**4.12.2024 - Video\_Transcription**

[Attendee 5] (0:35 - 0:38)

Thanks, Katie. That's all set from my side. Perfect.

[Katie Harvey] (6:53 - 6:57)

Hi, guys. Good to see you again, Sean.

[Attendee 5] (6:59 - 7:00)

Hi, Katie. You okay?

[Katie Harvey] (7:00 - 7:01)

Yeah, how are you?

[Attendee 5] (7:01 - 7:03)

Yeah, not too bad, thanks. Not too bad.

[Katie Harvey] (7:04 - 7:32)

Good. I'm just going to give it a couple more minutes, just to see if we've got anyone else joining before I start. Hi, John.

[Attendee 2] (7:35 - 7:36)

Hello, Katie. How are you?

[Katie Harvey] (7:37 - 7:38)

Yeah, good. Thank you. How are you?

[Attendee 2] (7:39 - 7:40)

I'm all right. Thank you.

[Katie Harvey] (7:40 - 8:04)

Good. So I'm just going to give it a couple more minutes, just to make sure that we've got everyone that we're meant to. I'm not sure who iPhone 59 is.

I haven't got their name on, but it's good to see you, whoever you are. A few more people joining. Hi, Laureen.

[Attendee 5] (8:05 - 8:35)

Hi. How are you? Good.

How are you? I'm all right. I've literally got home from my kids' Christmas play thing this morning.

Straight to work. Been home for an hour and a half. I still haven't taken my coat off.

Oh, God. Busy morning. It's definitely winter for me.

Yeah. I will be working, Katie, but I am listening in the background. No problem.

[Katie Harvey] (8:35 - 28:31)

I'm just going to give it another minute and just make sure we haven't got any more people joining before I start. Hi, Gina. I hope you're well.

Hi, Katie. How are you? Good.

Thank you. That's David. Hi, David.

That's all right. No worries. So what I'll do is I'll start with a bit of an introduction.

Hi, Christine. Most of you know who I am, either through the virtual online, the blueprints or from advanced. But just a brief explanation who I am.

Got a property business and a property management business, rent to rent HMOs, and just starting in the property development side now. We're doing our first assisted sale, which is like a purchase option. Anyone that wants to discuss that at another time, I'm happy to.

And looking to basically expand those businesses. And we joined Property Entrepreneur because we had sort of hit a bit of a roadblock and we didn't necessarily know what direction of travel we wanted. Our businesses were quite messy and we just really needed to systemize and we didn't really know where to start.

So me and Josh did Mastermind with Simon Zucci back in 2019, right before COVID hit and we built our property business and it was going well. But anyone that's been on Mastermind knows it gets quite messy. And that is exactly what we did.

We delayed Property Entrepreneur for quite a while. We decided to put it on the back foot, but we knew that we wanted to do it. And now we actually wish we just sort of went into it straight away.

It would have saved us a few years of headache, that's for sure. But yeah, we wanted to systemize and scale our business. Our first year we've been on Property Entrepreneur.

This is our second year. Our first year, originally we wanted to scale, but we actually realized that that wasn't what we needed. And we actually needed to solidify our foundation, sort out our system, sort out all of our finances.

So that's what we ended up doing. And our winter hit list, which is what our midweek mentoring is about today, massively helped us there. So today we're going to go over the winter hit list.

This, some of you that were on the program yesterday and those who were on the program last year with me, I know there's a few of you, you know that this is all about landing planes, getting stuff done. And this is what's going to help you step change your business. So this is what absolutely like was a massive game changer for us.

I'm a star. My brother's a dynamo. My cousin's a steel, so he's probably the only one who actually enjoyed doing this part.

But I ended up enjoying it in the end because of how much it helped us. But me and Josh have always sort of like got all of these ideas, but we don't actually do any of it or we start it and we never finish it. And because of the way the winter hit list is structured, it meant that we actually got stuff done that we'd been putting off for a long time.

So we'd had all these things that we wanted to do in the business. We had, we wanted to completely change our system. So we were using GoTenant and we moved over to Coho, which they have actually bought GoTenant now, but we just needed to upgrade that system.

And that was my job. We'd been looking to do that for about six months. And I just kept putting it off, putting it off and putting it off.

And then lo and behold, we put it on the winter hit list and it got done. And that was the power of the winter hit list. This system has absolutely massively changed the game for us.

It was one of the biggest step changes we had. Also our financial structure, we had absolutely no financial structure. Having two dynamos in a company means that we very much lack structure.

Although we did sort of, we used other people for this, but it was all on our winter hit list to be recruiting the right people and making sure that we were doing the right thing. So one thing that we learned from the winter hit list, one of the biggest lessons for us is that you can't fix everything while you're running on the treadmill. And my first panic with the winter hit list was that, wow, like we've got a lot to do.

How are we going to get all of this done? And that's where primetime comes in. So I'll talk about primetime in a little bit.

But it can be quite overwhelming. But once you've got it done, you're going to feel absolutely amazing. So just a, I think there's the raise your hands on the app.

Does everyone understand what the winter hit list is before I continue? And if you're not sure, just put your hand up on the screen and I will go over it. Lorraine, do you need a bit more of an explanation?

Okay, cool. So the winter hit list is a way that we get stuff done in the winter. So you will have three months to get these tasks done.

And it's stuff that needs fixing in your business. It's stuff that you want to improve in the business. Maybe it's just stuff that you want to implement in the business, but you haven't been able to yet.

They all go on a list. You prioritize these. I'll show you our one from last year in a second.

You prioritize these in number order and also using red, amber, green. So red is stuff that you need to get done urgently. This is the stuff.

This is the big stuff. This is going to change your business. If you get this done, it is a massive success for you already.

Amber is stuff that you really should get done if you've got the time to. Maybe not the really big chunky tasks, but if you get them done, it's still going to make a big difference to your business. And it's still going to help you get to where you want to get using your headline strategy.

And your greens are the stuff that you would like to get done. But if they don't get done, it's not going to affect your business. It's just the nice stuff.

So, for example, some of the stuff that we had on green was like just a refresh of the office, but it wasn't a requirement. Stuff that we had in the amber was updating the website. So we had properties that we didn't have on the website yet that needed to be uploaded.

But if they weren't uploaded, it wasn't the end of the world. But it would have been really good to have that. And it would have made a difference.

And stuff in the red was moving system from GoTenant to Coho. That was a massive one. That literally has like completely changed how we manage our properties.

We'd been putting off for so long that we just needed to get it done. Between you and your team, or if it's just you, it will just be you on the list. You then split these tasks between you.

And then you can schedule them into your diary. So you want to make sure that you're speaking to whoever the tasks being designated to. Make sure that the task suits up the time for them.

And top tip is whatever time they say they can do it in, give them double the amount of time. Because as a dynamo, I have absolutely no way of working out how long something's going to take. It's just like, I think that'll take me an hour.

Then it ends up taking me five. So I have absolutely no ability to predict how long something's going to take. So if you've got a colleague who is maybe in the blazy creator side, and they say they can get it done in a week, give them longer, make sure that they're comfortable with it.

And also take the opportunity to maybe evolve these things that they're going to fix and see if anything else is going to come out of it. So your first year around the track, what we found was that we added a few things to the list. And it was quite hard at first, you might find it quite difficult to come up with these things that need to be added, that need to be fixed on the business, especially if your team hasn't quite engaged yet.

But as you go through it, and you start fixing things, you will find other stuff to add. Whereas for our second year around the track, our WhatsApp winter hit list group is like rammed full of stuff. And it's stuff that we've been adding through the year, but we're leaving it until winter.

So your first year is a bit of experimentation, getting people on board, understanding the process. It's never perfect the first time round, but just trust the process and stick with it. The second year, you will have the WhatsApp group already open.

So you can start adding stuff like in sales season, for example, if you realise that you're missing a script that you don't necessarily need now, but it would be good to have next year, add it to the winter hit list, get it done next winter. Put it in the chat, you don't have to think about it again. And that's one of the joys of the winter hit list is that you just kind of add these things to a list.

They're not forgotten about, but you're just going to focus on it at the right time, in the right moment in the business. And it's not something that you need to worry about now, you can focus on the right season. So one of the biggest results for us is that we managed to focus on things that we'd put off for so long.

And also we turned it into a game. So I'm going to share my screen now, just so I know that most of you have seen the winter hit list tracker, but I'm going to share it so that you can see. So this is our winter hit list from last year.

And we've got me, Josh and Jacob. We're all family. So it did get quite competitive.

And these were all of our tasks. So we basically added each task, who needed to do it. Once it was completed, you put a why.

And if it's not completed, you just leave it blank. And then what we did to complete that task and then all of the priority. And then over on the right hand side, this is where you can schedule in when you're going to do this stuff.

So some of them sort of incorporated together, which is why there's like big blocks here. But once you start putting a time to it, you're going to realize that you will need to maybe split some stuff apart and move it around so that someone isn't completely overloaded. And another top tip as well is if you are doing it with a team, I'm just going to stop the share so I can come back on the screen.

I'll reshare that in a second if anyone needs it. If you're doing this with a team, check in weekly with everyone and just see how they're getting on. See if there's anything else they need to complete a task, because there might just be something else that either you need to do or another colleague needs to do to get that task done.

Maybe they're being a bit quiet about it. You can use your setup, check in and sign off meetings for this, your SCS. And if you're on your own, this can be a little bit harder to make like a game because you're just sort of against yourself.

Add in sort of like little rewards once you hit certain percentages. So on the tracker, if you've got 12 tasks and you're halfway through, then you can sort of like give yourself a little reward for getting 50 percent through. If you get to 70 percent, another little reward.

And then once you hit 100 percent, that's where you land in those planes. You're making the real big differences. That's when you give yourself the big reward.

Sean's just asked, what are the numbers in the priority row? So they are basically the order of what we wanted to complete the task. So your red tasks are going to be like one, two, three, four.

Your ambers will then be the next group of numbers and your greens will be the last ones. So if you've got three red tasks, which one out of those three red tasks, those high priority tasks is your first priority? And which one is the one that you're going to get done first?

I recommend getting those big, hefty tasks that you've been putting off. Get them out of the way first because you will feel great once you've got those done. And if you are on a bit of a on a low, losing a bit of motivation, because no one likes doing these long drag tasks that we all have to do.

If you hit in a bit of a low, then complete a couple of the green ones. The quick ones, the quick wins. It will give you a sense of satisfaction.

You've ticked a couple of the list, but don't get stuck on those. Because if you get stuck on those, you're not going to make the big step changes that you want to make in the business. You've got to do the red and ambers to be making the difference.

And you've got to make sure that you're labelling the red and ambers correctly. So sometimes the reds are stuff that you think is important, but actually they're urgent and they're not important. So it's stuff that does need doing, but they're not winter hit list stuff.

They're tasks within the business that you just need to get done for a client, for example. And they're not things that are going to make a massive difference to your business. So those things you just dedicate to a separate time in the business.

And it's the important big game changers that you want to put into your winter hit list. For example, building systems, hiring a VA. Maybe if hiring a VA is quite a big task for you, break it into some smaller ones.

So you could have it as writing the specification for who you want to hire, posting the job advert and holding three interviews. It's three separate tasks, but they're all a little bit smaller and all a little bit more manageable. Whereas if you just put hiring a VA, that's quite a big overall task and it might overwhelm some of you.

For some of you, it will be fine. So you've just got to find what works for you. Another one is I am absolutely rubbish at sitting down for an hour or an hour and a half to do prime time.

So prime time is where similar to cave time. So cave time, you're doing all of your journaling and working out where you want to go. Your prime time is pure focus time on one task that you need to get done.

And it doesn't mean you're going to get the entire task done in this time. It just means you're going to get a big chunk of it done. So for me, I really struggled when I started doing prime time because an hour is quite a long time for me to sit and stare at my laptop, especially if it's something that I don't necessarily want to do, like moving all of my tenants data over to a different portal, which let me tell you that took hours.

But I started using a Pomodoro timer. And if you guys struggle with sitting down for long chunks of time, and I definitely know there's a couple of you in here that will struggle with that. Blazes are usually the ones that get a bit stuck with that.

Try a Pomodoro timer. So I would do 25 minutes of work and then I would have a five minute break. And I would just do that two or three times.

And that would be my prime time rather than doing one big block. And I would also break down my task into a 25 minute challenge. So I would have 25 minutes of inputting tenants data into the portal.

And then my second lot of 25 minutes, I would try and beat my first 25 minutes. I think it's some sort of psychological thing. When you're up against time, you seem to be able to do a lot more and a lot quicker.

So a Pomodoro timer is a great little hack for those who struggle to focus on a task for a long period of time. And again, if you're on your own, give yourself a little reward when you're hitting those percentages. And if you're with a team, make it a game.

So who's in the lead that week? Make it a thing. So if you've got a WhatsApp chat or you're using Slack for your communication, whoever's at the top of the leaderboard that week, give them a shout out and then tell the others what you're doing.

Why are you not ahead of them? Obviously, some people are going to have more tasks than others as well. So you've got to bear that in mind.

At the start of the winter hit list last year, I had the most tasks. It ended up evening out quite a bit towards the end. But if you've got a lot of finance problems in your business, your finance team are going to have a lot of tasks.

If you've got a lot of systemisation problems, then it could be your virtual assistants are going to have a lot of tasks. If your main thing in your hit list is that you want to have it like all of your loom videos and stuff done and ready so that you can deploy a VA, then you're really going to have to do some work yourself to make sure that you know exactly what they need to do and sort of check a lot of tasks off at once. I hope I've explained that well, I'm just going to check over my notes.

But if you guys don't follow a winter hit list and you don't trust this process and trust the prime time, you're not going to make the big step changes in your business that you want to make. And like the worst case is that your business stays exactly where it is. You don't want that.

You're all on property entrepreneur. I've been through the process. A few of the guys on the call have been through this process already.

You want to make sure you're absolutely nailing the winter hit list. For me, it's the worst season, but I get the most done. So it's the worst season for me, for me and my flow.

But it's the best season where I actually get stuff done and I actually hit targets. And it's the stuff that makes me hit my year off. And it's the stuff that makes me get my headline strategy complete.

If you do it, you're going to see those step changes. You're going to have a different business by the end of the year. And you're going to fix all of those things in your business that you've been putting off for ages.

And if you don't want to do it yourself, delegate it to someone else. That's completely fine to do. But just make sure that you've got that winter hit list structured and ready.

Does anyone have any questions? I'm going to do a bit of an open Q&A for anyone that's got any questions. So feel free to unmute yourself and ask anything or pop it in the chat box.

[Attendee 2] (28:37 - 29:39)

Yeah, I've got a question, Katie. I kind of do something similar already using Asana. And I have a bit of a dumping ground called Someday Maybe, which are all the bright ideas.

And to be fair, it's not necessarily stuff that needs fixing. It's just kind of ideas, initiative and stuff that does need fixing and doing. So I've asked this question in the room yesterday.

I could still use that, but then transfer everything onto the Excel. And the Excel is because it's more visual than just looking at the Asana board. Because I quite enjoy using Asana.

And I know Josh uses Asana and he was doing the session. And that's why I asked for clarity whether he was still using Asana for his winter hit list. And he does.

It's just that Excel is a bit more visual. So is that OK for me to continue doing that? But perhaps be more specific in the dumping ground that I've got to make it more winter hit list specific.

[Katie Harvey] (29:40 - 30:47)

Yeah, so it sounds like you've sort of got what you would have as your winter hit list WhatsApp group is on Asana. The stuff that you've come up with throughout the year and the stuff that you want to do, but maybe haven't had the time to do. It sounds like you put it on Asana.

So that sort of sounds like what we do on our WhatsApp group is that's our dumping ground for all the ideas and the stuff that we want to get done and the stuff that's broken. So, yeah, definitely transfer over to the spreadsheet. And the spreadsheet is just a bit more refined.

It's definite. It's stuff that you are going to do. So if you've got stuff on the Asana list that is actually like, OK, I've put that on there.

But really, we're not we're never going to do it. And it's really not going to make a difference to the business. Don't put it on the winter hit list.

The winter hit list is like this is going to make a difference. And we want to do this because when it gets to the end of the three months and you haven't completed five tasks on your winter hit list because halfway through you've realised actually we don't want them on the winter hit list. It's just going to knock your percentage down and it's just not quite as satisfying as hitting 100 percent on your winter hit list.

[Attendee 2] (30:47 - 31:08)

OK. Yeah. And to be fair, it is a bit of a dumping ground and it does get reviewed, but not very often.

So I think adopting the winter hit list methodology where you've got a limited amount of time to do stuff and therefore you've got to be really careful what you put on it and it is going to make a change is the difference, I think, from what I'm doing. So I'm kind of half doing it.

[Katie Harvey] (31:08 - 31:39)

Yeah. It sounds like you've got the like, like you call it a dumping ground and then you just need to use the winter hit list to refine it. So you just need to pick the most tasks out of that that you can and that you think you can complete in three months, schedule it in with the time.

And you might also find you add stuff in and then actually you've still got some time left over. So some of the lower priority stuff that you didn't think that you would have time to do, you can put on the board, but just put it as a green.

[Attendee 3] (31:40 - 31:42)

OK. No, thank you for that.

[Katie Harvey] (31:43 - 31:43)

That's right.

[Attendee 3] (31:44 - 31:46)

Katie, can I ask a question?

[Katie Harvey] (31:46 - 31:47)

Yeah.

[Attendee 3] (31:48 - 31:56)

Thank you. How does the winter hit list work alongside the headline strategy? How do those two come together?

[Katie Harvey] (31:57 - 32:26)

OK, so. If your headline strategy is growth and you are planning on doing a huge marketing campaign, but you haven't yet got any marketing material, you don't have a brand or you are doing a letters campaign and you don't have those letters written out, then something on your winter hit list would have your marketing campaign strategy for the year.

[Attendee 3] (32:27 - 32:29)

Oh, sorry.

[Katie Harvey] (32:29 - 32:30)

Carry on, carry on.

[Attendee 3] (32:31 - 32:44)

So I'm right in thinking you've got to have your, it's a good idea to have your headline strategy sorted out to get your winter hit list together. Would I be right in saying that?

[Katie Harvey] (32:44 - 33:45)

It's a good idea, but it's not a requirement. So your headline strategy is your overall goal for the year, but every business is still going to have problems in other departments. And this is your time that you can still fix those because you're not going to be doing this eight hours a day, five days a week.

You're going to be doing it an hour a day and the other seven hours is you doing your business as usual. So you might want to be doing, refining the business and sort of like bottom line time and most of your headline strategy is about finance. However, you will still need to fix the leaks in the roof that are to do with your systems and how your tenants are contacting you.

If they're not getting good responses, that's still something that you're going to have to work on, even if your headline strategy is to do with your profit.

[Attendee 3] (33:50 - 33:58)

Does that make sense? No, I'm sorry. It's me, but I'm confused with this.

That's why I'm on the call.

[Attendee 7] (33:59 - 33:59)

Yeah, no, that's OK.

[Attendee 3] (34:01 - 34:27)

What I'm trying to work out is, I understood what you just said, but should your headline strategy include what's required in the winter hit list? Or can they work separate to each other? I understand about working in and on the business, but I just want to be clear on how they come together.

Does that make sense?

[Katie Harvey] (34:27 - 34:48)

Yeah. So they can be separate. They don't have to work hand in hand.

Most people will notice that the stuff on their winter hit list does align with their headline strategy. It's not required to have your headline strategy to do your winter hit list.

[Attendee 3] (34:48 - 34:51)

Right. I just wanted to confirm that. Thank you, Katie.

[Katie Harvey] (34:52 - 34:59)

Thank you very much. All right. Yes, I've had a note that you can unmute, so I'll unmute you.

[Attendee 1] (34:59 - 35:28)

I can unmute myself, it's fine. Someone else has unmuted it, it's a bit disturbing. First of all, you just said, so you're doing an hour a day on your winter hit list and you're doing tasks on the hit list?

Yeah. This is what I was originally going to ask, but do you originally, like you sit down and you get the winter hit list done, like the next whatever, it's your homework, and then that's it, you operate through the winter, you don't keep refining the winter hit list?

[Katie Harvey] (35:29 - 36:21)

Our first year, we kept refining the winter hit list because we weren't 100% sure what to put on it. And that is sort of just as you go through the motion, you'll realise things that you can put on it that you wouldn't have thought of before, because this is new to a lot of you. So it's okay to not have it nailed down straight away.

I think we started off with about 10 tasks on our winter hit list, but a few weeks in, we had 21. I wouldn't recommend adding loads to it like the second month in, but in that first month when you're just putting it together, you can add stuff into it because you're going to have things that pop up that you wouldn't have thought of before. Whereas your second year around the track, you will have stuff that comes up through the year, so you'll already have it there, but you don't already have your winter hit list ready because it's new to you.

[Attendee 1] (36:21 - 36:36)

Now I was also interested in your actual list, the difference between products and operations. Like I noticed you put welcome packs as one of the other products, so to me they would be operations. I'm interested to know how you made those kind of distinctions.

[Katie Harvey] (36:38 - 36:46)

I think it's sort of business specific, so ours was welcome packs just for tenants when they moved in.

[Attendee 1] (36:46 - 36:50)

You give them physically a welcome product, a pack, you give that as a piece of paper or you send it as an email?

[Katie Harvey] (36:51 - 37:10)

It's a PDF and it's all included when they move in, so they get sent it automatically. So for us it was a product because it would never need to be edited again. It was just create it, upload it, done.

What did you say that you would put it in?

[Attendee 1] (37:10 - 37:58)

Operations, now I was interested because to me, so first of all I can't say welcome packs are never edited again, because for instance my welcome packs, the flats I rent out, they have codes for the entry and every so often the management company is outside my control. Every so often the codes have changed, so obviously they have to be edited. It's very annoying for a tenant if you give them the wrong code, or as I sometimes do, skip one digit out of code.

You know, that's not on. So it's not a, you know, I mean the basis is, or if I change the Wi-Fi or something, I can't say there's never, sometimes I might go for a cheaper, you know, internet supplier. I don't do it very often, but every now and again I look at those things.

That's interesting, I would have thought that's more operation, but it doesn't, I suppose it's all arbitrary, it's what works for you, isn't it really?

[Katie Harvey] (37:58 - 38:09)

Yeah, so for us our welcome pack is like a generic template where they can find the bin schedule, where they can find the Wi-Fi code, which is always the same in every property for us.

[Attendee 1] (38:09 - 38:14)

Where they find it rather than you don't, I send out the Wi-Fi code, right, that's clever.

[Katie Harvey] (38:14 - 39:04)

Yeah, and then when they move in, they get a little welcome, we call it a cheat sheet, which will have the Wi-Fi code on, the bin day on. And that's just a smaller thing that they get physically, but the generic welcome pack is the same. So it's the moving out process, it's how Coho works, how their system works, how to run port maintenance issues.

It's the day-to-day stuff that we don't want them calling us, because they've got all the information there on how to do it. But I just want to let everyone know, it is half past, so anyone that does need to leave, feel free to, but I'm going to carry on with any questions if anyone has any. But if you do have to go, then don't feel rude about leaving, because the call is usually scheduled for half an hour.

Bye, Christine. Bye, Addy. But yeah, does that help?

[Attendee 1] (39:05 - 39:20)

Yes, that's yeah, that is interesting. Yeah, yeah, no, I guess it is sort of arbitrary. Yeah, I'd love to come back to you about what you put in, privately, you know, about what you put in the welcome packs, and I think mine are a bit chaotic.

Yeah, no, it just, it definitely helps to have them.

[Katie Harvey] (39:21 - 39:23)

Yeah, I'd definitely be happy to have a chat.

[Attendee 1] (39:23 - 39:27)

And even with the welcome packs, people, I think sometimes people don't fully read them, you'll fully read them.

[Katie Harvey] (39:27 - 39:37)

Yeah, yeah, we usually, if anyone asks us a question on something that's in the welcome pack, we refer them to it, and then it just reminds them that they've got it.

[Attendee 1] (39:38 - 39:46)

Maybe I just, I have a lot of trouble with the heating, maybe I just need some more pictures and things. Yeah. Okay, thanks.

[Katie Harvey] (39:46 - 39:51)

No problem. Does anyone else have any questions on the winter hit list and how to operate it?

[Attendee 4] (39:53 - 39:54)

I do, Katie.

[Katie Harvey] (39:54 - 39:55)

Yep.

[Attendee 4] (39:55 - 39:57)

Hi, it's Richard here, I'm not sure if you can hear me.

[Katie Harvey] (39:58 - 39:58)

Hi, Richard.

[Attendee 4] (39:59 - 40:07)

Yeah, I've clicked a few questions in, it's still in the car. The winter hit list, is that from the 1st of January till the 31st of March only?

[Katie Harvey] (40:10 - 41:20)

I, yes, but you will have sort of like a month after of like landing, what we call landing planes. So the stuff that you have almost finished but not quite got there, just wrap those up or stuff that you've, big things that you've started and, or that need cutting off halfway through. Just wrap stuff up, that's what we call it, landing planes, just to get stuff done.

But in your scheduling, if I share my screen again, you'll be able to see that it goes into April as well. We didn't have anything in April because we managed to get it done before. But this is the bit for those tasks that have just overrun that little bit that have already been started and you just want to get them done.

But you don't want to be starting new tasks in that time. Starting new tasks in April is a big no, that's on your winter hit list. But if you started them and you want to finish them off, that's your time to get them wrapped up.

[Attendee 4] (41:22 - 41:37)

Okay, there's always things within the business, either tweaking, I'm just wondering, are they continued into April, May, that's just part of business and do you use prime time for that?

[Katie Harvey] (41:39 - 42:34)

Yeah, so each season focuses on a different thing and winter is getting the big problems sorted, stuff that you've wanted to do in the business complete. We have our winter hit list chat from last year has been open all year. So we have been adding through it throughout the year.

So our second year will be clearer on what we want to get done. But it's things like we want to change bank, but we don't want to be doing that in the middle of sales season. Bye Clark, bye Francine.

We don't want to be doing that in the middle of sales season. So we've added it to the winter hit list because it's not urgent, but it's important. So it's important that we get it done in winter, but it's not something that urgently needs done.

Whereas throughout the year, the leaks that are coming through that are urgent and you need to plug immediately, you can carry on doing those.

[Attendee 4] (42:35 - 42:46)

OK, and just one more question, please. In relation to prime time, is that only during the winter hit list season, if you like, or is that carried on throughout the year as well?

[Katie Harvey] (42:47 - 43:09)

Prime time will carry on through the year, but it will just be focused on slightly different things. So in cave time, it's all journaling and finding out your year off. Prime time in winter is getting those winter hit list tasks done.

And also you'll adjust your Sunday sanity to it as well. So you'll add tasks from your winter hit list onto your Sunday sanity.

[Attendee 4] (43:10 - 43:17)

Perfect, you're good at this. Perfect. That's all my questions.

That's brilliant. Thanks, Katie.

[Katie Harvey] (43:17 - 43:22)

Amazing. I'm always available on Facebook if anyone has any questions as well after this.

[Attendee 1] (43:22 - 44:01)

That's another question, Katie. So if my headline strategy now, asked me yesterday, is probably principally to strategize. But I'd like to think I'd have all my strategy kind of nailed by the end of the winter.

Like, you know, sort of have my VA and all that. And then what do I do all summer? You know, if it's like, if it's, yeah, do you see what I'm saying?

You know, like, I don't know, learn to use Talendy. And I've got a few things on my, you know, learn to use Asana, stuff like that. Once I've done it, like what's, what would be the bills on in the summer?

You know, does that make sense?

[Katie Harvey] (44:02 - 44:45)

Yeah. Yeah. So summer is a different season and it's focused on a different aspect of the business.

So summer for most of us will be sales. And it's where we want to hit the targets that we want to hit. So although a lot of property businesses do sales all year and we take deals all year, our marketing campaign can start in summer.

So you'll have all of your stuff ready for that. And then you launch in summer. So Property Entrepreneur, their blueprints are all in summer.

And then we start Property Entrepreneur programme in August when our autumn starts so that we can get lined up for the next year.

[Attendee 1] (44:48 - 45:12)

So it's like kind of, I would want a headlines strategy that's a bit more than just strategising. There would also ideally be some kind of growth or something. Unless I'm planning to take the summer off or, right, because originally it looked too big.

And I just brought it down yesterday to strategy. But then maybe I will start once I'm more strategised, do a bit of growth in the summer. That's OK.

[Attendee 7] (45:13 - 45:13)

Yeah.

[Attendee 1] (45:13 - 45:28)

I have to write it all out again and test it out in the Facebook group. And it's incredible how much you do kind of refine as you go along, actually. It's really good.

If you just go on a one day course and you have all your goals, it's nothing like this where you're just constantly refining it over time.

[Katie Harvey] (45:28 - 46:01)

Yeah, I was going to say, I wouldn't worry too much about what you're going to be doing in the summer season because it will be covered over the next workshops. Just in your first year, just take each month as it comes and complete the homework in that month because it's quite overwhelming as it is. So just focus on that, get that done.

And then when summer comes around, you'll know what you need to do because it'll all be covered in the workshops. That's OK. Has anyone else got any questions?

[Attendee 6] (46:03 - 46:13)

Thanks again for today, Katie. I mean, essentially, we just make our wins hit list and get through 100% as a team or individual if we are. And that's the idea in the three months we get through everything.

Yeah.

[Katie Harvey] (46:14 - 46:27)

Yeah. Ideally, you want to hit 100%. It doesn't always happen.

We didn't hit 100% on ours, but getting the stuff done that we did get done that we wouldn't have got done made a massive difference.

[Attendee 6] (46:29 - 46:32)

Cool. No, today's useful. Thanks for the examples as well.

Thank you.

[Katie Harvey] (46:32 - 47:18)

No problem. I'm glad you found it useful. Any other questions before we wrap up?

Amazing. Well, as I said, thank you all for joining. And if you do have any questions, I'm on the programme group and anyone on Advanced, I'm on the Advanced group.

So just drop me a message. I'd be more than happy to help because usually the questions come up as soon as you end the call. That's how how life works on these calls.

But I'm going to end the call now. Hope you all have a great day and good luck with setting up the winter hit list. The winter hit list is available now on Facebook.

Bianca's uploaded it for you to download. Perfect. Bye, guys.

[Attendee 4] (47:18 - 47:21)

Brilliant. Thank you. Have a good day.

Bye bye.

[Katie Harvey] (47:21 - 47:21)

Bye.