**Dan Hill 4 Edited\_Transcription**

[Rob Moore] (0:05 - 0:25)

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] (0:31 - 0:33)

Hi, it's Rob Moore here and I'm with Dan Hill.

[Rob Moore] (0:33 - 0:34)

How we doing?

[Daniel Hill] (0:34 - 0:43)

And we're going to have a little bit of fun today. I've not done something like this before. I mean, I've been interviewed on plenty of podcasts, as you know, and Dan is launching his podcast called...

[Rob Moore] (0:43 - 0:46)

We're doing six rounds with Daniel Hill versus Rob Moore.

[Daniel Hill] (0:46 - 0:48)

So six rounds. So we have a bell here.

[Rob Moore] (0:49 - 0:50)

It actually works.

[Daniel Hill] (0:50 - 0:58)

We tested that. Yeah, it's a good one. And yeah, basically Dan is going to, well, in fact, you explain the concept.

It's your podcast. I'm all yours.

[Rob Moore] (0:58 - 1:19)

Right. So no brief, no holds barred. I've got three topics.

Rob's got three topics. He's been cheating, trying to look at my topics. We're going to go eight minutes around.

So what we're going to do is I'll throw a topic at Rob. We'll discuss it openly for eight minutes. End of eight minutes.

Hit the bell. End of conversation. Flip over to the other person.

So we're going to cover six topics in the next 40 minutes or so.

[Daniel Hill] (1:19 - 1:20)

All right. Who's starting?

[Rob Moore] (1:21 - 1:21)

You go first.

[Daniel Hill] (1:21 - 1:43)

Okay. So being married to an entrepreneur. That's the subject.

What's it like to be married to an entrepreneur? And if you are the entrepreneur trying to hold down the relationship, how is that? And you don't have to do any specifics about relationships.

I see how worried you look there. I'm in before you said what you said. Excellent.

[Rob Moore] (1:43 - 1:56)

Thank you very much. I think relationships with entrepreneurs, they're not normal people, are they? No.

That's not been my experience anyway. Obsessive. Yeah.

Obsessive, like restless. Yeah.

[Daniel Hill] (1:56 - 1:58)

Yeah. Always on their phone.

[Rob Moore] (1:58 - 2:07)

Over the top. Yeah. You've got to get the balance.

So I think with any relationship, how have you found all your relationships as an entrepreneur? Personally? Professionally?

[Daniel Hill] (2:07 - 2:39)

So I only had one relationship when I was an entrepreneur, because then my then-girlfriend and now-wife's been with me for the rest of the way. So I've only got two split tests. I was an artist, but I was just kind of always single.

Yeah. So my first girlfriend, she was lovely, but she was always sort of like, oh, why are you doing this? Why are you doing that?

And just pecky. Not like really nagging, but just pecking away at me and what I was doing, because I was going into something new, and I think that made her feel uncomfortable, and I couldn't hack that. And I had to end that.

[Rob Moore] (2:39 - 2:40)

How do you think she saw it?

[Daniel Hill] (2:41 - 2:53)

How do you think people viewed- Probably that I was a dreamer, and I was going and doing all these things that were risky. And probably that I'm changing, and I'm not the guy that maybe she initially met.

[Rob Moore] (2:53 - 2:56)

What do you think the- so I think the downsides of- Just quickly.

[Daniel Hill] (2:56 - 3:15)

Whereas my wife, she always says to me, I love your ambition. So I think people who find ambition attractive are going to be all right with entrepreneurs, because we've got ambition, and they find that attractive, because look, I mean, I've got fucking gray hair and really bad skin, but I'm rich, and I've got ambition, so- I've got more ginger hair than you, but I think you've probably got more than me in total.

[Rob Moore] (3:15 - 3:27)

So with regards to the good sides of dating an entrepreneur, what benefits do you think people see of if somebody's sizing up, they want to date an entrepreneur, or somebody- Yeah, variety. Spontaneity.

[Daniel Hill] (3:27 - 3:52)

Exactly, yeah. So someone who like- and by the way, we're talking about men with women and women with men, women with men, or men with men and women with women, so it's not like we're- Yeah. Because I actually had an idea about writing a book called Married to an Entrepreneur, which is almost like a story, and then the lessons, because one of the biggest things people say to me is, Rob, my wife's not on board, or my husband's not on board, or I'm fucking single because all I'm doing is working, and they're- I might have to swear on your pocket.

[Rob Moore] (3:52 - 3:53)

Yeah, yeah, throw your boots, yeah.

[Daniel Hill] (3:54 - 4:23)

So yeah, so I think it's a really important subject, and I can see you cringing a bit less now we're talking more generally, but I think the upsides of being married to an entrepreneur are the ambition, which if you find ambition attractive, I think the variety, you know, the newness, the creativity, the excitement. Some people like the restlessness, you travel a lot, you do a lot, you do a lot of different things. You know, I take my wife around the world because of the job I have, and the speaking that I do, and this, all of that.

Of course, if you do well, the money's awesome.

[Rob Moore] (4:24 - 4:52)

There's loads of articles about it. If you actually look up the realities of dating an entrepreneur, it says about, or dating or getting married to an entrepreneur, it does say that there's downsides, like they can be with you, but not with you, so you're sitting here, but their brain's on another planet. They could be away for weeks and months and hours, they work 12-hour days, but they do things like, when you're together, or they'll do random romantic gestures, or what things have you done for your missus, which have been spontaneous, you've been like, Friday, well, mate.

[Daniel Hill] (4:54 - 4:56)

On my birthday, you mean, mate, yeah.

[Rob Moore] (4:56 - 4:56)

Whenever.

[Daniel Hill] (4:58 - 5:27)

Yeah. One thing I do that's, I think, an upside and a downside, and I'm slightly shirking your question, I'll get back to it, is, I'm always trying to fix everyone's problems, because that's what being an entrepreneur is. An entrepreneur is someone who goes in and fixes stuff all the time, and I'm a fixer, and so whenever my wife talks to me, I want to fix her problems.

Whenever she wants to set up a little side business, I want to be involved and tell her how to do it and all that, and in some ways, that's good, because it's helpful, but in other ways, sometimes your wife or your husband, they just want to do it their way, so I had to learn to be a listener and not a fixer.

[Rob Moore] (5:28 - 5:42)

How about in the relationship, when there's a problem there, as an entrepreneur, do you have- Yeah, I'm always trying to fucking fix it. Does it have enough of your attention to fix it, though? Do you actually think, right, there's a problem, there's an issue- Sometimes I'm trying to outsource fixing it.

Do you? Yeah, yeah. Oh, that works out well.

Dan, can you come round and sort Mrs. out? Yeah, exactly.

[Daniel Hill] (5:42 - 6:04)

Yeah, I'll go and sort that. You see, I just go to the therapist and deal with it, yeah, because, yes, we have a housekeeper and sometimes I just think, oh, well, she can look after all that and sort those issues out, whereas I should probably- because you have a housekeeper, you have a gardener, you have a cleaner, and I get them to do all that, thinking that's being a good husband, but actually sometimes your wife wants you to do that, but I'm like, we fucking pay for that, that, that, and that.

[Rob Moore] (6:04 - 6:07)

But it's part of the gesture, it's the sentiment, it's- Yeah, it is, it's the- Come on, Rob.

[Daniel Hill] (6:08 - 6:47)

It's the sacrifice, because I know with my wife, for example, if I do things that are a sacrifice to what I want to do for her, that makes her feel more connected to me, so that means me doing things I don't want to do, and it's why I definitely think one of the downsides of an entrepreneur is this is not an income-generating task. Fucking dishes is not an income-generating task. You're sitting there talking to your wife, you're like 10 minutes in, you're like, fuck it, hurry up, get to the point.

I've got shit to do. I was playing with this little game called Bug-A-Loop with my daughter, it was a really cool game, it's this little bug and it goes around this board and you shake, she's there shaking like this. I'm like, fucking hurry up, I've got to get on social, you know, like rushing my daughter.

So yeah, I think that restlessness and that sense of, you know, always- How do you think she'd summarise it?

[Rob Moore] (6:47 - 7:01)

If you posed the same question to her and we got her on for six rounds, and we said, right, six things, and we did the whole thing on six rounds about being married to Rob, what do you think the six things she'd pick out? Six words to summarise being married to you and or an entrepreneur?

[Daniel Hill] (7:01 - 7:02)

I think obsessed.

[Rob Moore] (7:03 - 7:03)

Very good, yeah.

[Daniel Hill] (7:04 - 7:11)

Ambitious. Disruptive. Sometimes- How about the relationship?

[Rob Moore] (7:11 - 7:21)

Think about what the relationship's like. Predictable, unpredictable. Engaging.

Fast-paced.

[Daniel Hill] (7:22 - 7:28)

Well, the thing is, she's the opposite to me, so she kind of slows all that down and grounds it all, and I think that's why we work.

[Rob Moore] (7:29 - 7:44)

So is it balanced? Do you have a balanced relationship? Do you both know where you stand?

Do you meet in the middle, or are you running around like our own character, tearing the place to pieces, and she's trying to keep up with her? Got eight seconds, two more to get. My maths is shocking, thankfully.

[Daniel Hill] (7:45 - 7:47)

Fuck, I'm stumped.

[Rob Moore] (7:48 - 8:00)

Boom, well done. Right, you absolutely fucking threw me with that round, so thank you for that. Right, next round, we're going to talk about- Yeah, someone just put in six words, what the fuck have I done?

[Daniel Hill] (8:01 - 8:02)

I like that.

[Rob Moore] (8:02 - 8:04)

Yeah, that sounds about right. That'll probably be the title of her book.

[Daniel Hill] (8:04 - 8:16)

I think my wife both loves and feels challenged by the speed and the pace and the disruption of me as a person, and I think she gets both the upsides and the downsides, so there you go.

[Rob Moore] (8:16 - 8:24)

Very good. Next round, success. Yeah.

So we're going to talk about success. What is success? What is the definition of success?

[Daniel Hill] (8:24 - 8:30)

Well, I think it depends on your own individual values. Absolutely, that's what I'm asking. Yeah, so my highest value is growth, so for me, success is growth.

[Rob Moore] (8:31 - 8:31)

Yeah.

[Daniel Hill] (8:31 - 8:49)

So if I feel like this year I did better than last year, I feel successful. If I feel like I'm reaching more people, I feel successful. If I get another book out, if I have a good year in the company, I feel successful.

I'm better now at not comparing myself to others, but I always used to do that, and so you never feel successful when you're constantly comparing yourself to someone.

[Rob Moore] (8:49 - 9:18)

I mean, that's exhausting. Yeah, it is. So there's that thing of chasing that elusive there.

There's always someone ahead of you. Yeah. So I completely agree with you on that.

What about success as a practice? So growth, definitely. You want to be a growth person.

Yeah. Do you feel like growth is tangible? Do you feel like you get that distance, you cover another ground, and you get there, and you're like, this is actually really good, or is it a bit exhaustive?

Do you ever look at people in our space, entrepreneurs, and think, are they chasing something that doesn't exist?

[Daniel Hill] (9:18 - 10:01)

Yeah, it's funny, because that's kind of the theme of my second point. So I'll skirt around that, and then we'll come to that, because that's exactly what I've put. I think you're in a paradox here.

I think that the point of growth is, there has to be a certain amount of never satisfied. Otherwise, there is no growth. But if it's never satisfied to the point where you can't smell the roses, smoke the cigar, enjoy the moment, then it's out of balance.

And I'm probably more one-weighted to never satisfied. And I think a lot of entrepreneurs are. And often, that comes from baggage and voids we have in our lives.

So I've gotten better at learning to smell the roses, take a moment, breathe it in, smoke the cigar. Have you, Dave?

[Rob Moore] (10:01 - 10:23)

And then reset. Obviously, that sounds like, I'd like to say I do that. But then we achieve these huge milestones, like breaking world records, buying companies.

And during the chase, there's that pressure and excitement. The day when the deal's done, the check's raised, whatever, do you actually genuinely stand there then and think, this is a good day, this is amazing? Or are you already like, what's next?

[Daniel Hill] (10:23 - 10:51)

I'm not very good at saying this is a good day. I'm good at saying this is a good thing. Because I found when my business got to $10 million size, there is no such thing as a good day or a bad day.

There is a day where good things and bad things happen. I really believe that everything exists in a paradox. And if I went up the stairs now to find 20 great things that happened with the 7-year-old stuff I got up there, I could find them.

If I wanted to go and find 20 problems, I could find them. So no, I never say, or I rarely say, it's a good day. I will say it's a good thing.

[Rob Moore] (10:52 - 10:56)

Yeah, yeah. When we're talking about success and you say... It's not a day.

[Daniel Hill] (10:56 - 10:59)

A day is just a unit of time. If you think about it, it's...

[Rob Moore] (10:59 - 11:09)

But some days you wait. Some days you feel good. You know when you have those days when you're like, this is amazing.

I'm buzzing, I'm loving it, this is all great. Yeah. What makes those days for you?

What makes those feelings?

[Daniel Hill] (11:10 - 11:16)

Winning early. OK. You know, like you get up at 5.30am, you have your coffee and you win early. You do something...

[Rob Moore] (11:16 - 11:19)

Getting ahead of the world. Yeah, exactly. Especially this time of year when it's getting dark.

[Daniel Hill] (11:19 - 12:12)

Yeah. So a nice early win before 7am. I find if I piss around and get a bit distracted and get a couple of shitty messages or whatever, then I can be losing early.

So definitely winning early is one. I think doing something meaningful, you know, whether it... I've started doing walking meditations.

I'm a bit impatient for the sitting meditations, but I've started doing the walking ones based on Joe Dispenza's model. So I go out for like an hour walk and part of it I'm doing WhatsApps and emails and calls, but then the other half of it I'm visualising and I'm sort of in a semi-meditative state. That helps me get...

You know, if I do that before 9 o'clock, that can be really good. Sometimes you just have a good thing that happens, don't you? And you roll with the luck.

Doing things you love to do. I love listening to vinyl. Love it.

Or hitting the gym early. You know, if I do the gym before 9, I'm usually, you know, winning the day at that point. And you get momentum.

And so...

[Rob Moore] (12:12 - 12:32)

What's your self-talk like? So when we're talking about success, you know, when you have those introspective conversations with yourself, what is your general self-talk? You know, when things are great, you pat yourself on the back, this is amazing.

When you're having a bad start to the day, you can go into those bad, negative conversations. What's your self-talk like with yourself? What conversations do you have with yourself?

[Daniel Hill] (12:33 - 13:08)

I kind of have two voices in my head. I have the sort of pre-2006 voice, which was a victim, which was someone who didn't realise they were in control of their life or they had choices. You know, I just believe that you're born this way and I'm born that way.

And what you can do, you're lucky. And what I can't do, I'm not lucky. And then I did a lot of personal development courses and, you know, mindset stuff, where I can create my own reality and have my own inner dialogue of visualisation and, you know, how this is going to happen.

And I often, I'm still, I have two voices in my head.

[Rob Moore] (13:08 - 13:20)

Definitely. I'm definitely with you on that. So I can do the, you know, you can only think of one thing at a time.

You can do the positive thinking. Yeah. And like when you're on it, you're on it.

When you have those self, like the negative self-talk for yourself.

[Daniel Hill] (13:20 - 13:30)

I'm trying to find the opposite upsides. So, you know, like if, let's say you're having a shit time because A, B and C has happened, it's bad. All you have to do is find D, E and F and it's good.

[Rob Moore] (13:30 - 13:30)

Definitely.

[Daniel Hill] (13:30 - 13:48)

So I'm very good at seeing upside when there's downside or downside when there's upside, because that's just as important. Because, you know, like getting cocky, flippant, arrogant, complacent is just too much upside. You know, being depressed, down, you know, beating yourself up is just too much downside.

So I think you need to be able to do both.

[Rob Moore] (13:48 - 14:11)

When you're on like this, you know, we're both riding this entrepreneur journey of like, it's never big enough, quick enough, fast enough. We want to do the next big thing. We want to do more, more, more.

Do you ever, and like there's always the pendulum swings, everything's going on million miles an hour. Okay, actually I need a week off, I need to go off the grid, things like that. Do you ever self-check with yourself if you're actually on the right path as a person?

[Daniel Hill] (14:12 - 14:12)

Yeah, yeah.

[Rob Moore] (14:12 - 14:13)

I do a lot.

[Daniel Hill] (14:13 - 14:14)

I'm always self-evaluating.

[Rob Moore] (14:14 - 14:27)

I'm doing that at the minute. Like I've done 10 years in business this year, won the awards, built the big business, made some money. And it's like, it's all there now.

Yeah. But then I'm like, do I want to do another decade? Do you ask yourself whether?

[Daniel Hill] (14:28 - 14:29)

No, I'm different to that.

[Rob Moore] (14:29 - 14:29)

Really?

[Daniel Hill] (14:29 - 15:36)

Yeah. So I'm asking myself every day, am I going towards my vision? Am I doing the right tasks?

Every day. It's what a lot of people are doing is taking August off or having a proper re-evaluation. I've never done that.

I can't lie. The thought of doing nothing for a whole week or properly re-evaluating myself, that's scary. And that's part of my downside of that empty brain.

One of the biggest scares, fears for me other than being in dark water alone, would be being in a room on my own with no devices and no company and nothing to do and just having to sit there and wait. Because my brain goes wild. Not wild, good wild.

Sometimes it'll just take you to a dark place if you're not busy. Yeah. And I'm not saying this is good, by the way.

I'm saying this is me. And this is why I do my walking meditations, to try and work on that. Because I'm a doer and a fixer, whereas the spiritualists are a beer.

And I think I could be a bit more. I know I can get better at manifesting. Because if I want to go and get something and make a result or have some kind of winning business, I'm the sort of person, I'll go and get it and earn it and work for it.

Whereas I know there's this power in manifestation and attraction. And I need to work on that more.

[Rob Moore] (15:36 - 15:41)

With regards to being and getting, how balanced would you say your life is? Are you balanced? No.

[Daniel Hill] (15:41 - 15:43)

No. No, I'm not balanced at all.

[Rob Moore] (15:43 - 15:44)

You're just like all guns blazing.

[Daniel Hill] (15:44 - 15:52)

I'm obsessed. I mean, look, there's some things I love in my life, having cars, spending time with my kids. We're in success.

Where does money come in that?

[Rob Moore] (15:52 - 16:12)

Because you and I are very different. Money has to be in success. You are like the Apple, money, Ferraris.

I'm definitely more like the Lenovo, like cheap stuff. I'm definitely more like the Mark Homer than the Rob Moore. How does money come in?

How does it make you feel? How does it come into part of it? You've written a book on it, you know inside out.

[Daniel Hill] (16:12 - 16:29)

Yeah. So for me, money is the reward, the measurement, We're definitely not ending on it. Carry on.

It's the reward, the measurement and the physical outcome of the work I put in. So it's the feedback loop. A bit like you go down the gym, you look better.

That's the feedback loop.

[Rob Moore] (16:29 - 16:38)

Is the catch as good as the chase? When you land that Ferrari, you get the new Lambo, you buy it. Do you drive around thinking like this was absolutely worth it?

[Daniel Hill] (16:39 - 16:39)

Yeah.

[Rob Moore] (16:40 - 16:43)

You're up. That was a good one. All right.

Definitely got some pace up on that one.

[Daniel Hill] (16:44 - 16:47)

We can almost carry this one on because I put here the never ending chase.

[Rob Moore] (16:48 - 16:49)

Right. Yeah. Let's do it.

[Daniel Hill] (16:49 - 18:14)

The paradox of the never ending chase, I believe, is that evolution is humanity growing to survive in the environment and the environment changes. Therefore, humanity needs to change to adapt to the environment. So evolution is growth.

So therefore, inherent within us is a desire to grow. And I know everyone's different and stuff like that. But as a humanitarian species, we're looking to fix the problems and grow and improve and self actualize and all that kind of stuff.

So some people say to me, oh, Rob, it's so tiring. The never ending chase, it's so tiring. When does it end?

And blah, blah, blah. Well, to me, it never ends. And it's good that it never ends because it means this spice, spontaneity, fruits, passion, newness, excitement on the other side.

Because I need to wake up today knowing that tomorrow can give me more. But the paradox then is if the happiness is linked to the outcome, not the journey. That's the cliche.

Enjoy the journey, not just the destination. Then you're on a journey that you don't enjoy and you're not present on. You get to an outcome where you're like, well, that was everything I dreamed of.

And then you're there and you're looking at the next thing. And then that's your whole life. And that's empty.

And people assume millionaires and billionaires, that's their life. To a certain degree, entrepreneurs have to deal with that because it makes us who we are. But you can enjoy the journey and enjoy the destination.

And then reset the destination and then go again. And I want to do that until I'm 100.

[Rob Moore] (18:15 - 19:45)

We do that with Property Entrepreneurs. So every year we set the 12-month target. Every year has a title, a target.

And we play the businesses and the lives in a year. So this year for me was the year of loving life. This year for the business was the year of levelling up.

So everything we did matched those things. So it sort of gamifies it a bit. But with regards to what you're saying about it never ends, it's like, have you heard that Oscar Wilde quote where he says, ambition is the last refuge of the failure?

Right. No, I haven't heard that. So what do you think that means?

There's so many layers to it. Ambition is the last refuge of the failure. I don't understand that.

So ambition is, honestly, it's not an easy one to crack. Most people normally think, well, people would make their own assumptions. So ambition is the last refuge of the failure.

What it means is if you failed to find fulfillment, satisfaction, wholesome, then you choose ambition as a distraction. And I do feel this to some degree. If I'm not obsessed with doing a body transformation or growing a company or buying a company, if I'm not obsessed with something, then I come back to this empty space and it's like my head starts to go into a bit of a negative space.

If I have time to think about things, I can negatively self-talk and your brain's got to find something to worry about. You might as well worry about something big for business.

[Daniel Hill] (19:45 - 20:04)

Yeah. Your explanation still doesn't make me understand it. And it's not that I don't understand what it says.

It's that I can't understand it through my filter of the world. Because for me, ambition is not a negative because ambition fuels growth. And Steve Jobs was ambitious and Mozart was ambitious.

[Rob Moore] (20:04 - 20:20)

And we hold those people in high regard. But other people like monks or whatever who would have other values which aren't graft and grind and growth that we have, they probably wouldn't hold them in such high regard.

[Daniel Hill] (20:20 - 21:14)

No, fair enough, because we're all different. We all need to be different. You need a monk and you need someone on a mission.

But biologically, from the studies I've done, usually men especially or women with more male energies, our purpose is to find a mission and build the empire. I know that's within me. I have built within my chemistry a need to build an empire and to go and chase a mission.

And that is in me. And I believe that is in many human beings. You can be that because people don't get this about being a monk.

It takes a fucking lot of practice to be a monk. A fucking lot of practice to meditate for 18 hours a day. You don't just sit there.

Have you read The Monk Who Sold His Ferrari? Yeah, Robin Sharma.

[Rob Moore] (21:14 - 21:21)

So his story of riding that success train, what we're talking about, what your point is, is the endless thing of success.

[Daniel Hill] (21:22 - 21:34)

Just quickly, I'll let you finish it, but no diseases would have been cured if there wasn't someone obsessed about curing them. If there wasn't someone staying up all night trying to figure this out. Yeah, I mean, you're preaching to the converted.

I'm all about growth.

[Rob Moore] (21:34 - 21:35)

I'm like a million miles an hour.

[Daniel Hill] (21:35 - 21:43)

By the way, I don't think being and enjoying and relaxing is wrong. I just think people are making it binary.

[Rob Moore] (21:44 - 21:49)

What's your work in riding the rocket? What's your work-life balance like? How many hours do you work a day?

[Daniel Hill] (21:51 - 22:40)

They're really hard questions for me to answer because I don't really believe in balance. I believe more in blend or merge because balance is making out that it's only right when it's there. But let's say you've got a really nice time with wife or kids or you're looking good in the gym like you've been doing and business is going well, but tomorrow something can come and fuck that all up and that's out of your control.

And then puts it out of balance and you've got to put it back in. So it's sometimes out of your control and it's an ever-moving thing. So for me, it's blend.

Am I exercising at the moment? Yes. Do I want to?

Yes. That's important to me. Am I listening to my vinyl and doing things that make me feel good?

Yes. I listen to vinyl pretty much every day. Am I watching Netflix documentaries?

We talked about Alexander McQueen. Yes. Am I building my social media brand and all of that?

Yes. I'm doing a podcast with you. I'm living it out.

[Rob Moore] (22:40 - 22:41)

Are you happy with the balance?

[Daniel Hill] (22:42 - 22:43)

Am I seeing my kids? Yes.

[Rob Moore] (22:43 - 22:44)

So you are, yeah.

[Daniel Hill] (22:44 - 23:46)

So I've got a good blend. I wouldn't say I've got a good balance because sometimes I won't spend that much time with my family or sometimes I'll spend a lot of time with my family. But balance is like you've got to do it all in an equal measure.

Whereas, you know, David Duggan said to me when I interviewed him on my podcast, he said, Rob, sometimes you've got to go and say to your wife or your husband, you know, I've got to go and do this thing. It's important to me. It's my mission.

I love you. It's a bit weird doing it to you. We'll keep the kissing going once again.

So I love you, but you need to let me go because for three months I've got to do this and I'll be back. And he talked about that, you know, because in those three months that's not balance. David Goggins is obsessing about getting a pull-up world champ, you know, breaking the world record for pull-ups or how far, how does he run 200 miles straight?

Yeah. So balance is like, it's a bit futile really. You know, can you go and obsess about that for a bit, come back to here, obsess about that for a bit, come back to here and get a blend in your life of the things that make you feel alive.

[Rob Moore] (23:46 - 24:01)

As we start to become more self-aware and conscious of this journey of, you know, it is endless, like you're saying, it does keep going and going and going and going. Do you ever get on that and you ride in these phases of it and you question yourself as to like, is this actually...

[Daniel Hill] (24:01 - 24:02)

I question myself all the time, yeah.

[Rob Moore] (24:02 - 24:04)

Yeah, is this actually how I should be spending my time?

[Daniel Hill] (24:04 - 24:25)

Yeah, I think that's a good thing to do. If every day you're questioning is this the best use of my time, then you're going to be more efficient. Like, yeah, I'm questioning myself all the time.

Second-guessing myself all the time. How much of a hard time do you give yourself? I think I give myself a pretty hard time.

I read a lot of my critics' and trolls' comments and I just laugh thinking, that ain't nothing compared to what I say to myself about myself.

[Rob Moore] (24:25 - 24:33)

That is the reality as well, don't it? People think that once you start to make it, like everyone, everything's easy, but it gets harder, doesn't it? And it's like you're more exposed than it is.

[Daniel Hill] (24:33 - 24:38)

It gets different. I don't, like, is my life harder now than 15 years ago?

[Rob Moore] (24:38 - 24:39)

No fucking way. That's not right.

[Daniel Hill] (24:39 - 25:00)

No, my life is... We're not cleaning the toilets. No, my life is easier, better.

I'm one of the most privileged people in the world. I've got one of the best jobs in the world. I've got one of the best lives in the world.

But your challenges move. That was a good one. I like that.

Very good. Are you next? Round...

I hope you're enjoying this, by the way. It's quite novel. This is going to be a good podcast.

Yeah, it's good. As in this one and with me, as in your whole concept of six rounds.

[Rob Moore] (25:00 - 25:04)

Getting the content in. Yeah, you can fly through it. Right, round four.

The next five years.

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

Oh.

[Rob Moore] (25:08 - 25:09)

Business, industry, company.

[Daniel Hill] (25:09 - 25:29)

Taking my company's global. Yeah. Continual work on my growth of my person and my companies.

For me, they're the two main plans. I mean, I write two books a year. That's kind of a given.

I'll do some crazy stunts. That's kind of a given. What's Progressive going to do as a brand?

Well, Progressive...

[Rob Moore] (25:29 - 25:34)

In fact, let's start with the fundamentals. The market, the industry, primarily with property. Let's talk about property and business.

[Daniel Hill] (25:34 - 26:05)

Yeah. Property first. The next five years.

What are we going to see? We're probably going to get a recession within the next five years, you'd probably say, or a proper market correction. I don't like make calling it, and I would not get anyone to...

The only decision I would say, based on what I'm about to say, is prepare for the recession. Don't try and time it or say, oh, Rob says it's within the next five years. But be ready for when it is.

Stockpile cash. Be adaptable and flexible. Don't have major overheads.

Don't have massive lending.

[Rob Moore] (26:05 - 26:16)

And for those who are watching at the minute, sitting on the fence about whether to get into property, whether to get into business, heading into the recession. And if we look at property as a sector, let's say we do head into recession. Do you think that's going to be a good time for property investors or a bad time?

[Daniel Hill] (26:16 - 26:40)

Well, I think everything is a good time and a bad time, depending on your business model and your mindset. So obviously a recession is going to hurt certain industries, the overall economy, GDP, average house prices. But for entrepreneurs and investors who are buying...

I know that's where you were going with the question. So for entrepreneurs, investors, you get higher yields, you get lower buying price. Cheap money.

Cheap properties.

[Rob Moore] (26:41 - 26:53)

The government will start to become more relaxed. They may. Not more relaxed, but they'll start to stimulate the economy.

So things like entrepreneurs relief will hang around. They might even drop corporation tax or VAT.

[Daniel Hill] (26:54 - 26:55)

Yeah, like they did last time.

[Rob Moore] (26:55 - 26:57)

VAT went down, didn't it?

[Daniel Hill] (26:57 - 27:34)

Yeah. So people think recession, downturn. All that happens in a recession is there is a correction of money, a movement of money, because money is not burnt out of the economy.

It keeps moving around. And so it's called a correction. Things correct.

Things adjust. They move. The assumption is it's down.

But in anything that you have a down by 2%, if the average score in the Premier League was 3-1, well, one game might be 5-0. One game might be 5-0 the other way. One game might be 1-1.

So you just need to be the team that wins 5-0.

[Rob Moore] (27:34 - 27:43)

That's it. And the good thing in property is when one thing goes down, so say, for example, we have a recession and property prices go down, the likelihood is people will sit on the fence, they'll back off, and rents will go up.

[Daniel Hill] (27:43 - 27:46)

Yeah, fear impacts the market.

[Rob Moore] (27:46 - 27:47)

Yeah.

[Daniel Hill] (27:47 - 27:48)

And fear can be leveraged, definitely.

[Rob Moore] (27:49 - 27:56)

Yeah, without a doubt. The wider economy. Well, let's talk about business.

What's on the cards for Progressive over the next five years?

[Daniel Hill] (27:56 - 28:02)

Okay, so I've tried really hard over the last few years because we built our portfolio, which is good for us.

[Rob Moore] (28:02 - 28:06)

Your single-net portfolio must have done incredibly well over the last 10 years.

[Daniel Hill] (28:06 - 28:06)

Yeah, it's doubled.

[Rob Moore] (28:06 - 28:12)

And the yields and the rents, you must be seeing serious increase on the rents. Happy days.

[Daniel Hill] (28:12 - 28:26)

Yeah. And we've got a £22 million project we're doing at the moment, which in Peterborough is quite a lot. That'd be £200 million in London.

So the portfolio, I think, is fine. We've got a letting agency. We've got our training business.

We've got a couple of other companies.

[Rob Moore] (28:27 - 28:39)

I was surprised when we spoke earlier about the lettings agency, that going for some – knowing you're an empire builder, the market conditions at the minute haven't got your appetite going to go and literally clear up and buy loads of agencies.

[Daniel Hill] (28:39 - 28:51)

Yeah, we're trying. We're trying. Yeah, we're trying, but I'm not really involved in that area of the business, so it's not my personal focus.

But yeah, we're trying. So if there are any letting agencies for sale out there, we are trying. Yeah, HMO agencies, come to Multiloan.

The rest go to Progressive.

[Speaker 3] (28:51 - 28:51)

Thank you. Yeah.

[Daniel Hill] (28:53 - 29:54)

But what I wanted to do with Progressive is I wanted to build a group of assets that gave me A, flexibility, and B, an ability to pivot at any moment. So as you know, because you're working with us on the podcast, we have a podcast agency. We have a social media agency.

We have a digital agency. It's relatively fledgling. It's a couple or three years old, riding off the back of what Progressive have done.

But the reason I've done that is because social media and personal brand and this sort of individual media is a massive thing right now. And I feel like if the training business in Progressive drops by a third, well, this has still got a lot of growth, so I can grow this area. Like if you search businesses that thrive in a recession, you find chocolatiers, pawnbrokers, tattoo parlors, et cetera, some cosmetics.

So there's always a business that wins in a recession. And I want cyclical and counter-cyclical models in my portfolio of businesses because if you have all that ride the wave of the recession and then crash, you've lost everything. But you have to balance that with spending too many plates.

[Rob Moore] (29:54 - 30:09)

One of the things we talk about on Property Entrepreneur is building like an ecosystem of businesses that all sort of self cross-pollinate. I mean, that's definitely the similar sort of mantra to Progressive, isn't it? You've got all the businesses feeding each other.

And if one has a bad month for a year, it doesn't kill you, does it?

[Daniel Hill] (30:09 - 30:23)

No, I mean, if you can't take money out of your property business for a year, we've got the training company, vice versa. So I really believe in multiple streams of leads as a marketer, and I really believe in multiple streams of income as an entrepreneur. You just have to be careful not to spread yourself too thin.

[Rob Moore] (30:23 - 30:30)

And do you think with regards to your focus, how much of that is on growing audience, growing reach, scale?

[Daniel Hill] (30:30 - 30:55)

A lot. A lot of my time. Remember, my highest value is growth.

So me going down the gym, my hi-fi system, I bought a 300-quid Technics amp and a 200-quid Technics CD player. I've still got 12 tickets. And then I bought a pair of 300-pound speakers, and now I have a 200,000-pound hi-fi.

And for me, it's constant upgrade, constant upgrade, constant upgrade. And is that fulfilling? Back to the previous question.

[Speaker 3] (30:56 - 30:56)

Is it actually?

[Daniel Hill] (30:56 - 31:06)

Yeah, yeah. Really? Yeah, yeah.

By the way, if I sold it, I'd pretty much get my money back. So it's just a movement of money. I wouldn't buy it.

It's not a 400-grand hi-fi that's worth 200 grand.

[Rob Moore] (31:06 - 31:09)

Yeah, yeah. What are they, like B&Ws or something like that?

[Daniel Hill] (31:09 - 31:11)

My speakers are Wilson Audio.

[Rob Moore] (31:11 - 31:13)

When they get delivered, wherever they are, they get delivered.

[Daniel Hill] (31:13 - 31:15)

100 kilos each of my speakers.

[Rob Moore] (31:15 - 31:23)

And a few of your guys carry them into the main lounge for you, and they unbox them, and you sit there. What is that feeling like?

[Daniel Hill] (31:23 - 31:40)

I can't explain it. I feel like I'm taken to another place. And I can literally put a bubble around me where anything I'm worrying about, it's just gone.

If I put Radiohead or Stephen Wilson or Porcupine Tree on, because these speakers are really good for that kind of music.

[Rob Moore] (31:40 - 31:56)

But it is satisfying. What's next on the list, then? So next five years, what is next on the list?

Well, in fact, we've got one and a half minutes left. It's just a quick one. What's next on the shopping list for the next five years?

What's getting you out of bed in the morning and making you make those sales?

[Daniel Hill] (31:56 - 32:07)

I'd like a Ferrari F40. I have a Testarossa, and I'd like an F40. I mean, the house and the cars that I've got, I could be settled with them for life.

I like buying new watches all the time.

[Rob Moore] (32:08 - 32:13)

So there's nothing that's driving the sales at the minute? When you're in your head thinking, if I make this sale, I can buy X?

[Daniel Hill] (32:13 - 32:15)

No. It's just the growth experience? Yeah.

[Rob Moore] (32:16 - 32:31)

And from an observer's perspective, the Rob Moore brand, the disruptive entrepreneur brand, is going global, maximum reach. What does that mean for business? Who are you modelling yourself on?

Is it like Gary Vaynerchuk? What space do you want to be in?

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

No, I'm not modelling anyone.

[Rob Moore] (32:34 - 32:37)

I don't mean who do you want to be. I mean what position are you going for?

[Daniel Hill] (32:38 - 32:43)

Me, Rob Moore. My position? I'm constantly on the journey of self-discovery.

[Rob Moore] (32:44 - 32:46)

As what, just a famous person? Or as a marketing guru?

[Daniel Hill] (32:46 - 32:52)

There's easier ways to get famous than working on social media every day. Just fucking run down the ice cream and do something really stupid.

[Rob Moore] (32:53 - 33:01)

Quick 30 seconds. Winners and losers for the next five years. Who's going to win?

Who's going to lose? Not company names, just in the market. Let's talk property.

[Daniel Hill] (33:01 - 33:12)

I think innovative entrepreneurs are going to win. Property entrepreneurs, we like the sound of that. Yeah.

Some homeowners may lose out a bit if the market drops a bit and then they sell.

[Rob Moore] (33:12 - 33:22)

What strategies, property strategies, those who play the game now, those who make it now make it big. What strategies, property strategies over the next five years? Top three property strategies.

[Daniel Hill] (33:22 - 33:33)

For us, commercial conversion is working really well because the area and the rules and the regulation is just a little bit of a perfect storm.

[Rob Moore] (33:33 - 33:36)

Commercial strategy, definitely, especially in high-density space, like minimum space standards.

[Daniel Hill] (33:37 - 33:43)

It's definitely city-dependent, though, and council-dependent. Completely agree, yeah. That's working well.

[Rob Moore] (33:45 - 33:47)

Strategies that will work well over the next few years?

[Daniel Hill] (33:52 - 34:08)

I'm not going to answer your question, but I'm going to make a statement. I'm going to be really interested to see where service accommodation goes. Very good.

Because part of me thinks that's still got a lot of growth because it's new and hotels have been disrupted, but hotels are going to fight back. And there's going to be some regulation coming. And you can't service accommodation in every bloody unit in the UK.

[Rob Moore] (34:10 - 34:26)

It'll follow that curve. As soon as we start seeing more regulation, we start to see the models changing, the bigger outfits that are getting involved now, like the PBSA developers, those sort of things. You love that, don't you?

Loves the bell. Is it mine next? Yeah, five.

Penultimate round, I think.

[Daniel Hill] (34:26 - 34:40)

Right, I'm going to do two. All right, hit me. So money or happiness, and then happiness versus contentment.

So I'm fascinated by this discussion. We sort of opened it and then moved away. So money or happiness?

[Rob Moore] (34:40 - 34:48)

I'm glad we've come back to it. Happiness is something I'm constantly playing with, like genuinely can't grasp what happiness means.

[Daniel Hill] (34:48 - 34:49)

I've got some theories about this.

[Rob Moore] (34:49 - 34:54)

Let me start then. So my experience recently, bearing in mind it's your round. It's all right.

[Daniel Hill] (34:54 - 35:00)

Let me jump in with that. When you have rounds, it's not like you punch now and I wait and then I punch.

[Rob Moore] (35:00 - 35:33)

Round sevens, we're going to take our tops off. Yeah, carry on. You carry on.

So my thing recently has been I've got to this 10 years. That's done. Had a really good few years with the businesses.

They're all at a size now where they're working really well. And I'm like, what is happiness? What does that actually mean?

And I think I feel satisfied and content and purposeful when I'm working, when I'm productive, when I'm growing, when I'm challenging myself, when I'm taking on new things and smashing them out of the park. I'm feeling like that. But do I wake up in the morning and high five strangers?

Sometimes I feel like that.

[Daniel Hill] (35:33 - 35:40)

That's called weirdness, not happiness. That's called restraining order, not happiness.

[Rob Moore] (35:40 - 36:13)

Sometimes I do feel like that buzz of like the world's, you know, you're driving your car and the world's amazing. The music's up and everything comes together and it's great. That's probably like 10 to 15% of my life.

The rest of the time is like in that growth space, which is challenging. It's like, how do I push this? And I'm like, am I actually seeking happiness?

Do I want to be having my feet rubbed and grapes put in my mouth? Or do I actually want to be more purposeful and more? That's my thing at the minute.

And my self-talk is like, am I actually where I need to be? Okay. Or want to be?

[Daniel Hill] (36:13 - 37:15)

So I think people make happiness too general. I think contentment, fulfillment, happiness, elation, exhilaration, you know, like satisfaction, they're all different. And people are like, well, you know, a lot of these people are like, well, life is about happiness.

I'm sorry, but I don't agree that the purpose of life is happiness. I believe that happiness. What is happiness?

Well, happiness is a reward system, chemically inbuilt in our brains to help us adapt to the environment. So, you know, we need to have a reward for some kind of survival instinct, some kind of attainment of something, something that we grow towards. If there was no reward for growth, there is no growth.

So happiness is a transient reward for something that you do that evolves the species. What does it feel like? I think happiness, contentment, fulfillment, appreciation, gratitude are all different feelings.

Yeah, I think they're different.

[Rob Moore] (37:16 - 37:18)

What does happiness feel like? When you're happy, how do you feel?

[Daniel Hill] (37:18 - 37:52)

Well, for me, happiness is the thing that comes and goes. So contentment is like that warm sense of mild achievement. I believe, you know, I've got my stuff done today.

I'm feeling good. It's not like you jumped off a cliff or you jumped into the coldest, you know, river ever where you get the massive rush of endorphins. So people perceive that they can be content, but content is a mild form of happiness.

And it will diminish.

[Rob Moore] (37:53 - 38:00)

It has to diminish. I sound very content. I sound very fulfilled, very content, very sort of satisfied.

But if someone throws the word happy in.

[Daniel Hill] (38:01 - 38:07)

I don't think you are fulfilled or content. Otherwise, why would you be wanting to grow next year? Why would you want to be doing more?

[Rob Moore] (38:07 - 38:17)

But that's why I think I am fulfilled and content. I think being growth mindset, purposeful, doing a hard day's work makes me feel good. If I procrastinate, it makes me feel like crap.

[Daniel Hill] (38:17 - 38:31)

So in a way, I'm going to sort of challenge this. You're not fulfilled. You're on your mission towards fulfillment.

If you are fulfilled, i.e. you're full, there's nothing left to go.

[Rob Moore] (38:32 - 38:52)

I think if you're filling it up, my appetite is growth. It's always been growth. You know, breaking records, winning awards.

It's always been that growth space. And when I'm in that line, the minute I haven't really got a big challenge, apart from this marketing campaign we're doing. So it's like I'm out of, normally I'm obsessed by a challenge.

And that makes me feel fulfilled. But then I overcook it.

[Daniel Hill] (38:52 - 40:05)

Yeah, but you say it makes you feel fulfilled. But it doesn't always make you feel fulfilled. Because if you have a bad day at it, you feel frustrated.

Or, you know, you feel behind or whatever. So the paradox is, I believe, happiness is a reward. And let's use happiness for the overall phase, for all of those feelings which I believe are different.

It's a reward. Therefore, it's the attainment of. But to attain, you have to not have it and grow towards it.

And then when you get it, you've got it. But then it goes away again. Because if we all got to a destination of happiness, we stopped building.

We stopped growing. We stopped solving. We stopped curing disease.

We have to be discontent to go and do that, to burn them in. Oh, yeah, not everyone. Not monks, like you say.

No, I say we, as in humanity in general. And you're right. There needs to be the balance.

So there needs to be the person that's always pursuing, solving the problems. But there needs to be the counterbalanced wife for the husband, or husband for the wife, who's the nester and the securer and the protector. And they don't grow and strive because that's their role.

But I guess I'm filtering the world through my own experience.

[Rob Moore] (40:05 - 40:18)

So when we're looking at high performance within that space, so high performance and happiness and things like that, do you think those people who are growth mindsets, pushing us forward, entrepreneurs, creating new things, taking risks, the Elon Musks, the Jeff Bezos.

[Daniel Hill] (40:18 - 40:23)

I would argue Elon Musk and Jeff Bezos are continually unfulfilled. I believe.

[Rob Moore] (40:25 - 40:25)

Do you think they're happy?

[Daniel Hill] (40:27 - 40:36)

I cannot make sense of the phrase, are they happy? I think when people say, oh, but are they happy, that is unsuccessful people projecting their.

[Rob Moore] (40:36 - 40:40)

Do you think Elon Musk is happy? If you asked him the question.

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

The reason I can't understand the question is because I think it's the wrong question. Because no one is happy 24 hours a day, seven days a week, 365 days a year.

[Rob Moore] (40:47 - 40:52)

Not even a monk. But do you think if you were to ask him the question.

[Daniel Hill] (40:52 - 41:04)

I think he's on purpose. I would say he's mad. I would say he's moving towards his mission.

I'd say he's clear about his mission. I'd say he'd get some fulfillment and some happiness chemicals.

[Rob Moore] (41:05 - 41:11)

Because he says he doesn't enjoy it. He says a lot of the things he does, they're painful. They hurt his head and hurt his heart.

Because his mission is so big.

[Daniel Hill] (41:11 - 41:15)

Yeah, exactly. Like Andre Agassi says he hates tennis.

[Rob Moore] (41:16 - 41:21)

I would say Elon Musk would say he's not happy. But he doesn't want to be happy. I want to be purposeful and add value and grow.

[Daniel Hill] (41:22 - 41:43)

Happiness is a delusional destination. There is no destination of happiness. There are moments of fleeting reward chemicals.

But let's say you're happy and then someone comes and kidnaps your kid. You're not happy anymore. You have to have the survival instinct to go and protect for survival of humanity.

[Rob Moore] (41:43 - 41:44)

Happiness and money.

[Daniel Hill] (41:44 - 42:00)

It was money or happiness. But we've moved on to happiness versus contentment. So Conor put up there, why can't you have money and happiness?

And I agree with that. Like money gives me transient satisfaction. Mission, purpose gives me deeper fulfillment.

[Rob Moore] (42:00 - 42:05)

I'll tell you what money gives me. Money gives me the opportunity to not have to worry about the things I used to worry about.

[Daniel Hill] (42:05 - 42:06)

There you go.

[Rob Moore] (42:06 - 42:09)

That's my thing. Outside that, it's a resource.

[Daniel Hill] (42:09 - 42:18)

Yeah. It's a resource. It's a tool.

But let's be honest. A lot of the things that you want to do in life that make you happy either cost a lot of money or you can do them more if you've got more money.

[Rob Moore] (42:19 - 42:37)

Yeah. And I think there's lots of games that can be played in that. Mindset-wise, strategic-wise, focusing on what we do.

Yeah. We've both got different approaches to it. We both need it as much as the other.

Final round. Boom, boom. Right.

Final round. To close off. That has flown.

That time has absolutely flown, right?

[Daniel Hill] (42:37 - 42:38)

So these were mine.

[Rob Moore] (42:39 - 43:01)

To show you that Rob did actually deliberately choose the topics that he chose. Right. Final round.

Biggest game changers we're going to go for. So this is good and bad. Biggest game changers.

Biggest things you've done in your life that have been great game changers. Biggest bad decisions you've made that have been worst game changers. Biggest game changers, good and bad.

[Daniel Hill] (43:01 - 43:14)

I think partnerships has been one of my biggest game changers. Good or bad? Good.

I mean, well, good and bad. Yeah, definitely. I've mixed both.

So Mark Homer, my business partner, my best friend, has been the best partnership I've ever had. You know, that's not a family one.

[Rob Moore] (43:15 - 43:16)

So that's a positive game changer.

[Daniel Hill] (43:16 - 43:16)

Yeah.

[Rob Moore] (43:16 - 43:20)

What would you recommend to other people to go into partnerships?

[Daniel Hill] (43:21 - 43:48)

If you want to grow, yes. If you want to be able to do more of what you enjoy and find someone who's the counter foil to you, yes. So if you want one plus one to add three squared, not two, yes.

I tell you what having a partner does. It teaches you a lot more about yourself because when you spend a lot of time with someone, they will pickle the scabs and, you know, frustrate you, especially if you've got a partner who's really different.

[Rob Moore] (43:48 - 44:00)

When they're fundamentally different. If you actually can't live without each other as partners, that is a good partnership. When you get together because you're two mates and you read off the same page and you laugh at each other's jokes, that's not a partnership, that's a three legged race.

[Daniel Hill] (44:00 - 44:40)

Yeah. Yeah. I mean, Mark and I are really different and we have different skill sets and we do different things.

And that's been really important. But we've had failed partnerships as well as successful partnerships. But just because we've had failed partnerships doesn't mean we shouldn't pursue partnerships.

So there's people like, oh, I hired someone once and they were shit and I don't want staff. Not all staff are shit. So people make like always or never decisions.

When in reality you can run a business with VAs or you can run a business with staff. You can run a business on your own or you can run a business with partnerships. I've had partnerships that have flourished and partnerships that have failed.

I've had partnerships that were good and then went bad. I've had partnerships that weren't so good and then improved. But partnerships definitely been a game changer for me.

[Rob Moore] (44:40 - 44:59)

So partnerships have been a good one. While they're good and bad, I'd say recruits for me have been a game changer. When I get a good recruit, like a new head of department or manager, they're absolutely great game changers.

Equally, I agree one of the most crippling some of the most crippling mistakes you've had have been bad recruits Yeah, so I'll say that's been a game-changer getting the right or the wrong person.

[Daniel Hill] (45:00 - 45:49)

Yeah, both make or break the business Yeah, I think being an author For me, it's been quite against young yet to do that. You reckon that's oh, yeah My money book, which is my biggest selling book It sold hundreds of thousands of copies whereas most of my others have sold just about a hundred thousand copies Yeah, yeah, it's been a massive game-changer because It gives me that remote connection with people Hundreds of people I meet a week online already know me because they've read my book. So there's that Connection there, which is good for business, but also good for brand.

I think if you can write a book Just like if you could do a public speech with confidence. It's one of the things in life that's hard It's hard to write a book. It's hard to raise kids.

It's hard to do public speaking I'm not usually one for saying things are hard because I think you can figure things out What's your game for on a book?

[Rob Moore] (45:49 - 45:52)

Do you lock away hour a day thousand words a day or do you go on holiday for a week and bang it out?

[Daniel Hill] (45:52 - 46:58)

I've done both. I've done both. I've done like the 10-day retreat thing.

I probably prefer integrating it into my life Yeah, bit like that. Yeah, because I like variety in my day I'm not really one. That's why I don't do these week-long retreats or you know, go and get away.

I hate holidays I just like I like to have a holiday every day for two hours instead of a holiday for three weeks in August What do you like on holiday? Fucking nightmare. Yeah, I bet fucking nightmare Cannot say I mean you and I have that ginger nature of you know, I just I go red white red white red white Drink because it reduces my productivity and my ability to think yeah Yeah, so now I always want to do something figure something out So I'll go and look at all the real estate agencies if I'm in America, or I'll go and look all the business opportunities I will be while I do love going clothes shopping. I love yeah, so Dubai malls or New Bond Street in London I love Car could just I've done that would kill me.

I've done how much money I've spent in McQueen, but I'm not McQueen Alexander McQueen.

[Rob Moore] (46:58 - 46:58)

Oh, okay sound.

[Daniel Hill] (46:58 - 47:44)

Yeah, I'm with you on that other biggest game change is good and bad I'm social media's massive game changer good None of these game changes are good or bad. They're good and bad if you Take a photo of your house and Someone becomes a stalker to you or kidnaps your children social media is bad Do you think so should be doing the main or be good or bad for the next generation? Like that there is no good or bad.

There is good and bad in everything like we could talk about anything That gives me a headache that's bad or that gets the energy Yeah Buzzer today, yeah so nothing is all good or all bad if like Right. Well, let's put it back to game changes. Then.

Yeah other social media really

[Rob Moore] (47:44 - 47:45)

Yeah, bang on

[Daniel Hill] (47:45 - 48:00)

the reason I think is because you can connect with more people on the planet for free more instantaneously and you can build an Individual brand rather than needing to be a massive corporation and if you can build a business with its free or low-cost marketing and you can express yourself and

[Rob Moore] (48:01 - 48:15)

You know when we're talking earlier about the impact of social media having a big audience like you without a doubt are Achieving and have achieved that when we talk about it's the catch not the chase That process of banging out content doing Facebook lives being engaged haters lovers everything.

[Daniel Hill] (48:15 - 49:03)

I actually love that journey I was like, yeah, the paradox of someone who's never really fulfilled and always likes I Love the journey. I could put well I could do this all day every day I do do this every day and I love doing it and I don't know what time it is now I guess it's nearly four, but I've not thought about the time once until now very good And then so from you know, when you said earlier, um, how much do you work when we're doing the balance bit? This was the paradox This is technically defined as work if you were to define what this is and I've been paid for this but it didn't work Yeah, you know, I've got to know you better we've had good time and a good chat and we've got all these people that are watching the live and this will go out and So I do a lot of hours Working on stuff that to me is not work and if you want to talk about what is life all about Spending most of your time doing something you love making a difference and it doesn't feel like labor

[Rob Moore] (49:03 - 49:13)

What good for those who watch you or at least you one and a half minutes left the last round what good game changes? Things that you've done fundamentally in your company have been absolutely game changes step changes

[Daniel Hill] (49:13 - 49:36)

Starting a training business once we bought a few properties now credibility Yeah, it's made us more than a hundred million quid and since we started it that was a fucking good decision especially when a lot of the trolls are So months in one of my trolls Said Rob's done so many fucking courses one day. He'll do a fucking course on how to sell a fucking course

[Rob Moore] (49:38 - 49:38)

Yeah

[Daniel Hill] (49:40 - 49:52)

Genius so even my trolls are making me money and give me good ideas So yeah training business was was really good for us Because it's a counter to see it's a counterbalance model to owning assets of property

[Rob Moore] (49:52 - 49:59)

So it's definitely a game changer very good back one maybe one of a bad game changer things that people could avoid but

[Daniel Hill] (49:59 - 50:14)

Decisions you made overseas off our new build properties were quite shit for us in the early days So buying the wrong kind people assume property is good, but you can buy yes, you know, we've all bought shit So overseas off plan, you know that kind of stuff, which you thought looked easier.

That was bad

[Rob Moore] (50:14 - 50:37)

What about you you you give us a game changer or two in the game changes probably like recruitment get building a team and as quick as possible Scaling the businesses up to a point where they're big enough to pay for to put heads of departments multiple offices other companies around the UK And probably building you in your profile investing in your profile building a profile winning some awards and put yourself out there

[Daniel Hill] (50:41 - 51:02)

Thanks for tuning in so if you know many of you have tuned in before we started So this is Dan's podcast called six rounds with Dan Hill When's it going live, you know, probably the end of the month.

Okay, so into September 2019 and it's called six rounds of Dan Hill so you can find it there when you get the links stick them on there Very good. Thanks for tuning in

[Rob Moore] (51:09 - 51:34)

Thank you for listening to the official property entrepreneur podcast Trust 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 look forward seeing you on the next one