**Dan Hill 1 Edited v2\_Transcription**

[Daniel Hill] (0:05 - 0:33)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. On this strip back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Daniel Hill, Adam Goff, six rounds.

[Adam Goff] (0:33 - 0:54)

You can start. I'm going first, am I? Yeah.

Okay. So, me and you are both quite motivated people. What I always wonder is, where does this motivation come from?

Obviously, I'm interested to know where your motivation comes from. Motivation?

[Daniel Hill] (0:54 - 1:23)

It's an interesting one, right? Yeah. I think in the traditional world, motivation is very, especially nowadays, it can be very falsely driven.

So, social media, all the millennials are plowed by Instagram, Facebook, all of that. It's fake motivation. The whole thing about life by design is not life by comparison, because then you end up chasing yourself.

What do you reckon? That's fake motivation. I think I know where some of my motivation comes from.

[Adam Goff] (1:23 - 1:50)

I'm talking deep down. What I really want to know is what is driving Daniel Hill? Why are me and you, or why are you getting up at 4am, driving hard, building businesses?

There's easier living out there. There's an easier life if you want it, but why is it that you choose to...

[Daniel Hill] (1:50 - 2:29)

So, my initial thought is two elements. One is I've got a very deeply grained work ethic. I've always been a grafter since I was a kid.

So, I've got that work ethic. And if I'm not up and at it at 4 or 5am and being productive, it doesn't make me feel good. Donald Trump says work can make you happy.

It makes me feel fulfilled. It makes me feel purposeful. There's that.

But equally, I think motivation is driven by fundamental flaws that we have as individuals. I think a lot of your childhood is about... everything comes from your childhood.

If you're going to see a therapist, all they're doing is trying to get as far back and as deep back as they can. Then they'll explain how the tapestries played out.

[Adam Goff] (2:59 - 3:02)

Yeah, I totally agree with that. Do they? You might not be as driven or as motivated.

[Daniel Hill] (3:30 - 4:15)

You're a good-looking chap. Traditionally good-looking. 50 Cent's got a good quote.

He says, in order for a man to be perceived as being an attractive woman, so the way a man looks at a woman physically, in order for a woman to look at a man in the same capacity, he has to be publicly successful. I remember hearing that about 5 or 6 years ago and thinking, that makes a lot of sense. I remember when I was at school.

Really? Because I wasn't the traditionally handsome kid, you think, what do I do to get the hot girls to be the cool kid? You do the things like that.

When you're at school, there's things you did at school to make you popular. As you get older, business and money and things like that drives you to a capacity. Every time you get those things, you realise that it's more the chase than the catch.

[Adam Goff] (4:15 - 5:40)

I totally agree with that. That's very interesting what you're saying. I think you're right.

Success. This is all about the why, isn't it? Why am I getting up?

Why do I get up and do it where other people don't? I think that's the interesting thing, isn't it? Why do you think you are motivated?

What is motivation? Exactly. There's a few things when I was thinking about this topic.

Either I've got undiagnosed ADHD and I am just a hyper person and I should probably get some therapy or some medication for it because I've always been full of beans. I've always been a hyper kid and people often tell me to turn the volume down. I'm too excited.

School reports at school. Adam has disrupted the class. He's the centre of attention.

No one else can learn. But I feel like when I'm in my zone, that's when I'm at my best. I'm not always like that.

When you would have put me in Lehman Brothers working for a bank, I hated it. I was down. I was sat at my desk in front of four screens and that's not me.

I think motivation is when you're finding your energy and you're finding your flow. I like talking now, so I'll be energised. But I think I must have something to prove.

That's all it keeps coming back to is I must have something to prove.

[Daniel Hill] (5:40 - 6:24)

And that's the deep-rooted element of it. Why are we driven to make the best of ourselves? Probably because of fundamental things.

But then you get a taste for it and that becomes your thing. But if we strip it down to the local level with motivation, everyone wants to be fit and healthy and muscly and they want to be fit and healthy. But the majority of people don't do their steps, eat well, go to the gym.

But where do you get your motivation from? What makes us get up at four in the morning and go stomp out 10,000 steps? How do we fire that flywheel up?

What motivates you there? When you hit it, I do not want to go out in the rain.

[Adam Goff] (6:24 - 7:29)

It's actually a funny thing. I've just remembered that I talked to a friend about the other day. So I've got two grandpas and I call them fit grandpa and fat grandpa.

Now, we used to actually call him fat grandpa. He was massively successful in business, employed 300 people, made loads of money, private planes, private yachts, died with nothing, spent it all. But he died because of his weight.

So for me, I'm very motivated to emulate him in business, but not emulate him health and fitness wise. Whereas my other grandpa is still alive. He's just turned 90.

He was in the Navy. He's very fit, never been stressed in his life, still loving life, the happiest man I've ever met. And I want to emulate him for happiness and taking care of himself.

So I've got this fit grandpa and this fat grandpa. And I honestly believe that they are my role models. And I aspire to be like them.

So do you have any role models that motivate you? Or was there a moment that you remember that was something that happened to you as a kid that makes you motivated? Can you pin it?

[Daniel Hill] (7:29 - 8:34)

Well, it's interesting. What I was actually thinking about then when you were talking about having a visual, a real draw towards health and fitness. I like the idea of being healthy and fit and stuff like that.

But I definitely don't have the same passion and drive that you do. I do it more, when you talk about motivation, I do it more for the challenge. Like Josh says, like bang on, one of the best things about being an entrepreneur is you get to choose your own challenges.

And every quarter, I've started choosing my challenges. And it's like that is my project. You know, it's got a start, it's got an end.

So my first quarter was get up, give back, you know, break a world record, locked into that, smashed it. This quarter for the first time ever was to focus on my personal health and, you know, get ready for the shoot in August. So mine is more about the challenge.

The challenge is a little bit irrelevant. It's more, can I achieve it? It's the game of it.

And it's definitely not money. Like, I was thinking I was just put my Primark coat on this morning. It's like, it's not the money.

That's just a scorecard. But it's all the chase. We're completing on, we're selling a block of flats today.

And it's like highly lucrative. But, you know, It doesn't change your life, though.

[Adam Goff] (8:34 - 8:35)

It doesn't change your life, does it?

[Daniel Hill] (8:35 - 8:35)

It doesn't change anything.

[Adam Goff] (8:35 - 8:39)

It's the feeling that changes your life and the feeling of setting something and achieving it.

[Daniel Hill] (8:39 - 9:04)

It's motivating you. It constantly moves. So when you've got X in your bank, you're like, I wish I had this.

But as soon as you get that in your bank, it's like, it's not a wish. It's like, well, this is where I want to get to. You need money until you can take money off the table.

Yeah. And there's a big difference between wealth and relative wealth. You know, if you earn 30 grand and you spend 20 grand, you are 100 times more relatively wealthy than somebody that earns 250 grand and spends 300 grand.

[Adam Goff] (9:04 - 9:05)

Yeah, yeah, absolutely.

[Daniel Hill] (9:05 - 9:23)

And you've got to try not to jump on that rat race. Like, you know, you earn a bit more, like Mike Tyson did. You earn a bit more, you spend a bit more, and you end up in this constant rat race chasing, you know, buying things you don't want to impress people you don't like.

That R8 is sitting on my drive. I've driven it once in the last six months. I can't, like, need to sell it.

That was the stupidest thing I ever bought.

[Adam Goff] (9:24 - 10:00)

That's very interesting. Maybe we'll talk about it later, actually. But I think there's...

I think the other thing I'm driven by when I was thinking about this topic was quite a powerful word that I'm using quite a lot at the moment. It's autonomy. Like, I get up every day because I don't...

there's certain things I don't want in my life. I don't want to have to work for someone else. I don't want to have to report in like a nine to five.

I don't want to have to wear a suit every day. I don't want to commute. So I'm also...

like, I think, like, creating our lives as we do in our businesses gets me further and further away from having to do that.

[Daniel Hill] (10:00 - 11:01)

Yeah, definitely. I went on a first aid course about a year ago, and I didn't find it fusing. I went on it because I wanted to.

I see a guy collapse at an airport, didn't know what I was doing. I was like, there and then, you know, like Message Lucy said, put me on a first aid course. Wow.

Because I wanted to be ready. Yeah. If I ever need to use it.

Yeah. But it wasn't the most engaging process. I tuned into it.

But for the first time ever, I remember watching the clock. And I remember thinking, I was watching the clock. I watch the clock every day, but normally, because I'm running out of time, not waiting for it to pass.

Exactly. Fuck me. I do not want to go back to a point where I'm getting paid to sit somewhere watching the clock.

I couldn't agree more, man. Enjoying going to the toilet. Just, you know, sit there and...

We're done. Boom. Round two.

Repeat. Hit me. Life.

Life? Meaning of life. What's it all about?

What are we trying to... Why are we here? Is this real?

Life. What is... Why are we doing what we do?

Are we doing the right thing? What is the purpose of it all?

[Adam Goff] (11:01 - 11:03)

Is there really a God? Is there?

[Speaker 3] (11:04 - 11:05)

I don't know. I think...

[Adam Goff] (11:05 - 12:45)

God, I mean, that is a tough one. Like, I think... Do you ever think about that?

So, I had this... I always had this massive phobia of death. So...

Do you think you'll die, young or old? I'm going to live to 100. There's no doubt.

I need that mindset. I'm going for 100. Like, 100%.

I listened to Jim Mellon speak a couple of years ago. And he was talking about how the kids that are born soon are going to... Basically, the average life expectancy will go up so quickly that actually people who are born soon will never die.

Well, it says... There's that scientist that said, if you can live 30 years, you'll live forever. So, the thing about life is...

The only thing I can relate to this is... I hated dying. I'd never think about it.

It would always freak me out. It's the kind of thing that would keep me up at night, is, like, death. And in the last couple of years, I've had a lot of growth in this area.

And I think, like, now I've flipped it on its head. And now I see death as the gift rather than life. Like, life's obviously a gift, but death is a real gift because it makes life scarce.

And so, if you think about, like, why precious gems are precious, they're only precious because there's only a few of them. Like, it's just a rock. The only reason they're expensive is there's only a certain amount of gold or a certain amount of, you know, diamonds, et cetera, in the world.

So, now, the way I look at life is that... Well, sorry, death is that every day, death is hanging over us. And it's basically every day, death is giving you a day of life, if that makes sense.

So, now, when I think about life and the meaning of life, I just think it is to, like, literally make the most of absolutely every second because at any point, it could be your last breath.

[Daniel Hill] (12:45 - 13:19)

Someone asked me the other day. In fact, it was my mom. We were sitting there having a drink, and we were talking about if you actually, like, live in...

You know, we were having a similar conversation, actually, and the question she asked was, if you look back on the last week, and you had the opportunity to go back and do it again, what would you do differently? And not, like, what mistakes did you make, things like that. It's, like, if you were going to work and you hated your job, and you had the opportunity to go back and sit on a beach for a week, you know, that would be the answer for some people.

Yeah. If you posed the question to yourself, and you could go back this week and relive that week, what would you do differently by choice?

[Adam Goff] (13:20 - 14:05)

That's a question I honestly ask myself every day. It's not just every week. Is it?

Yeah, I literally wouldn't do anything because I was so fascinated by death. And basically, yeah, the outcome is, like, everyone would say, if death came and took you now, you'd say, no, no, give me another week. And he'd be like, yeah, but you've had a week.

In fact, you've had 26 weeks this year, and 52 weeks last year, and 52 weeks for the last 30 years. What have you been doing? I've given you that week.

And if you think about it like that, every day is that. Every day when I'm grateful, a lot of the times in my best self journal, I will write, I am just grateful to death now for giving me today because it's not taken me yet because it's going to take us all.

[Daniel Hill] (14:06 - 14:59)

Yeah, and I'm like- Got to be like that. I, a million and 1% believe thoughts become things, choose the good ones. We talked earlier about how is it we choose that we want these things and we get them, whether it's fitness, personal development, we do that.

And I'm very conscious. It's like, there's a video I'm going to share on Property Entrepreneur about energies, and it's like you can literally dream things into reality. And I do believe- Me too, I'm with you, by the way.

Like law of attraction. Of course, yeah. But in the same way that we attract good things, you attract bad things.

And one thing I've never shaken off since I was a kid is I'm, like, convinced. I'm not convinced because I don't even want to say it because it's, like, negative. Yeah.

I don't have that vision of being an old person. Really? Yeah, yeah.

And I wish I didn't. I wish I was, like, I've lived my last 10 years thinking, fuck me, I don't know how long I'm going to live. I want to cram in so much stuff that there's- What?

Yeah.

[Adam Goff] (14:59 - 15:05)

So it's not a Peter Pan complex where you think you just can't see yourself old. It's like, I'm not sure how long I'm going to be here.

[Daniel Hill] (15:05 - 15:09)

I say it in passing, but I don't want to actually articulate it because thoughts become things.

[Adam Goff] (15:10 - 15:35)

Yeah, yeah, yeah, totally. It's like- So start changing it then. Start saying you're going to live to 100.

Just come on. Let's play the game. Yeah.

Just do it, man. Like, that's why I like it because I am going to live to 100. I think my fit grandpa is going to make 100.

Easy. I mean, he's still living by himself and he's 90. I'm like, well, if he can do it, I've got those genes, I can do it.

My fat grandpa died at, you know, 65 overweight and, like, whatever. So I guess I can choose.

[Daniel Hill] (15:36 - 16:10)

If we just- If you imagine there's a few more people in the restaurant, just in case it's like throwing the audio over. Sorry, I'm being very loud. That's sound.

We have this conversation- I've had, like, four coffees. We have this conversation, like, three times a day, don't we? You should turn the volume down if you're listening.

Sorry, I get excited. That's all good. I need that.

I definitely need that. And I think about it all the time because I'm like, yeah, I need to bring that into my life. And I'm fit, I'm healthy.

I do all the right things that you'd want to do. I do burn the candle at both ends, though. Someone said to me the other day, like, grafting puts miles on the clock.

If that's the case, how many miles do you think you've clocked up? Do you think you're living above your- like, ahead of your time?

[Adam Goff] (16:11 - 16:56)

Well, someone said to me that London takes years off your life, and obviously I've lived in London for 10 years. Yeah, that's true. Well, it's proven that doctors and shift workers die young.

Like, policemen, doctors, they all die, like, on average, 10 to 15 years younger. Yeah, because of the shift, the sleep, the interruption to the sleep, your body. So, yes, I do believe if you're not putting the credits back in, if you're just taking withdrawals, something I talk about a lot, and we talk about property entrepreneurs, you know, eventually you're going to run out.

Yeah. I do think, though, that we're young enough to have time to put it back. I do think you have to kind of make hay while the sun shines.

If there was- if you think about our lives like the seasons, we are still kind of in the spring and getting into the summer, and there will be a time where we're in the autumn.

[Daniel Hill] (16:57 - 17:24)

My granddad's- I walk to the office every day, and I walk past the care home, and the front garden is the windows, which looks out from the care home, and in there is all the people in their chairs, immobilized, just being, you know, just sitting there. And my granddad's partner messaged me the other day saying she's getting frustrated with getting older, brain's starting to go, you know, she's- How old is she? Do you know what?

I don't actually know. Okay, yeah.

[Adam Goff] (17:25 - 17:28)

But it's all relative, right? I've definitely got something to add here.

[Daniel Hill] (17:28 - 17:42)

Yeah, and she said if I had my time again, I would, like, basically say, like, live hard and fast. She's like, I would go and have a ball, I'd enjoy it. Because there's that other thing, it's like delayed gratification.

Do we save all our money till old age?

[Adam Goff] (17:42 - 18:18)

It's like Warren Buffett said, like, some things you save up till old age, but some things you shouldn't. Like sex. Sex, yeah.

If you save sex up till your old age, it's a bloody bad idea. I think, like, my fit grandpa, he talks about- he goes to the golf club. Everyone's 70, he's 90.

He said the guys who are 70, they don't move, they don't play golf anymore, they're all waiting to die, Adam. He says, they're waiting to die. That's what he says to me.

He's 90, he's playing golf, he's up, he's hanging out with all the women playing bridge because all their husbands are dead. Well, that is- So it's all totally relative, isn't it? Because it's all to do with how old do you feel?

So, yeah.

[Daniel Hill] (18:18 - 18:29)

Well, I mean, that is very inspiring. If we can get to that, you know, that position, we'll be laughing. What age do you think you'll retire?

Because that's another thing, that some people retire and then start getting ill.

[Adam Goff] (18:29 - 19:07)

Well, this is the thing. So I don't think I'll ever retire because I think I'm quite aligned with what I want to do every day. I think, like, what my fit grandpa's taught me is that he still, like, walks two miles every morning with, like, two liters of water in his backpack to local shops, etc.

That's crazy. He'll do stuff with his mind. So the moment you put it down, like, there is no end goal.

There is no, I'm retiring, I'm putting my feet up. It's because we're sharpening the axe all the time. Otherwise, we're going to go blunt.

So it's really up to you when you put it down. And I think, I believe that life is like that. Therefore, I believe we could both go to 100 if we decided to.

Let's put it back to life.

[Daniel Hill] (19:07 - 19:25)

So let's talk about life. One minute 30. Talking about life.

What is the meaning of life? Do you ever ask yourself that question? And you're like, what, am I doing the right thing?

Am I making the right decisions? Am I living my life the way I should live it? Am I going to get to 60 and be like, oh, my God.

Do you have a question whether you're doing the right things?

[Adam Goff] (19:25 - 19:32)

I honestly never have those questions with myself. I never have that dialogue. It's not something I ever think about.

I don't know why.

[Daniel Hill] (19:32 - 19:55)

I think that's good. That's very good. I've always second guessed everything I do.

I'm like, am I making the right decision? So I make strategic decisions rather than follow my sort of, I don't want to say emotions, but everything's highly strategic. That's one of the best things about living in these 12 month cycles is, I commit to it for a year.

That is what I'm doing for a year. By the end of it, I'll have something new to do.

[Adam Goff] (19:56 - 20:01)

I do enjoy that. And yeah, I definitely follow that mantra. I love it.

I think that's brilliant to have a focus.

[Daniel Hill] (20:01 - 20:46)

If someone said, if I had my time again, would I not be an entrepreneur? I honestly don't know why. An entrepreneur is not a job.

It's a lifestyle. It's like, I love the fact that I work my ass off. I love the fact that I don't have to worry about things I used to have to worry about.

I love the fact that I'm taking a team of people with me. I literally love it. Even when the shit hits the fan, I was thinking today, we've got a 10 year anniversary coming up this year.

And I was thinking about my sort of speech and I was thinking, I've loved every second because it's like, and I always say this, but I don't want to offend anyone. It's like labor. Women go through labor, which is like traumatic.

And then afterwards, you know, the body releases a chemical. They forget about that. And then they've got the beautiful baby.

I'm the same about my business. I wouldn't change a thing. It's been tough.

Boom. You're up.

[Adam Goff] (20:46 - 21:04)

It's funny because it actually perfectly links onto my next topic. So my idea was if you couldn't be an entrepreneur, if literally you weren't allowed to be an entrepreneur, what job or lifestyle would you like, what would you do? Honestly, I've thought about this before.

Have you?

[Daniel Hill] (21:04 - 21:42)

If I wasn't an entrepreneur, I would probably be an alcoholic, a drug addict or an adrenaline junkie. Really? Honestly, I've thought about it before.

I've got an insatiable appetite, like absolutely insatiable. From the second I wake up in the morning, it's like green tea, soda water, piece of chewing gum, brush my teeth, toothpaste, exercise. Boom, boom, boom, boom.

It's the same. Honestly, if I didn't have that to channel, it's like I've gone on holiday for a week. What do you do for a week?

Where do you spend your energy? I know you do your health and fitness and stuff like that. Three-day weekends drive me nuts if I'm on my A-game.

If I'm not, I'll be drinking, I'll be eating.

[Adam Goff] (21:42 - 21:55)

Okay, so you can't be an entrepreneur. What job would you have? Do you think you'd still be the same person?

How's being an entrepreneur made you like that?

[Daniel Hill] (21:56 - 22:04)

I think any good entrepreneur by nature or by default, once established, becomes pretty much unemployable. Totally. Unless they're a CEO or a CTF.

[Adam Goff] (22:05 - 22:22)

Okay, let's put it a different way. Say you had a parallel life. So at 18, you didn't decide to study business or nothing, and you decided to do something else because there was no entrepreneurship.

It doesn't exist, or you weren't allowed to be that. What would you have done? What would you do?

[Daniel Hill] (22:22 - 22:23)

What would you do as a day job? What would you do?

[Adam Goff] (22:23 - 22:35)

My career advice at high school was to become a solicitor. Yeah, but what would you do, though? What would you actually do?

As a job. Yeah, if you had to pick a different lifestyle, pick a different job, not entrepreneurship, what would you do? Well, it'd be something creative.

[Daniel Hill] (22:35 - 23:07)

So I'd be creative. I'd be... If I wasn't using that skill set...

Well, this is the thing. This is one of the things that we were talking about earlier. When I question, have I done the right thing in my life, I've always wanted to be an entrepreneur, literally.

The earliest memory... I mean, my earliest memory was being in a cardboard box, in a cardboard box, cutting a hole in it at Christmas at my grandparents' when I was about four or five and getting people to put their credit cards in, and I'd be releasing sweets out of the box. Brilliant, I love that.

Yeah, similar. Like, literally.

[Adam Goff] (23:07 - 23:13)

Yeah, I think I sold penny sweets when I was a kid. Why not? I sold anything.

You would, wouldn't you? Yeah. Just have it in you, don't you?

[Daniel Hill] (23:13 - 23:16)

Yeah, it's just part of... Yeah, it's part of that. So what would I...

[Adam Goff] (23:16 - 23:17)

So if you had to get a job, what would it be?

[Daniel Hill] (23:18 - 23:27)

I think it would be... Or a different life. If I had to get a job.

A different life. So if creating new businesses became legal and it was, like, the government owned all the... You know, the whole private sector.

[Adam Goff] (23:27 - 24:51)

Yeah, yeah, yeah, yeah. We're in communist China. What job would I do?

So while you're thinking about it, I've thought about it. Yeah, what are you thinking about? I often used to say that I would probably have a life of service and join the military.

And it always appealed to me to be, like, an elite soldier in the Marines or the SCS or something like that. And I was definitely sold on that, like, macho thing. But I think, as I've got older, I've realised what that means.

And I've seen what, like, what happens to soldiers. And it's, you know, it's tough, man. I mean, it really is pretty bad, to be honest.

So now I think, actually, I've almost got in the headspace of, like, what people do on their gap year. Because I feel like on your gap year, you do whatever it is you want. Some people become a windsurfing instructor, they do a ski season, they go travelling.

And I feel like, actually, if I couldn't be an entrepreneur or I wasn't chasing, you know, building something, the success and the sort of personal development side of things, I think I literally probably would pick something very lifestyle-based outside. I think about my friend from school who runs a stand-up paddleboard school in Koh Tao in Thailand. I could probably honestly see myself just doing that, a complete shift.

Just, like, beach, you know, paddleboarding, whatever, like... Because you're definitely more lifestyle.

[Daniel Hill] (24:51 - 24:54)

Like, you're a lifestyle entrepreneur, I'm an empire builder.

[Adam Goff] (24:55 - 25:00)

I'd live somewhere warm, I'd do something active, and it would just make me happy every day just because of where I am.

[Daniel Hill] (25:00 - 25:09)

But then where would you get your... I've had a conversation with someone previously about this because I've got a huge growth mindset. I'm always about what's next, how do I challenge myself?

It is that living life with...

[Adam Goff] (25:09 - 25:16)

But would you have that? My question is... I guess my question is, would we be the people we are today if we didn't have entrepreneurship?

[Daniel Hill] (25:16 - 25:33)

Because where would you focus that growth? Because you're... I'll tell you what about you, which surprises me, is...

and it's a credit, is it, like... I'd say it's inspiring to a degree, is I would say you're more driven than me. What do you reckon?

[Adam Goff] (25:35 - 25:39)

That's why I started the conversation with motivation because I don't know where it comes from, but...

[Daniel Hill] (25:39 - 25:43)

Who do you think is most driven? Do you think driven is a good word or a bad word?

[Adam Goff] (25:48 - 26:15)

I think it's good because I think it's... I'm a big believer in, like, doing things better than I did them yesterday, leaving the world in a better place than I was. I think if you honestly put me on a desert island, my coach asked me this once, I would, like, try and organise the desert island and sweep the beach and trim the trees and make it...

That's what I would do. That's who I am. But I also think we have that in common, so I don't know if there's much between me and you, Spence.

I don't think it's a bad word. I'll tell you where I realised that you were more driven than me.

[Daniel Hill] (26:16 - 27:31)

Well, driven and competitive. So, like, I would say you're more competitive than me, but I used to be a lot more competitive. At family dinner, I would storm off and go to my room if I lost a card game because I was, like...

And I think that's what we were talking about earlier. That comes down to, like... Well, it's a whole confidence thing, really.

We can chat about that. But it was when we ran the half marathon and I was, like, steaming ahead for the whole... How many hours was it?

10 or 11? And I was, like... I'd saved my fuel in the tank to get...

You know, I was aiming for sub 2. Like, sub 2. No, in fact, I was aiming for sub 2 until the day, and then I thought, well, I'm going for 140.

So, you know, mindset shift. So I saved some beans in the tank for the last lap, started pelting it, and then you caught up with me, didn't you? And we were running side by side, and I was like, if I was ever going to hit this target, this unrealistic target that I've just set myself...

And it was unrealistic. I've never run a half marathon that fast ever. The best environment for me to be in would be for Adam to be running next to me, for me to get over that line.

And as soon as you ran up to me, I was like, this is it. Like, this is all the conditions nailed, because obviously there's no way I'm going to... Yeah, you'll be pushed more.

[Adam Goff] (27:31 - 27:32)

I'll be pushing to keep up.

[Daniel Hill] (27:32 - 27:47)

Yeah, because we're such good friends, yeah. And then as we got, you know, as we got a couple more miles in, I was like, oh, my God, I'm actually losing pace. And I think...

And you crossed the line, and I've seen the photos, and you said you nearly collapsed. You were like... You gave it everything you had, didn't you?

[Adam Goff] (27:47 - 27:57)

I wanted to... Yeah, I wanted to give everything. I was decided I was going to empty the tank.

I like to put myself... I do like to do everything with full force.

[Daniel Hill] (27:57 - 28:03)

When we were in Mallorca, and you went head-to-head with Darren Kirby, who does Ironman, and kept pace with him on the bikes.

[Adam Goff] (28:03 - 28:04)

It was like five seconds in it or something, yeah.

[Daniel Hill] (28:04 - 28:05)

I was like...

[Adam Goff] (28:06 - 28:16)

I'd say, yeah, you're more... I am very competitive. It's always been in me, yeah.

School sports days were like the most stressful days of the year for me, because I just want to win. I remember when I was 14...

[Daniel Hill] (28:16 - 28:17)

We're going to explore that a bit more.

[Adam Goff] (28:18 - 28:18)

Yeah.

[Daniel Hill] (28:18 - 28:19)

Let's pull this back to...

[Adam Goff] (28:19 - 29:19)

What are we talking about? We're talking about entrepreneurship. Yeah, we've got two and a half minutes.

What would you do for a job? Yeah, so I've sort of said, I think I would go with active... I think I'd leave...

I think I'd have to leave... Because I am so competitive, I'd have to leave all of that growth, success kind of alone. And I think I'd just have to be...

Find happiness. I keep going back to my grandpa, but he is such a big role model for me. He always said to me, he worked for an insurance company his whole life, and he never did any work after 12 o'clock.

He would go to the office for a couple of hours and just do meetings and piss about for the rest of the afternoon. But he's been the happiest man ever, and he's taken care of himself, and he's lived a long life. And I think if I couldn't play this game, because it was taken away from me for whatever reason, I think the game I would play would literally be the happiness game, and it would be sunshine, walking, family, whatever, friends, active.

And I reckon I could find fulfillment in that, because I do love that.

[Daniel Hill] (29:19 - 29:23)

I think in listening to hear you play it out...

[Adam Goff] (29:25 - 29:32)

Because they're lifestyle choices, aren't they? And that's what you said. Entrepreneurship is a lifestyle choice.

So what other lifestyle choice would you make?

[Daniel Hill] (29:32 - 30:17)

Well, as you were sort of saying about that, it's basically like what... We talked about growth and challenges bringing you value. The other thing is what actually gives you...

What do you actually enjoy? So you strip back entrepreneurship. What's the fundamentals?

One is, for me, is personal growth and challenges. Definitely. And then the other thing that really gives me value is probably the only thing in life that makes my eyes water is adding value to other people.

So when we did our charity... I knew you were going to say. I'm glad you said.

I thought this when I thought of you. When you look at what does it actually mean, what's it all about, I hammer myself through the year about challenges and things like that. But the only time I look back and look at anything that I'm proud of, it's always about adding value to other people.

It's like making a difference to somebody else's life.

[Adam Goff] (30:17 - 30:50)

Man, I'm so glad you said that because that's exactly what I thought you'd say. Really? I honestly would have you down as you'd work for a not-for-profit charity.

To see you... It would be coaching. It would be helping other people.

To see the way you react to the get up and give back thing. And I said it on the stage about your lip quivering and stuff. And it's totally authentic.

And I never knew that about you. And I'm glad we're talking about it now on camera because I don't think people... A lot of people won't know that.

They'll just see this very successful businessman. But there's a whole other layer.

[Daniel Hill] (30:51 - 30:52)

That's fucking... That's working out.

[Adam Goff] (30:52 - 30:56)

Yeah, yeah, yeah. Right, repeat. There we are.

So, over to you.

[Daniel Hill] (30:57 - 31:04)

Five. Can I have a sip of this? Yeah, have a sip.

Confidence.

[Adam Goff] (31:07 - 31:08)

Confidence.

[Daniel Hill] (31:09 - 31:14)

Are you confident? Overconfident. Are you overconfident?

Is it natural confidence?

[Adam Goff] (31:14 - 31:37)

Well, when I was a kid, I remember I'd always have this conversation about the difference between confidence and arrogance. Because I think a lot of people would just see me as... And I will rub people up the wrong way because I am a bit of a...

I bring a lot of energy to a room and I will fill a room. What do you think of yourself when you think about self-awareness? I think it's improving.

I think I had terrible self-awareness early on.

[Daniel Hill] (31:38 - 31:39)

I did as a youngster, without a doubt.

[Adam Goff] (31:40 - 31:56)

Something you have to work on, isn't it? I was more blindspot than I did visual spot. Embarrassingly so.

100%. I see it in other people now. And I see it...

I'm not going to say, but I see it in people close to me. And I'm like, oh my God, you don't have the self-awareness. But previously, I didn't have that.

[Daniel Hill] (31:57 - 32:29)

It's taken me years to develop it. And I've still got blindspots. Blindspots, bits of me that I don't see.

I say things that are just like... I say things that are meant to be funny or normally trying to be funny. And I'm just like, why did you say that?

I get that from my dad. I just say things. I'm like...

Why did I say that? Yeah. It comes out of your mouth and you're like, do you want to pull it back?

It's either a little bit controversial and I don't even mean it half the time. Yeah. And then it's just...

[Adam Goff] (32:29 - 32:32)

Yeah. What about you? Are you confident?

[Daniel Hill] (32:33 - 32:59)

Yeah. Now... Always?

I can tell you exactly when I became confident. So no, definitely not. I grew up very insecure.

Oh, right, okay. I wouldn't say fundamentally flawed, but I had a lot to prove. I wasn't confident in my own skin.

Why? Well, I was going to talk about how it changed, but what, but why? I think probably because when you grow up at school, it's about being the cool...

You're a result of your surroundings, aren't you?

[Adam Goff] (32:59 - 33:00)

Yeah, what we spoke about before.

[Daniel Hill] (33:00 - 33:06)

And at school, it's like, what is important at school? It's not that cool to be A grade student. That doesn't really...

[Adam Goff] (33:06 - 33:07)

No, it wasn't back then anyway.

[Daniel Hill] (33:07 - 33:08)

It might be now.

[Adam Goff] (33:08 - 33:20)

I don't know. Geeks are cool now. Yeah, well...

So maybe school's totally different now, because if you're good on your phone or whatever, I don't know, maybe that's what gets you. Probably, yeah. Whereas before, it was like being good at football, being good at sport.

[Daniel Hill] (33:20 - 33:44)

I think it's back to what we talked about earlier, about motivation is like, what is like... I think probably... I don't know if this is the case.

I've just sort of tagged it to it. It's probably about... Because I don't bring...

Some people bring to the table being good looking, like traditionally good looking and all of that, and when you're younger, that's quite an important thing if you want to have the best things in life. Do you know what I'm trying to say?

[Adam Goff] (33:44 - 33:45)

I do know what you mean, yeah.

[Daniel Hill] (33:46 - 33:53)

So it's like, I think there was a lot of drive there to be like, well, I'm not going to... You know, I want these things. Like, you know, everyone wants to be popular.

[Adam Goff] (33:53 - 34:01)

But people who aren't good looking can be incredibly confident. I think I personally... It must be, like you said, the way you're brought up.

I don't know if... Well, some people don't have confidence.

[Daniel Hill] (34:01 - 34:08)

I don't know if it's what your parents... Someone has to be really insecure. Do you know what I mean?

It's like, there is a whole other flip side to that. Surely in today's world, like Instagram and all that.

[Adam Goff] (34:08 - 34:29)

Well, yeah. I mean, you're totally... My view on confidence is, I think my dad just planted it in me.

I think it is a gift you give your kids. I think you have to put it in your kids. I don't know.

Have you always been confident? Yeah. And all my siblings are.

And I think it is something that your parents teach you.

[Daniel Hill] (34:29 - 34:53)

Do you know where confidence... Do you know where the word confidence comes from? Like, what it actually means?

No, go on. It's either confidant... It's a Latin...

It's from Latin basis. There's a word called like federa, I think it is, or federe, which is like right far back. And then another one which basically says confidence, but it's like confidante or something.

That sounds French. But what it means is... A confidant is someone who you trust with something.

[Adam Goff] (34:53 - 34:54)

Well, this is it. It's trust.

[Daniel Hill] (34:54 - 35:26)

What it actually means is trust. It's like you trust yourself. And confidence comes when you...

So if you think about crossing a bridge, if you cross a bridge and it says... You cross a bridge and you don't know whether it's going to stand up. The first time you're anxious, the more you go over the bridge, you have confidence that it's going to stand up.

It's the same with yourself. The way that you build confidence is to become fundamentally... You absolutely trust your own decisions, your own decision-making process, your ability to succeed.

That's what I was saying about autonomy earlier. That's where it comes from.

[Adam Goff] (35:26 - 35:45)

It is, yeah. Because you feel like you can do it no matter what. You don't have...

If you're autonomous, you're confident enough in yourself and your own ability. Do you think you can achieve anything? Yeah, honestly, I do.

Do you? And that's the difference between arrogance and confidence. But I honestly believe whatever...

And I think anyone is capable of doing anything.

[Daniel Hill] (35:45 - 36:16)

So that's interesting. So I would say I believe anything I set my mind to, I believe I can achieve. If I say that...

If I say we're going to start this charity, we're going to break the world record, we're going to hit this target, once that check's written on a bit of paper to start the process, it's like there's no way we're not standing on a stage in 13 weeks lifting the check. That's absolutely happening. But if you asked me to learn to play the piano, I don't think I could do it.

I don't think I'd have the drive or interest or play the flute, something that's completely not what I want to do with my life. That's interesting. Do you think you would?

[Adam Goff] (36:17 - 36:28)

What would you dislike doing? To answer your question, I wouldn't enjoy learning to play the flute, but I could do it. I know I could do it, right?

I don't know.

[Daniel Hill] (36:29 - 36:59)

So when I say, do you think you can achieve anything? If it was something you didn't want to do, do you think you could achieve it? Yeah.

Really? Yeah, I thought I could force myself to do it. That's very interesting.

But the thing is, when you start forcing yourself... I could go through all the misery. When you get through that first, when you get that flywheel going, it's like you were saying about your taste buds, you do change your taste buds.

You force yourself to eat celery eight times. I've hated celery my whole life. You fed me it wherever we were, some hotel, and then I forced myself to eat it four or five times.

I love it now.

[Adam Goff] (37:00 - 37:00)

Really?

[Daniel Hill] (37:00 - 37:01)

That's amazing. I didn't even know that.

[Adam Goff] (37:01 - 38:12)

Good for you. Yeah, I do like it. Yeah, so that is definitely my mindset.

I think that's just coming through. And I appreciate people listening to this and people generally like, the barrier's got, no, you can't, there's all these reasons why not. I think what I like to do is give myself, there is no reason, there is no excuse.

And I don't know if that is because of the way I was brought up. It must have been taught to me because it's not genetic. It must be a learned behavior.

How do you think our confidence differs? Do you think I'm confident? Do you think I'm a confident person?

Yeah, I do. I think the thing that impressed me about you always was how confident you were in your business acumen. So it was like, I would see you take risks that I don't think I'd be prepared to take.

I remember asking you, what happens if you don't get planning permission on that site? And you were like, yeah, it'd be fine, sort of thing. And you just take it in your stride.

Because I believe, in business, you're incredibly sharp and you've studied it for so long, you can absolutely nail it. But then when I hear you talk about other things, you mentioned a few times your time at school, et cetera, et cetera. I'm like, well, maybe you're not as confident personally as you are in business.

It's definitely your domain.

[Daniel Hill] (38:13 - 38:39)

Well, looking back now, all those things that, all these fake reality, all these things you think are reality, looking back, all of that was a load of bollocks anyway. It was like, you're playing this game in this space, but as you get older, it doesn't ever play out like that anyway. And like you said earlier, the things you think you want as a kid is like, actually, you don't want that at all.

You go through that, you have those things, and you're like, actually, that's not what I want for my life at all. I'll tell you exactly when I became confident for the first time.

[Speaker 3] (38:39 - 38:40)

Yeah, go on.

[Daniel Hill] (38:40 - 38:50)

Was when, so I'd already won Young Entrepreneur of the Year, I'd already won Intuit 100, I'd won some other awards, but I was still fake.

[Adam Goff] (38:50 - 38:54)

They help, because awards don't help for me. They were just like...

[Daniel Hill] (38:54 - 39:20)

Well, this is what I'm getting to. It was cool on the night, but I don't ever... Well, that was the time I realised that it's all an anti-climax, is when I won Young Entrepreneur of the Year, I came off the stage with my award, went into the press interview, and remember thinking, this is like...

It doesn't mean as much as you thought. I was expecting confetti popping in my head. Oh, really?

That's interesting. But it wasn't. It was just proper like, well, that's job done now.

It's the chase more than anything like that.

[Adam Goff] (39:20 - 39:25)

So, you were searching significance, but actually you realised you weren't going to get significance from the awards.

[Daniel Hill] (39:25 - 39:31)

I think it's just... I've got an award. I don't know if you see it, I'll put it on Facebook.

Yeah, I saw it, but they're not seeing anything.

[Adam Goff] (39:31 - 39:31)

Congrats.

[Daniel Hill] (39:31 - 39:47)

Yeah. And it's like, I really appreciate that. It's really incredible, but it's not like a life changer.

It doesn't make me feel like... And I'm very grateful for it. It's like, it's very, very grateful, but it's more what it takes to become that person than actually being recognised.

So, it's internal, not external, right? That's what I've learnt. Yeah, without a doubt.

[Adam Goff] (39:48 - 39:51)

It's who you are. It sounds hippy-clippy, but it's who you are here.

[Daniel Hill] (39:51 - 40:43)

Success is internal. Well, 10 years ago, maybe even only five years ago, you wouldn't have caught me in a business scenario wearing jeans and a T-shirt. Look at this, yin and yang, white and black.

I've just realised. Yeah, well, that's it. It's like, these are Primark jeans and a three-quid T-shirt from H&M.

It's like, I feel so comfortable and confident in myself now. But, I've been around the bush. Yeah.

The time that it all came together was when I won Mastermind. So, broke the record, won the top performer, went out on the lash, got absolutely smashed, woke up the next morning, was late for graduate, was on the way there, like, hung over. I opened the door and everyone stood up.

Like, everyone had already been there half-hour. Stood up, gave me a standing ovation, like, oh, congratulations, Dan. How does it feel?

And I was like, honestly, I'm so hung over. You have no idea. And, up till then, I would have faked not being hung over.

[Speaker 3] (40:43 - 40:44)

Yeah, you would have.

[Daniel Hill] (40:44 - 40:46)

I would have been like, I don't want people to know that I drink, things like that.

[Adam Goff] (40:46 - 40:46)

yeah.

[Daniel Hill] (40:47 - 40:56)

I remember thinking, I'm finally confident in myself. Take the mask off. I'm confident saying, this is what I do.

And, you know what, I'm on stage now. I'll tell everyone exactly how it is.

[Adam Goff] (40:59 - 41:12)

Last one, is it? My one. Yeah.

Apple. Apple, the brand. Apple, the brand.

So, I've got two more, I've got one more after that. I've got an Apple watch on.

[Daniel Hill] (41:12 - 41:12)

Yeah.

[Adam Goff] (41:13 - 41:54)

You, have pissed me off so much. And I. Because you have flirted with the idea, of getting an Apple watch, three times.

You've asked me the same questions, five times. It's clearly a difference between you and I, because you've got a, £200 Toshiba laptop. Lenovo.

Lenovo, right. Which I absolutely love. I've got everything Apple.

I even buy my team Apple Macs. I know, I saw that on your photo yesterday. They've all got Macs.

Then we've got Apple MacBooks around the office. I've got iPads. I've got more Apples, than Morrisons.

Do you know what I mean? Like literally, I've got Apple everything. Why did you get an Apple watch?

[Daniel Hill] (41:59 - 42:18)

It's expensive. They're like £500. It's expensive.

I don't like being connected to my phone. Like the idea of having any, phone calls, notifications on my wrist, does not excite me. The only thing I want is a heartbeat monitor.

And I bought a cheap, not even a Fitbit. I bought a cheap, cheaper version for like £18. Okay.

[Adam Goff] (42:19 - 42:29)

Like a Fitbot or whatever. So this is it. So, why is it expensive?

What's expensive? What do you mean £500? What are you talking about?

People buy watches for £100. So, have you got an iPhone?

[Speaker 3] (42:30 - 42:30)

Yeah.

[Adam Goff] (42:31 - 42:33)

Okay. Couldn't tell you which one. I've just got it.

[Daniel Hill] (42:33 - 42:34)

How much was that? I have no idea.

[Adam Goff] (42:35 - 42:37)

Like £800. Was it expensive?

[Daniel Hill] (42:37 - 42:39)

No, it was pay as you go, or whatever it is, contract.

[Adam Goff] (42:40 - 42:44)

Lucy sorted it out for me. So, and this is where I think, this is why, because this is good, because this is why.

[Daniel Hill] (42:44 - 42:44)

If I wanted it.

[Adam Goff] (42:44 - 43:27)

Have you ever flown business class? No. Why not?

Because it's expensive. Do you not have the money down or what? You bought an R8.

I could buy it 10 times over, but. So, what is expensive? So, because this is, this is the insight, because for me, right, it's like, this is on my wrist.

What do you want? Why do you use it? for me, like.

What values are you going to add to my life? Okay. So, when you say expensive, like for me, anything.

That's not, that's not actually the reason. You've said it a couple of times. Why don't you fly business?

Because, because I think it's a bit of a difference between you and I, because I like, I'm not into material things. I need to make that clear. I'm not, I'm not motivated by like, you're the one who's had an R8, I haven't.

Do you know what I mean? It's the worst decision I've ever made in my life. That's interesting.

[Daniel Hill] (43:27 - 43:35)

it's like, that's where I got caught up in the like, I've got to get a supercar. Every successful person has a supercar. Yeah.

And bought it, and literally drive out and think.

[Adam Goff] (43:36 - 45:07)

So, for me, I think a fundamental difference in you and I is, I will spend money on things that make my life better. So, like, I would fly business class, and I have. I, I didn't get the 500 Apple watch.

I got the more expensive, mine's a grand. Like, I went for the better one, because I think like, if I'm going to wear something and use it every day, if I'm going to interact and touch this thing and look at it, 25 times a day and use it, I will get the best I can in that thing. Cause I don't have a lot, but what I do have is the best.

And I think there's, and that's the same thing with the max. Like, if I'm going to have to be on a computer every single day, it's going to be the best computer that I can like, logically buy. I don't want to have to wait for it to load.

I don't want a blue screen. I don't want a virus. I don't want to scan.

I don't do any of that stuff. I want to turn it on at work and the same. And I, that's a value that's important to me is the experience, lifestyle and rewards and having better things in life.

So, you know, like the way that it's a, but I've got a two, my dad bought me a two me piece of luggage and I was, I would never buy that. It's too expensive. Similar thing to you.

That bag is like a thousand pounds. So I'll never spend that. My dad bought it for me.

And honestly, I'm like, now I understand why people buy to me luggage. Like, well, why they can charge a thousand pounds. I remember when I first bought an Apple Mac and my friend said to me, you're crazy.

They're too expensive. They're a thousand pounds. After like a couple of months of having it, I used to say to them, guys, I'm not being funny.

I would pay five grand for this MacBook. That's how much value it gives me.

[Daniel Hill] (45:07 - 46:44)

I would say you have a very, very valid point. And I would say one of the things I admire about you is, um, because we're very different. Like we are very different.

Although we're very similar, we're very polar opposite. So you are, you manage your money far better than I do. And I would say you're very, uh, I don't know if frugal is the right word.

Very shrewd. Shrewd. Shrewd is the best word.

I wish I was as shrewd as you with my money. I'm like more, like I would buy a Lenovo laptop. It's 200 quid and I'm happy bashing it about.

I don't have nice things because I break them. I lose them. Uh, it just, it just, yeah.

But then when you do buy things, they do add value to your life. And I can say I've had a couple of experiences recently. I've bought things that changed my life.

I said to someone this week, so I bought a wallet because I haven't had a wallet for, I haven't had a wallet for 10, 15 years. That looks nice, man. Yeah.

I haven't bought, I haven't had a wallet for 10, 15 years. And I always carry, you know, I just pocket it full of cards and cash. And then I was like, get a wallet, get a wallet.

So I bought this. It was like, I don't know what it was. It's a leather wallet.

It's nice, but it was still, still on the cheap end of the spectrum, but it's a lot. I just love it. It's smart.

And when I say it's cheap, it was probably less than 20 quid. And I'm like, I absolutely love this now. I love getting out of my pocket.

I think it looks smart. Great. It's organized.

And then the other thing is my new teapots, these new teapots. I had three teapots and then one cup broke. So I just chucked the cup in the bin and had a pot that didn't match the other thing.

And I ended up with these three odd bits to the point where one didn't have a lid. So I was moving it around and then I bought a new teapot and a new tea set. And I just love it.

[Adam Goff] (46:44 - 46:44)

Like, good.

[Daniel Hill] (46:45 - 47:01)

So, yeah. So can I, can I, I want to convert you. So like, like obviously, the other thing is I've got, I actually tried an Apple watch on the other day.

It's like this, this is my Apple watch. It was a 50 quid Fitbit. And I love it.

I think it's banging.

[Adam Goff] (47:01 - 47:10)

I also think, I love a deal Dan, like don't get me wrong. I am, I am shooting my money. I won't spend, I won't waste money.

I'll be really strict with it, but there is a time to loosen the purse strings.

[Daniel Hill] (47:10 - 47:19)

After asking you for the third, which is going to be the final time about Apple watches. I did try one on in the office. Cause one of the team has got one and I have really dainty theme.

[Adam Goff] (47:19 - 47:46)

Like not, they do a small one. They do a steady two sizes wrists. They do two sizes.

Yeah. But they do two sizes there. You can get the good, the ladies one.

So you, there's the excuses of running out. My man, it just doesn't, I'm not, I'm not big with technology. Can I ask you a question?

Well, I bought you a gift. Yeah. Yeah.

Would you buy those? So I, I bought you a set of Apple, like AirPods. Cause I knew you're too tight to buy myself.

[Daniel Hill] (47:46 - 47:46)

Yeah.

[Adam Goff] (47:46 - 47:56)

And I knew that had a lot of value to your life. Would you buy them now? Do you think they're a value for money?

Well, knowing how much they are, they're 160 quid.

[Daniel Hill] (47:56 - 48:00)

I would, I would buy them. I would buy those in a heartbeat for somebody else.

[Adam Goff] (48:01 - 48:04)

Because, so this is where we're getting, again, the insight into downhill.

[Daniel Hill] (48:04 - 48:21)

Now I would, I would spend, I would spend, I would buy something, a gift for somebody for a grand or 500 quid in a second. But why wouldn't you buy it for yourself? What's going on?

Why? I don't have anything. I don't own anything.

But these, so I don't really want to either. I don't, the only thing I've ever bought that any value is my RA.

[Adam Goff] (48:21 - 48:25)

So you would rather hold a photo. So if I said to you, I want my gift back.

[Daniel Hill] (48:26 - 48:26)

Yeah.

[Adam Goff] (48:26 - 48:40)

You'd still do the wires. And. I haven't, would you buy them now?

I've got a confession with the AirPods. You've lost them haven't you? I've lost the box.

I'll tell you, I lose everything. I can get a box for you. Cause my friends lost their AirPods.

So I'll give you the box.

[Daniel Hill] (48:40 - 48:59)

That works perfect. I even ordered, I even ordered some. So I went to order the ones, and then I ordered the cheaper ones.

So you haven't been using them. Only for the last week or so. But would I?

I don't know. But then, Shiv said the other day, I thought, he said a passing comment on the WhatsApp group. He said, I thought you were an early adopter.

I don't think I am really an early adopter.

[Adam Goff] (49:00 - 49:33)

Like I'm not like. No, I think you have to get consensus. I think you like to ask around, get consensus.

I think, I think, yeah, I think for me, it's funny. Cause you said about your t-shirt, three pounds from Primark, right? H&M.

This is like 60 quid from Lululemon. Is it really? Yeah.

Yeah. So this is a great example. Oh, I've got to tell you, it's exactly the same as that.

It cost me about five. But until, but this is where I think, this is where I think, you're missing something. So I think, until I put these t-shirts on, I didn't realize why you would spend 50 quid on a t-shirt.

[Daniel Hill] (49:33 - 49:34)

Fair point.

[Adam Goff] (49:34 - 50:26)

Until you wear it. Like for me, it's like the quality. I've had it for four years maybe.

They last, the quality, it feels amazing. Now, I put a normal cotton t-shirt on. I don't want to wear it against my skin because I'm so used to wearing nicer stuff.

And for a long time, I was the same. I wouldn't spend money. I was really like, no, no, you know, five pound t-shirt is fine.

But then what I've, it was actually someone else in my life who taught me this. They were like, no, you know, if you actually loosen the purse strings in certain areas, it can actually make your life better. And I know we're not into material things, but I think sometimes there is a time to get the first class train ticket on the train, or do the business class flight, or pay more for the more expensive flight that's at a better time, to get out of the gap at 3am.

There is a time sometimes where money can actually make you happier or make your life better. If I want it, I'll buy it.

[Daniel Hill] (50:26 - 50:33)

Even though we don't chase that. Like genuinely, if I want it, If the value to reward mechanism is balanced or in favor of the value, I would...

[Adam Goff] (50:33 - 50:43)

So it's a logical thing, it's like... Well, that's the AirPods, surely. So the money you make...

The AirPods are a guarantee. The money I make from having my hands free, you know, the return on investment...

[Daniel Hill] (50:43 - 50:44)

I mean, I have a joy of it.

[Adam Goff] (50:44 - 50:54)

This is the best return on investment ever. It's a thousand quid. And think of the return...

I'm running my companies from this. Yeah. But isn't it the same with your laptop?

[Daniel Hill] (50:55 - 51:09)

Well, yeah, I don't... Honestly, I'll smash it. Lucy's got me a brand new one.

And she got me a brand new one, I smashed it within the first week. Oh. Yeah.

That's a good conversation. Last one, final one. Work-life balance.

[Adam Goff] (51:12 - 51:37)

You took it to the wrong dude. Do you think you've got a good work-life balance? I mean, to find good...

Like, for me, I'm very happy with where I am, but I think to a lot of people, they would find it quite alarming, the amount of work. I mean, I know I logged like 240 hours on Toggle last month, and I worked out that like... Is that a week?

So it's like, you know, it was about 60 a week.

[Daniel Hill] (51:37 - 51:37)

What's your start? What time do you finish?

[Adam Goff] (51:38 - 53:31)

So I have sat down at my desk, ready to go, having already done yoga and be ready and stuff at 6 a.m. And I'll normally be working till... And I will normally have about 45 minutes to an hour before sleep. And sleep is about 10.

So I will normally work six till nine. Now, of course, there'll be times where I'm eating during that time. Maybe I'll go to the gym.

You know, there will be time, you know, there will be whatever. But basically, I work at least 11 hours a day. And when I say work, I mean sat down, worked on the timer.

And I... But I love it. I think a lot of people would say that's really unhealthy, but I'll find myself going to my man cave because I want to finish a task.

I literally love it. So no, so yeah, for me, over the last couple of years, whereas before, so I'm just going to speak for a sec, so I just need to get this out because this is actually quite important to me. So weirdly, before I would like be off or on, I'd either be working or not.

And I'd have clear lines. And like on a Sunday, like, or in the evening, I'd be like, I'm off. And I couldn't get back into work.

And the lines were very distinct. Now the lines are completely blurred. And I feel like it's very aligned.

So like I can have a work conversation on a Sunday morning at 7 a.m. now. Whereas before I would like almost refuse to because I used to see it as work and life. Now I do see them as a blurred line and it's way easier.

It's way less effort. I'm working more, but I'm living more. It's not the same thing.

Like we're having this conversation now. You know, we'll go to Mallorca in a couple of weeks for the weekend. We'll spend the whole weekend working, but we're not working.

We're having fun. And so, you know, I don't know. Like we'll meet for breakfast here when we come to the Belfry.

And we're meeting for breakfast. I was thinking about you this week.

[Daniel Hill] (53:31 - 54:28)

Cause like this week I've been full till. It's been full till. I don't know if it's been the busiest.

It's definitely been the busiest week this year. And it's all good stuff. Buying companies, selling developments, like very lucrative, good fun stuff.

But it's been balls to the wall. Like last month we talked about, I wanted to get back on my AAA game, like all guns blazing. Get out of fourth gear into fifth and sixth.

I'm in like seventh and eighth gear now, going too fast. I wouldn't say the tire's about to come off the car, but the tires are definitely screeching. You know, we're at that level.

And I was thinking about you, cause one of the things that I admire about you is that you do have a very militant structure. Like you do work very well. And I was thinking- I have a rhythm to get it all in.

Yeah, exactly. And you don't seem to overcook it. Although I can remember a few months ago, you did have a bit of a wobble when you're having a bit of like approaching burnout sort of thing.

Yeah. Cause it's easily done, isn't it?

[Adam Goff] (54:28 - 54:28)

It's like anything.

[Daniel Hill] (54:29 - 54:53)

Anything you enjoy doing. You eat too much of it as a negative impact. I was thinking, I wonder if I'm sitting here with like chunky tasks, so 90 minute tasks, and I'm working for them high value productively at pace.

And I was thinking, I wonder if Adam works at this pace or if he's more laissez-faire and has a nice coffee while- I'll sit down and I'll bash something up. No man, I'm the same as you.

[Adam Goff] (54:54 - 54:56)

I have to pull myself away from the desk.

[Daniel Hill] (54:57 - 54:57)

Yeah.

[Adam Goff] (54:57 - 55:00)

So like I'll do the toggling- Do you ever do nothing? Never.

[Daniel Hill] (55:01 - 55:04)

I tried to sit and have a cup of tea and do nothing yesterday.

[Adam Goff] (55:04 - 55:31)

I try and do it. And I am trying to enjoy my life more. Like walking is a good one.

Well, I will- No, so I say never, but I will- I am aware of when I did my meditation retreat, which is why I went on it. And he said, we're human beings. We're not human doings.

Yeah, yeah. I thought it was Facebook or sort of somewhere. And we need to stop doing.

So I say never. No, I do. I do practice that.

But I think the reality is I do other stuff.

[Daniel Hill] (55:31 - 55:50)

Spawning that balance of not procrastinating, which makes you feel like shit, and not going all guns blazing towards burnout. I wouldn't say I'm anywhere near burnout at the minute because I'm so- If I wasn't this actively fit and healthy, there's no way I'd be able to do what I'm doing. It's finding that sweet spot in the middle, isn't it?

[Adam Goff] (55:50 - 56:08)

Well, yeah. And yeah, for me, what works is, and the rhythm is very important. So whether it's a day or a week or a month, there's blocks of time where I am not working.

So for example, in the day I'll pull myself away. Having a step target's really good because you have to go walking. So it's a break.

[Daniel Hill] (56:09 - 56:09)

Walking's a game changer.

[Adam Goff] (56:09 - 56:52)

Like I will work. I could probably sit and work for six hours straight, like you. But what I figure out is that I know, actually, I'm actually less productive eventually, but my brain starts to fry.

Whereas if I can work for 12 hours, if every 90 minutes I had a 15-minute break. So it's knowing yourself. And equally in a week, I will push to the wall till Friday night.

I will be working, like I said, 11 hours a day. But on Saturday, no matter what happens, it's a me day. And sometimes I'll work on a Saturday, but basically 90% of the time I won't be because I know I'm putting the credits back in the bank account on the Saturday.

And then normally I will work on a Sunday and plan my week and prep for the week. You've got to have a rhythm.

[Daniel Hill] (56:52 - 57:21)

A good balance for me is not working weekends. It's like Friday night, off like a switch. And then not picking it up till Monday or thinking about it or worrying about it or anything like that.

But at the minute, we've got so, I mean, you know how much we've got going on at the minute. There's so much stuff going on. I've been working all guns blazing during the week and then clawing in half day on a Sunday.

Last four or five weeks, I've gone away on a Friday. Well, last- That's awesome that you're going away. Coming back on a Sunday morning lunchtime and then work Sunday afternoon.

[Adam Goff] (57:21 - 57:22)

I don't know if there's anything wrong with working on a Sunday.

[Daniel Hill] (57:23 - 57:24)

It feels like I've had a holiday. I'll come back.

[Adam Goff] (57:24 - 57:40)

By the time I get to Sunday lunchtime, I'm like, I need to get back to- Yeah, 24 hours is enough off. Like I feel like Friday night and a Saturday off, by Sunday I'm sort of ready to, it's not, I don't necessarily do hardcore work on a Sunday, but I have prepping for the week, organizing, getting into it. I'm just clearing the desk.

I'm mopping up bits.

[Daniel Hill] (57:40 - 57:42)

Yeah, clearing the desk, exactly.

[Adam Goff] (57:42 - 57:43)

I try not to do too much.

[Daniel Hill] (57:43 - 57:56)

The bits that haven't been done. Yeah. Or any personal stuff that I want to get done, I'll do that.

Yeah. I've had a few weeks recently where I've not had a day off for like probably two or three weeks, worked Saturday and Sunday a bit. That's not good for you.

[Speaker 3] (57:56 - 57:57)

No.

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

Without a doubt.

[Adam Goff] (57:57 - 58:05)

That is a completely false economy. This is what I mean. It's like, you can work all day.

You can lock yourself in a room for 12 hours and work, but you are going to burn yourself out. It's a false economy.

[Speaker 3] (58:05 - 58:05)

Yeah.

[Adam Goff] (58:05 - 58:16)

You've got to pull yourself away. You've got to have regular breaks. And it's the same at the end of the month.

Now I am booking away like two nights every month or a night off to somewhere else that isn't home like you're doing.

[Daniel Hill] (58:16 - 58:41)

And things like that, I'll book it in a second. Like you tell me, I don't even know how much those things cost. You tell me the flights and the thing and I'll pay for it.

Because it's like- Because you see the value. Things like that, I'm like, absolutely no brainer. But if you're like, we're going to fly business class and go for a week, I'll be like, I'll fly out.

Like my family will go away for a week on holiday. I'll say, I'll fly out for the weekend, you know, and I'll come home because, you know, that works for me. The idea of doing that, I would be anxious by then.

[Adam Goff] (58:42 - 58:48)

You don't like doing nothing. See, I can go away for a month. I'll go away for a month this December.

Whereas you won't go away for a week.

[Daniel Hill] (58:49 - 59:10)

I know, yeah. We're so different. Well, I think I need to experience that.

I'm seriously thinking about taking this December off and trying it because, you know, don't knock it till you've tried it. I love it. I love entrepreneurship and business.

Like it's a hobby. Like I would literally do it all day, every day if I had the choice to, but then I'd have too much that would be bad for me. Um, yeah.

[Adam Goff] (59:12 - 59:18)

So you don't have a work-life balance either then? Is that what you're saying, basically? Well, I think- Because you won't even let yourself go away for a week.

[Daniel Hill] (59:18 - 59:27)

I think the danger, but it's not like I won't let myself because I feel compelled to, or like, you know, when you're a young entrepreneur and you have this parental angst that you leave the business and the whole thing's going to collapse.

[Speaker 3] (59:27 - 59:27)

Yeah.

[Daniel Hill] (59:28 - 1:00:26)

I cannot go to the office for two weeks. And I honestly don't have any concerns about the businesses running. It's more the fact that I love being engaged, productive, purposeful.

And it's like this urgency that I'm like, I need, I want to do this stuff. And I get excited about it. Do, yeah.

And I want to do the best that it can be. This scorecard, I allocated like 15, 20 hours to do it. It's probably taken me 50 hours to create it.

But it's going to be without a doubt one of the best products you've ever seen. It will be a game changer for our business. And for the, you know, for the sales side of things, you're going to be doing proper entrepreneur.

It's a game changer. I'll tell you a little good, you know, when you're talking about going for a walk, I was listening to, what's that book that we've been listening to at the minute? Essential Eyes.

Essentialism. Essentialism. Yeah, by Grant McKeown.

There's a lot, normally I listen to personal development books. I'm like, I cracked that a few years ago. I already know that.

There's so much stuff in there that I'm like, I really need to be practicing what he preaches, if you know what I mean. Yeah, it's a very, very, very powerful book, isn't it? One of the things is about doing nothing.

I've been going for a walk into the office without my headphones in. Do you always have your headphones in?

[Adam Goff] (1:00:26 - 1:00:38)

No. And again, about the, be like being, I take them out because when I've got them in, I feel like I'm tuned in. And it's just nice to listen to the birds and like get the fresh air and not be plugged into something.

Yeah, actually it is, isn't it?

[Daniel Hill] (1:00:38 - 1:00:44)

Yeah, yeah. Like, that's a game changer I've done this week. Just breathing in the air and like, you know, actually, you know, actually.

[Adam Goff] (1:00:44 - 1:00:55)

Soaking in. Well, that's where meditation comes in. That's what they teach you.

You know, just being present. So just slowing down and just looking at the trees, looking at the leaves, noticing the detail, saying hello to people.

[Daniel Hill] (1:00:55 - 1:01:03)

Have you always been like that? Have you ever gone all guns blazing? Because you, I mean, we've got a big campaign coming up and you've already got like a week at the end of it.

Obviously, me and you are going, you're all going to be...

[Adam Goff] (1:01:03 - 1:01:03)

Hmm.

[Daniel Hill] (1:01:04 - 1:01:37)

No. Boom, six rounds. Time's up.

We can literally do that for hours. I think we could. That was a lot of fun.

Thank you for listening to the official Property Entrepreneur podcast. Trust you found value and insight in the topics discussed. And as always, very much welcome your comments, feedback and any suggested guests or topics you would like us to consider.

Please give us a review and let us know what you think. Follow me on social media, Daniel Hill on Facebook, Property Entrepreneur on Instagram and YouTube. And if you'd like to hear more, please share, subscribe and forward seeing you on the next one.