn't disappoint and in terms of life by design if you haven't already caught my episode with josh interviewing him on successfully completing his financial fortress it's i was a thoroughly enjoyable uh conversation a bit behind the scenes we sat down after a day's training last month and we recorded this in my room in the belfry i lit some candles when we sat on the bed and we had a lovely we had a lovely conversation and honestly i'm not even joking it was one of the best podcasts or interviews i've ever recorded in my life it was really really good so and we were a bit tired after a day's training like let's get it done so we sat in the room i said candles and tea chamomile tea and all that sort of stuff so we got to the end so the laptop sat there we got the big mic it's all you know we're all happy like the you know it's recording away gets to the end of the gets to the end of the um of the podcast i'm like i sort of looked at him i was like yeah you know when to turn it off only i'd never press record and he just looked at me and went is it recording and i was like it is now it's just like no so this should be really good because we literally did a dress rehearsal so yeah so uh when you listen to the first couple of minutes if i'm speaking a bit fast it's because i'm really pissed off so just a little bit of inside knowledge but we've got like an offer it was really good so yeah we still did that it was really good and to be fair josh's journey is quite remarkable quite remarkable he is only 33 i know he looks 43 but he's only 33 and he has achieved a tremendous amount so i'm super proud of that guy and uh he's a close friend and you know we had some fun recording that one so um an extra book uh is the scorecard app i remember dan came in he did his little pitch about scorecard scorecard app this thing has taken off man have people been following him on social he's he's he's he's exploded he's he's he's his followings exploded he's over 130 000 followers on instagram now he's gone worldwide with den he's got like four million people a month using scorecard app or something crazy it has really exploded so this is just a reminder that really as part of our funnel and our as dan was talking about our one of our tool scorecards i'll repeat it but this is just a reminder that you know it's spelled out in this book um on scorecard marketing and just a final reminder i was really impressed and grateful for everyone who's already joined the PE promoter group this is a just a reminder that this really is like genuinely a win-win-win for everyone so have a think about it if you haven't already signed up scan the qr code over the weekend and it won't be too late at the start of the week because we will be setting you up with everything you need assets instructions questions to give you the opportunity to earn thousands of pounds frankly and help out your network no hard sells just win-wins so thank you very much for that in advance final thing for the day is to get your friends out for the last time put some music on and give us some feedback about the day about the month about how you found the event about how you found the content are they getting two texts today or one text two and one off you go thank you ladies and gents we appreciate all feedback is good feedback okay you're not gonna their announcement as well so yeah sit tight once you've filled in the the feedback form please thank you put your phone down so we can just do the last announcement everyone can do some networking or get on their way thank you okay thanks very much so i have got one more announcement so we're talking about dan priestly i'll just pick him up and i have got a special announcement about dan and about pe parents so on the 9th of may 9th of may we are so there's no pe parents this month because it's the easter break on the 9th of may we've managed to secure dan priestly for a live webinar on our pe parents initiative so he'll be live he'll be talking about his book how to raise entrepreneurial kids there'll be an opportunity for q a it'll be hosted by claire reed so i'd recommend that any parents in the room fantastic most of you well done congratulations um yeah put that in your diary 9th of may okay he is he is a big hitter and we've managed to secure him so show support for claire show support for the pe parents initiative if you think it's worthwhile come and listen to a thought a thought leader on the topic and you know ask him a question like hear it from the horse's mouth so there you go so 9th of may get it in your in your diaries midday thank you midday have we had a good day yes okay ladies and gents thank you good luck this month let's have a big round of applause i'll see you all next month

[Speaker 13] (1:53:44 - 1:54:24)

make me feel good good yeah make me feel good make me feel nice give me your loving all through the night make me feel