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[Guillaume Black] (0:12 - 0:20)

All right, so let me see if I can share. Okay, I'm the host now. Hi Claire, hey Jeanette, good to see you guys.

[Attendee 3] (0:21 - 0:22)

Hi Guillaume, how are you?

[Guillaume Black] (0:23 - 0:31)

Yeah, all good. Where's your hat? I've never seen you with your hair.

[Attendee 3] (0:36 - 0:39)

I think what I'll do is when I do get into the account, I'll just cancel the whole period.

[Guillaume Black] (0:39 - 56:10)

All right, okay, so let me have a look. I'm going to try something out guys, so let's see if this works. Well, that's not what I meant to do.

No, no, that's not what I meant to do. That's not what I meant to do. All right, let's try again.

Okay, if I go on this. So I'm very much one who likes the face-to-face meetings and jotting things down as we speak. So a few weeks back, actually a couple of months ago, we experienced sharing screens like this and taking notes on the iPad as we go, and I thought maybe try to do this today.

So yeah, thanks a lot for coming today. I really like to start on time. I'm obsessed about respecting other people's time.

So I'll just jump straight into it and hopefully, yeah, everybody comes along and you can take some notes along the way and then make the most of this. So the PE team has asked me to join and share with you some of the stuff I'm doing, we've been doing around raising the stakes. So we all were at the super event last week and every year, this June workshop is really one where we get pumped up and really for the championship season.

And a lot of the execution around the summer and the reason why in the next 12 weeks, you could get more done in terms of sales and growth than you did in the last 12 months is really around this idea of raising the stakes and executing. So yeah, so without further ado, so this is for you if, so this is me showing off a little bit. So if you want one of these at the end of the year, so three years and a bit on the program and I'm very proud to share with you some five awards over there.

And the reality is that every time this year, every time in June this year, I've kind of burned the boat in one way or another. And it's like, so that things become you know, death or, you know, like it's a life or death kind of situation. And in a bit of a similar way, I've taken a book, you know, I've taken a line, a chapter from this book for get up and give back this year.

And I'm very, very proud to, you know, to have participated this year. And so I'm going to follow the structure we had at the workshop today. We're looking into sizing the iceberg, upping the ante, making it visible.

And then I've got something a bit, a longer section all around execution. Like how do you actually do this in practice? And so I encourage you to follow along, follow along with me here as we, as I draw and encourage you to take some notes as well.

So we've all seen this sort of picture of, you know, the iceberg before. So, you know, like different ways of, you've got some, some parts of the iceberg, which is above the water and some part below. And if I go back over my last few years in Property Entrepreneur.

So if I go back in summer 2021, 2022, 2023, or 2024, I think in the first year on PE, what we did is we, we 3x the portfolio. And this is where we really, we are just property filter for ourselves. And the idea was, you know, we just wanted to grow as a HMO developers and growing our own portfolio.

In 2022, we basically started out property filter at the beginning, end of 2021, beginning of 22. And we, and we 2x property filter at that time. Last year, we 2x it again, just during those three months period.

And then the ambition for me this year is to, is to 1.5x it, you know, it gets, it gets harder, you know, like when you, the numbers get bigger, but under the iceberg, the reality in terms of what efforts were necessary, what challenges, what sacrifice were necessary. So the first year I really was on the AAA game, you know, so during that same period, during that same period, I'm pretty sure I was down seven kilo. I did not take holidays.

What else? What did we do? Oh yeah.

I said no to all the socials. That was the reality. I also had the lodgers paying for everything.

And, you know, like it was a game of probably went on 65 viewings. What else do we do? Probably put in 50 offers.

So it's almost like all the stuff under the surface that you're, you know, a hundred percent follow-ups on the offers, follow ups, et cetera, et cetera. So then how many conversations, how many, you know, we probably had 50 investor leads, probably at the 20 investor offers. And I think we signed up 10 people on 10 investor onboarded.

And that was all to fund, you know, like the portfolio at the time, if I look at, you know, like property to the first few years. So similar thing, you know, like, so that's an interesting thing. So although the first year, really the big thing was to be on my best shape.

The second year I tapped into capital, you know, I was exhausted and I, you know, I just went on not necessarily at the best, you know, habits and things like that, but I tapped into the capital. I hurt myself in terms of the health. And I know I used this capital, which is probably not something you want to do, but you know, this is what was necessary at the time, like poor sleep, lots of driving around the country, speaking up and on the country, like one day you're in Manchester, the next day you're in pool, you know, and it's just running around doing all things, you know, whatever it takes, you know.

So then similarly, it's no holidays, no social, still at the lodges. And then the metrics were a bit different for property. It was more on the, more on the speaking gigs and et cetera, et cetera.

And then you can see all this, this will follow through, you know, along the rest of the other years. And what I'm trying to show here is you need to understand that yes, you want to, you will have this goal of whatever it is you want to 2X, you know, the, the onboarding of your landlords, you want to 2X the amount of capital you want to raise, or maybe do in one year what you've done in the last two years. And it's all possible, but it's understanding and really mapping out like, what does it mean?

You know, like, you know, like I didn't go to some people's weddings, you know, I was a bit ruthless, you know, like with, you know, the last few summers. And that's the reality. And when I think Joshua, I can't remember if it was Josh or Adam said, you know, like the first top tips is don't do it, you know, like this mode, this mode, don't do it.

This is what it means because the reality is that, yeah, you want to understand everything that is involved basically. And I could, you know, basically I could go on and on with all the things that I'm planning out, for example, for this, this season. So I know I've got five different campaigns for five different product release we have on, on props filter.

I'm going to, for the first time, run our own webinars to our own list partner with five different partner lists to drive people to like, to those two webinars a week work with the, so, and then be more doing more content, work on the email sequence. These are all the stuff that are kind of necessary. So, and a bit of a share basically on similarly to what was shared last Friday is you want to really focus on the, you want to really focus on the, focus your attention on the activity you are doing and not on the results, you know, because it's going to be very demoralizing.

It's what Josh had as the, it was mentioning about this deep, you know, you're putting a lot of effort, but it doesn't quite pay off immediately. So it's just for your own sanity. If you look at the bottom line every day, it's, you know, it's going to be pretty grim for the nine weeks and then it's all going to sort itself out at the other end.

But so focus more on celebrating that you're actually putting the work and doing the activity, you know, like all those lead indicators rather than the, the lag, the lag indicators. And I would say you really want to be obsessed. So I'm, I'm a bit of a all or nothing kind of guy.

And this is the time to be all in with this one thing and, and focusing on this one objective you've got for this summer and be obsessed about it. This is the thing you, you eat, you've got for lunch, you've got for dinner. You have one, you wake up in the night, in the morning.

And then this is, this needs to be meaning a lot basically for, for you at that stage right now. So the way, the way I've upped the ante in previous years, and it's similar this year, is kind of not, not necessarily by design the first year, but I'm doing it by design now. And you want to make it a life or death, I'm a bit extreme, but sort of a life or death situation, you know?

So if I go back to the same thing on the, on the last few years, so in 2021, 2022, 2023, whoops, that's not quite 20. 2024. So if I go back there, what, what was the situation?

So in 2021, my, basically my personal savings were ending. In 2022, my personal savings ended. So this is how we, basically I had lodgers, you know, it's whatever it takes, you know, I had lodgers paying for the developers or property filter.

And we, I was doing as much as possible to get, to get people to see it and understand it. And if I could share the value and they could get the value and get ROI from my service, then they would, they would buy it. And then I had no, you know, basically there was no, no, there's no choice, you know, it had to work, you know?

And last year, I think we were at the time we were burning probably 10K a month. And then right now we're probably burning 40K a month. And this is by design.

So we, as a startup, we raised, we raised quite a bit of capital. And, and the, and the idea here is you, we could, you know, we could go and cruise it, cruise with it, you know, like be, okay, there's plenty of money. Let's continue and do the stuff that we are doing right now.

And let's, let's keep it easy. Keep it, keep it slow. And, but, but why I'm saying I'm doing this by design is now I've, I've hired all the people that I need to make it to my next commercial balance.

But now we are burning money, you know, like, so, so we are in this J curve, you know, in this dip before we, before it grows. And I could have, I could have been less aggressive, but this is my way of like really burning the boat. So what works for me is the financial loss or the kind of loss aversions where I need to make this work.

Otherwise, you know, like I'm going to go bust or I'm going to, you know, like we, so now there's no question about it. You know, there's no question about the discipline, about, about, about showing up and doing the activities and progressing. So, so for us, what we've done is we raised a lot of capital.

We've grown the team before we had the revenue to cover for the team. And now we have to make up so that we don't, we don't burn. And in a similar way, so Dan would talk going back on his years of multi-lets, you know, it was the same when he was going to another location.

So they'd build an office before they had all the lets to cover the cost of the office. And then they had to make their way through, you know, burning some money to grow the, grow basically the amount of landlords they had with the agency. So it's no different that, you know, you would do in, in, in this case.

So that's what works, works for, for me. Another thing that works really well for me, and then you might have seen with, you know, give back is, is social accountability. So social accountability, and this takes, this takes different forms.

So, and the key sentiment here is that you are the first person who are going to let yourself down. And I am no different, you know, like I'm the first person who will look for an excuse and say, well, you know, do I really, you know, it's raining outside. Should I really go and run, you know, and if you make things, if you tell everyone, so, and I've got a little, a little, little framework for this.

So you can tell, you can tell people in different, sort of different circles, you know, around the, around, around you. So it starts with, how can I present this to be a bit nicer? Maybe not this.

Let me try again. Right. So it might start with, with your closest circle, you know, so you'll have maybe people in your family, you know, so this is the tell everyone.

So for me, for example, I told everyone, so we, this, this summer, we are going to add 50% to the revenue of Property Filter to come to a break-even place. And it's happening, you know, so you want to start with your, with your, with your family, with the people who are the closest to you. And the interesting thing here is, you know, you might, you want to ask, you want to tell people you love and also people you hate.

So sometimes, you know, like telling your in-laws is probably the best motivator you might have, you know? So there's a few people I know where, you know, like the brother-in-law, you know, like the, the brother of their, of their partner is really like judgmental or something like that. So you want to go and prove, you know, to these, these people.

So these are, these are the people you, you love. And it's different for everyone, but I'm sharing this anecdote. I've got someone in my team, which is a bit like that.

Or people you, you don't necessarily, you know, you might not necessarily get along, get along with, you know, but that's, I found that was quite interesting. Then you want to tell your team, this is, no matter the size of the team, if it's, if you've got one VA, if you've got a life partner, if you've got, you know, like many people behind you, like, you know, this is your, as a leader, you will multiply the traction you get because they at the beginning, at the beginning, they can't believe it, you know, like, well, you know, here's another one, you know, like on earth, is that even allowed to be a target, you know?

And then when they see the traction, all of a sudden they will believe it and you'll see, they will step change, you know, as well. So there's a really big, so there's an accountability for you to deliver for them. And it's quite big because you want to be the leader of your, you know, your business, your team, et cetera.

So you, you know, you're going to do it for them. And then you're going to reap the reward of them. You can, you will see them flick and switch into actually believing it and going all in, in it when they, when they, when they follow you.

And then there's, you can go and tell social media. So again, so get up, give back huge examples. So you start, okay.

This is the goal. This is what I'm doing. And this is what we're going to do altogether.

And then, and then people don't follow, you know, they say, oh, well, you know, whatever. But then as you can see the progress again, same thing happened with them. That happens with the, with your team.

And again, you don't want to look, you know, look silly or something. So you're actually going to get up every day and do the activity. And the last one is your, so it could be your, I could have put here, your, your, your peer group here to be fair, because it's almost family on your team, you know, so it's quite, quite close.

And then here you'll have your industry and industry could be in a, in a YPN. It could be in some events if you're speaking at some events. So, so for example, I'm not, I'm not shy about the ambition we have this summer.

I'm speaking at another event in, in June, and I'm going to make it quite clear where we are going, you know, with, with, with this. So that's really what I would recommend, you know, getting to making it life or death situation. So if you're going to go and pull the, you know, don't point the gun, if you're not going to pull the trigger.

So again, first advice with this is don't do it. But then if you want to do it, then I would say engineer your environment so that you don't, you don't have a choice, you know, like you literally actually burned, burnt the boats and there's no, there's no way to, to come back here. And then with the social accountability, there's different circles and radius and you can go as far as you want.

And I would say, if you, if you're going to tell your family, you might as well tell the whole industry. So, so making it visible. So this is actually an old, this is an old, it's right behind me over here.

Actually, I still have the, still have the structure. So this is my, an old, from two years ago. I'm going to share with you some of, some of these later, but on the, on the, on the top right, on the top right here.

So this is like my summer campaign titles and strategy. And then there was more of a, an execution day by day. And also I've got a full quarter with a calendar and week after week, I had the different objectives, you know, I had four different things and it might be that this works, this works, this works for you.

But what's really, really important is for you to always keep in mind and, and look every day and look at every day. Why, why are you all doing this? You know, or why did you point the gun in the first place?

And why are you doing this? You know, why are you, you know, putting yourself through this, this pain, you know, if you're doing beast mode and why are you putting yourself through this, where you could very easily, you know, achieve the same thing over the next, you know, 12, 18 months, you know, why, why suffer like this, you know, all that much. So if you go, if you're into vision boards or mirrors or things like that, I know that my wife doesn't really like me writing on the mirror.

So it gets, it gets all washed up every day. So I tend to have this on my sort of PC home screen or as a phone, you know, the screen savers, you know, screens, you know, background and, and you need to, you want to boil down and I'll come to this in the next, the next section around the execution. Really boil down what are the daily activities and measure the daily activities.

That's really KPIs. So it's really, really important. So going back to going back to what we have here, it's all about those, you know, those daily activities, putting the work in rather than getting the results, because very, they, there is a lag between you showing up every day and you like losing the weight, you know, or, or actually getting the revenue, getting the contracts and, and things like that.

So, for example, if I want to do a M&A deal where I want to buy a competitor. So I need to do certain things every day, every week, but I'm not going to have the key to another company, you know, like tomorrow. So which property, the same thing, you know, like, you're not going to get the key of your next property immediately.

So it's measure, it's looking at what is it that you want to execute on step change this summer and what is the main driver and what is number one driver that is going to help you achieve that. So I'm going to move into more practical aspects of this with the, the execution. So, so execution is everything you would have heard it before.

Yeah. So now is the time you might have had lots of plans at strategy day. You might, I want, you might have one, you know, big ambitions and change lots of things.

And you had something for your assets, something for your profits, something for your cash flow. And then you've got, you had big plans around your distribution of focus. So, so like, this is a big one thing, you know, and then you're going to be able to step change one thing.

Like, so, so forgive yourself and, and for putting a few things aside. Now is really the time to go and just do the one thing. So if you had plans to start a business and do this and do that and, and do lots of different things, and maybe we'll have a startup doing sourcing, we'll increase, we'll, we'll increase the number of landlord we get in the agency.

So the, the summer can only be one, if you pick one thing, like, so if you want to increase the amount of sourcing you do, and it's more important that the amount of properties you've got on the management for your SA, management company, it's like one or the other, you will, you will do both very poorly if you try to do more than one thing, basically. So now is the time to say, and, and you, and you will be presenting in September, I promise you, even if you've not achieved on half the stuff, you know, you, you had a strategy day where you've actually smashed this one thing, like, and you'll be, you'll be on stage, you know, this is what happens every day. So I use a little visual tool, which, which I call the mountain of tomorrow, and everyone in my team has got this as a roadmap.

So our marketing department, they've got a mountain of tomorrow for the next quarter or expansion team, which is a fancy for sales. They have their own, their own mountain of tomorrow with the, this is the roadmap for the next, the next 90 days. And I've lost, lost this.

Let's go back. We're back. And the, the idea here is you want, the first thing you want is, is clear, is really a clear, clear direction.

So this is the top of the mountain, you know, at the end, so those, those little, those little flags. And, and you want to understand, you know, like what's in, what's involved, you know, like, like, you know, what's the clarity on the volume, you know, on the activity. And this is where you've got one aspect of the business you are, you are working towards.

And for example, it could be a number, you've got a number of landlord you want to, you want to have on board. And maybe your target here is to have a, I don't know, to grow your, your lettings by another 150 units, you know? And it means that prior to that, you'd have some milestones where it might be like you've got, you know, I've got maybe 80 or 90, you know, maybe 80 or 90 here.

And because these things are not quite linear and then you love, you might have 35, you know, at that stage after months, one month, two months, three, this is the kind of big goals you have. And you want to let yourself, you know, some, some space and some breathing space in between. And this means that how many, what are the, the steps to go uphill, you know?

So it might be that at that stage, you need to, you need to reach out to a hundred landlords, you know, you need to, I'm just putting some random stuff here. I'm not in letting, but you know, maybe you need to reach out to a hundred landlords. Maybe you need to have a, you know, X impression on ads, you know, or, or whatever it is.

And, and then again, map, map, map this out. And then, you know, that if anything, with some assumptions around conversions and, and volume, if you do these activities, you're going to hit this target. Now I've put something quite, quite interesting, quite different maybe.

And you might want to look at this little chalet here, which if you have a team, it's going to be a hell of a ride. Like, you know, like the wheels are literally going to come off and the people are, are, will have their brains, you know, leaking from their heels, you know? And what we tend to do mid August is we have our summer, it's kind of, it's like summer AGM.

So we don't do four, we follow the seasons, but we do three AGMs every four months. One in April, one in August and one in December. And the August one is like, we are in the middle of the campaign.

We are 80% through there. And we, we come and do a big moral boost to everyone on a, like on a Friday afternoon and something like that. And, and we get the, the second half of the campaign done in the last 20% that's left.

So there's, I don't really know how to name this, you know, it's not quite sexy, you know, in terms of a framework, but if you have a team or I would say, if you think of the super event we had in June, you know, it's right at the start, you know, like we are, you know, we are, we are here and it's like, yes, I'm so excited for summer, you know? And then it gets really hard, you know? And so it's why you want to have little, little dips at the end of, you know, like cut your water with two little breaks, if anything, it's a weekend break, but you want on the way up to have another super event kind of thing for, you can engineer for yourself, excuse me, but definitely engineer for your team.

If there's more people, you know, coming with you, this is going to be super steep, super hard on the pace is going to be on. So we always tend to have this here, excuse me. So yeah, so this is the mountain of tomorrow.

This is the, the, or you go up this very big mountain at the end. So it's one step at a time and it's understanding the daily activity to get there, you know, like sprint one hill at a time, get you, give yourself some, some rest on the, on the way down of every checkpoint and, and have, have a motivation boost on the, on the way up the last sprint. And I guarantee you, you could do as much on the last, on the very, very last sprint over here.

You can do as much in the last three, four weeks that you would did in the first nine, 10 of the, of the start, you know, so this works really well. So, so yeah, this is just in practice how we, how we do it and then by capacity. So this is now your last chance.

Like you literally, you know, we are all running out of time with this to buy some capacity. So when you, when you hire a team member, basically the, if, if this is a, this is the chart of time and this is the sort of money we spend. So when we hire a team member, we don't spend nothing for 30 days.

Then we have to give them the salary. Then we don't spend nothing for 30 days and we have to give them the salary, et cetera, et cetera. So there's a little hack here is somehow, so depending on what they do is to get a ROI from your team.

So that basically you want to be above that curve, you know, so could be that the first month you've got a bit of an investment, but that that's kind of the, the idea you want to get more from them. So this is the value and this might be your, your costs and this is of your, your team. Yeah.

So Dan says, you know, like not hiring your next employee is costing you a fortune, you know? And the cool thing is that we only pay people after they work for us for four weeks, you know? And so can we get some stuff from them in the next four weeks that makes you, you know, give them, give them a bonus when you give them their salary in four weeks, you know, it's quite hard to do in the first month, but usually you can get positive ROI within two months, you know?

So it's why I'm saying, you know, we are a bit, almost a bit, so if you want to, if you really need capacity, so if you identify that you need capacity for the summer, you like, you can hire people overseas and things like that, get an agency to just have it faster, you know, have the resource faster. But yeah, you probably want to, it's now or never, or just don't even, don't even, if July comes and you've done, not made this hire, or you've not on, you know, this person on boarded and I can take some of your, you know, some of the activities on your time, like don't bother in July, you need to go all heads down, you know? And on this, another framework we, I'll share with you a few, a few framework here on the execution.

And a lot of it is, is to focus on the income generating tasks. So you really want to be spending your time, investing your time in the stuff that, you know, actually makes money. And, and the way you, you do that is a lot of the time is through leverage.

So Naval Ravikant, Alex Ormozy, they, and a few other guys, they, they quote these four Cs of leverage. And one is the first one, and the obvious one is collaboration. And, and here actually, it can mean so many things.

So it could be that you, collaboration in terms of, you have a VA doing certain things for your collaboration, as in team members, you know, there's people that you hire, maybe on the books in the UK or some other places there, there's the JV, you know, like I think someone bringing other skills or a network or capital or things like that, you know, it's just huge leverage, you know, you can go a lot faster.

And yeah, so partners, distribution partners, you know, so I think the biggest secret we've unlocked in Propsfilter is we, in terms of lead generation, we don't run ads, we don't, you know, we don't pay for email send out or things like that. We work with partners, you know, we work with all the educators, you know, so who is already working with your ideal customer, maybe it's some financial advisor. And they, you know, instead of recommending, you know, people selling stocks and, you know, buying stocks and shares, maybe they can go and buy property, you know, and then, you know, then they need the service of a good sourcer.

And then, then you can have an ecosystem where you are, you have people bringing the properties, you've got other people, you know, partnering with you, where one of the properties taken on, they manage it on short term let, you know, so you could have the whole ecosystem like this, either you can have it yourself, but now it's a bit too late if you don't have the whole ecosystem, but to build it your own, but go and partner with someone, maybe you have a sourcer in your area that source ideal properties, you can go and let.

So when they package this deal, you know, they package it with your management fee and your management income on short term let, you know, for example, and these all like little clever things you can do like this, where all of a sudden you've got other people bringing you prospects, bringing you deals, bringing you, bringing you business. So the next bit of leverage is code. And so this is really a time to, you know, in this day and age to unlock the power of SAS.

So it's not SAS the pension, but it's SAS the software as a service. So there's lots of companies out there who they've spent literally millions to build some tools you can access for, you know, a few quid a month, some red pound a month, you know, so this is where, you know, everybody uses Xero for the accounts. This is where, if you're looking for deals, everybody uses Props Filter, you know, it's based 100 pound a month, but you know, all of a sudden you've got a thousand pound worth of BAs you used to have looking on right move that can do other stuff, you know?

So, you know, you 10x your money immediately if you have to build your team or build your own thing. So, you know, there's no way you can get the best ROI than subscribing to a few services like this, you know, like, so like Scorap is a good example that's quoted on PropChampion or things like that, you know, good management softwares. So you want something that you can get where you don't have a big cost to get in.

So you don't have to migrate all your systems, all your company in right now. This is more a discussion for the winter, but now with two weeks to go, if your goal is to go and look for deals, for example, I'm not going to make it, you know, you know where to look. There's other solutions.

There might be other solutions for other, you know, other sort of, I don't know, services or things you are doing, but typically in property, if people are looking for deals, you know, they'll go and work with Props Filter or services like that, you know, and don't build, like don't build your own, you know, so especially now is the time for this. There are some idiots who've been committed enough to building these tools, go just subscribe to the thing, you know, like anything that helps you with social media, you know, for example, for example, like caption reels thing, you know, like, so you film yourself, it costs like five, 10 quid a month. You film yourself and it's writing the captions, you know, and if you've got a French accent, it's pretty bad at picking up the words, but you know, it's nothing and I mean, they just leverage, you know, just leverage things you don't need to pay someone to do or you don't have to do yourself, you know, so, so yeah, so Props Filter or social media.

It's all, a lot of them are, all of these are, all of these are plug and play, you know, so it's not, there's nothing to really to learn, you know, you go, you find some properties, you know, and then something that maybe is not necessarily code, but it's more process. It's, if you're into a sales process, so, so the best way to go and sell to your customers, sell them to use you as an agency, sell them to use you as a, as a sourcing, you know, partner and then they'll buy props from you is to speak with a position with a lot of certainty. So if you know exactly what step they are, you know, like this is the first step we talk about this second step, we talked about that, we talk about that, et cetera.

So once you've got a very clear sales process and it can just be three potatoes and three arrows, you know, like literally this, this can just be something that looks like this, you know, step one, we do this step two, we do that step three, we do that. And then, you know, we, we have a deal done and just draw it yourself. I could take you half an hour or half a day, but now is a good time.

In the next couple of weeks, we have to be quite clear on what is your offering and what is the process people go through. And the clearer you are on this, the easier it is to go and execute, execute on the other side. So some of it could be funnels on some of the stuff, Chris Hill talked about Friday, et cetera.

The third C is around content. So I'm not going to lecture you on content, you know, we have the very qualified and Chris, a property entrepreneur, you know, all of this as good as I do, like the leverage you get from this is huge, you know, so people tell me, oh Guillaume, you're everywhere, you know, and I, I don't feel like I'm doing much, you know, like thought through content, you know, I would do a little video during the run of get up, give back when someone's going, you know, like, it's not really fantastic, the content we do, but we are out there, you know, and you make it to, you know, people's monkey head, you know, you're, you're, you know, you occupy some real estate and people think of you, you know, when they have the, they have a question or something we want to do around the parameter of your services, they think of you. And then this is where you get the lead, you know, because of the, the content. And then the last one is, is capital.

So, so if you go, if we want to go and, and, you know, and buy loads of properties, you need to have the unlimited deal flow of motivated sellers on the one end. And you want also the flow of capital on the other side. So you have to have the, the two working together and, you know, sales solve everything as well.

So the more capital you have, the more you can put back into the machine and that works well. Very, very quickly on distribution of focus. So if you, if you track your time or not, like take these next two weeks to audit the time, you know, either you've tracked your time and you've got the data now and great, but you need to spend some time to look into it or like really, really take the next two weeks to look at where, where is it all going?

You know, this is what Jim Brown says about, you know, his, his money. And the same should be said about your, about your time, you know, so there's a saying that says a fool and his money are easily parted. But let me tell you, everyone is a fool with too much time on their hand and they are very easily parted.

So other like, really like for the next couple of weeks, this is probably one of the most important thing. I have a hard look at where, you know, where is it that your, where is it that your, your, your, your time is going and, and, and make some adjustments. You know, I bet you there's a number of things in there.

You shouldn't like, you should, I'm pretty sure you shouldn't be, you shouldn't be doing this, you know, and the best way, you know, to, to get your time back and to do more this summer is to go and identify these things that, you know, you probably shouldn't be doing and putting this in the, in the sacrifice box under your, under your, your, uh, ice bear over here, you know, maybe I'm going to sacrifice these things, you know, that, uh, I'm not going to do for three months, you know, it's only three months, you know, and then, and then, you know, it's paid for you forever. So see how all this goes. And if you can change a 17 to a 10, and I guarantee everybody's got a 70, they can turn into a 10.

Another little framework I really like to use. And, um, and again, it's a bit, we're a bit tight with time in terms of implementing it, but, uh, it's just to resonate with you. If you think I need capacity, where do I start?

So this I'm taking from, uh, um, so I'm on, I'm on a mastermind in the U S, uh, with, uh, something called SAS academy and the guy who runs it. So it's for basically people with tech startups and stuff. The guy who runs it has got this principle of, uh, so he draws a ladder, but at Propsfilt, at Propsfilt entrepreneur, we like a pyramid.

So I've changed this into a pyramid. So he's got a book called buy back your time, which is really, uh, really interesting. So that Martin, um, depending on where, at which stage you are and how you feel, there are different things you want to, uh, how do you hire people?

Basically, how do you hire people to get your, your time back? So the first thing you want to get rid of is the admin. So this is, uh, when you feel, uh, you might be feeling, uh, stuck, you know, so might be feeling like you're always in your inbox.

There's always more, you know, more emails at the end of the list and, and things like that. So the first thing, and it took me really too long to do is, uh, is this, so you get rid of the inbox, uh, get rid of the calendar. That's the read the biggest, uh, biggest game I did.

No, that's, that's not what I'm admin. Right. I mean, the admin, and then the next bit is, uh, if you feel like, uh, you know, you're, you're doing all the long mile and, um, but, but you are stalling, you know, your business is not growing, it's, it's stalling.

So this is where you need more capacity or on your delivery and your, uh, operations and in property that's, that's typically, um, typically it's your, uh, deal progressing. You know, this is where you spend a lot of time. Uh, and then the deals are spending a lot of time with the solicitors and then sometimes they fall through because, you know, we dropped the ball, all the mortgage, uh, admin, uh, what else?

Uh, oh yeah. All your followups, all your followups on your offers, uh, your payments, uh, payments could be admin, you know, so it's kind of borderline and then you can move to the next, uh, next stage. And usually where people find themselves, especially in property is we are in this start stop situations.

So we are doing marketing and sales delivery, marketing and sales delivery. And really the problem is that no one is born to do marketing. And so we get very, so we, we get very, uh, distracted because we love the operation side.

So we go and do a lot of marketing, get some leads in, and then, and then we stop doing any marketing and we go and do the delivery. So this is where we were in this start startup scenario. And this is where you will need some help in marketing.

So this is a bit of a, I'm sharing these to help you diagnose, you know, like two weeks before, you know, like the proper championship, championship season starts. And we might already be in it. Some of you, uh, like sort of last chance to make some adjustments.

So this is where you will need help maybe with your, uh, deal finding. And again, I hate to plug it, but, uh, you know, there's some code and stuff that can help you with that. And I've got the content, so maybe you can get some, uh, some, someone in the Philippines to help you so that you are more present on this thing.

If anything, just editing these videos, doing these reels on canvas and things like that. And then finally the sort of top of pyramid before you are at the sort of Sherman. And this is still, still in the business operator capacity.

It's still, it's the sales, you know, and this is where you're prevented to scale. If the sales is just around you. So, and it might be that, you know, it's fine, but it might be that at this level where you need to create different streams and you need to multiply yourself there.

So this is for all your, uh, deal, uh, closing, uh, and all your investor relations. Cool. So yeah, just to give you a bit of an idea.

So if there are any adjustments you want to do before the summer, uh, this is, this is where I sat. So I've got just two very quick ones. So when I shared, uh, I shared a bit earlier in the picture and I, I nicked this from, uh, Josh, a couple of years back.

So it's your, um, the campaign, uh, the campaign strategy plan. So it's a table, which I've got, I've actually got here on my, uh, my white whiteboard. And it's got three, three parts like this.

Oh, no, not like this, like this. And here, so it's a really good, it's really good for your, the visually visualization, making it visible and, and all that. So this is where you want to have, uh, the aim of the game, very clear.

So, uh, here, the campaign title and, you know, like, believe me, when the going gets hard, you want to come back to this thing. You want to look at this every day and, uh, see like, this is basically your summary, your, your board, where you summarize the, everything from a strategic point of view, uh, beasts mode, uh, rules, and it can be in different aspects. So you might have a health and you can have some rules, uh, business, and you can have, your sort of life, your lifestyle.

So personal life. And again, yeah, it's what you want to be, you know, if you're going to point the gun, what, what, why is this, why is it that you are going all of this in the, in the first place? So financial, so these are, what are the financials?

Financials and reward. So, yeah, I've named this from Josh, but I'm not sure it's been seen outside the board. So I'm not quite sure where I got this from, but maybe he shared this on the Facebook group some years back, maybe he's still doing it.

I don't know. Uh, and then this works quite well. So the aim of the game.

So for example, for, for us, it'd be, uh, uh, we want to, uh, break even, um, stop the bleed. Um, I've not really figured out a campaign title, but, uh, work in progress. Then from your health point of view, it could be that, uh, so for me, for example, I'm going to continue run, uh, four times a week, uh, 9.00 AM. I'm sorry. 9.00 PM, 9.00 PM, uh, bedtime, uh, and things like that, you know, like a rise at five or at six, you know, it's whatever you want it to be. And in your, your business, maybe you've got, um, one hour of prime time.

So set your rules, you know, like these are the kind of stuff, you know, um, you know, you do your eat the frogs or, uh, first class, first class performance. So whatever resonates with you, you know, like, um, maybe you've got a no work on Sundays and, and things like that. So what does, what does this company is going to give you?

Is it a hundred K summer? Is it, is it whatever it is, you know, and then the reward is whatever it's on holidays could be some, some toys. It could be, um, some family time.

It could be, uh, upgrading the school for the kids, you know, whatever, whatever you want it to be. And this, if you remember from, uh, up here, it's from two years ago at the start of the, the company. And I have the old, uh, Davis every, every day I had, I was looking at things every day and then I was sort of coloring, growing things as, as we went.

So, and I, I'm still using this to the day every summer. So, and then something that I've changed a little bit is, um, is the tactics of the campaign. So it's formalizing a little bit.

What is this, uh, the one focus, you know, so the focus is, could be, could be on, uh, sourcing, you know, it could be on, uh, uh, the growing, the could be on growing, growing the agency, or it's like this one thing, but it needs to be this, you know, the one thing, you know, like, that's really, I talked about this at the start, like, it's really, really important. You can't grow one business over there. Uh, you know, and grow this other one over there.

It's just one at a time. And within this, there'll be a focus, you know, like on the sourcing, it'd be, it could be that it's a lead deal. Here is leads.

And then the focus here is on closing deals. And, you know, it's on the follow-ups and deals and building things up. And it might be that tactically the focus is slightly different one month after the other, but it's just one thing, one thing at a time.

And then your metrics would be, uh, it's just this one thing you measure every day. So your activity, your daily activity, and all you need to do is you're short for these daily metrics. So, uh, so it could be, uh, I don't know, like phone calls could be, uh, the number of, uh, you know, it could be the number of, uh, viewings.

It could be the number of, uh, letters. So this is, if you do like outbound, you know, needs to be stuff in your, in your control, you know, uh, viewings or, uh, or letters. And it might be that the metric changes, you know, the following months and the following months, et cetera.

And the resources, all the things like being realistically, being realistic, all the things you will need to achieve this. So, uh, you might, you might need some, uh, I don't know. You might need some tech, uh, you know, if you are running funnels or looking for deals, you might need this, uh, this VA to be trained or on a specific subject or like, what is it that you are actually going to need?

Because none of this stuff are going to happen magically. So, so yeah, that's, uh, that's it. That's kind of a whistle through.

I know if you want to go and stand on the stage on, on, on, on, in September, I really believe anyone can do it. So on my first year on the track, I was very far from being a, a favorite, you know, like, uh, a contester. Uh, but in three months I did, you know, probably three times more than I did in the rest of the year, you know, so applying these, these, this stuff.

So I would really recommend everybody here. You know, if you can show up on a Wednesday lunchtime, you've got the capacity and the ability to go and step change, whatever you are doing, you know, whatever is the focus on whatever your goals are. Anybody can achieve incredible things in the next three months, you know, like, because if some idiot French guy could do it again and again, I'm pretty sure anyone here can do so.

Size of the iceberg, be very realistic on the things you will and will not do. And the sacrifice part is huge because then it's going to be easier to say no when those temptations or distractions come. Up the ante.

So if you are masochist like me, so make it a life or death situation. But, um, again, first advice is don't do it. Uh, and then social accountability tell, tell everyone that, you know, works well for me, make it visible.

So if you've got your strategy campaign and tactic campaign, uh, you can display it on the whiteboard that works, works well, and then you can measure your daily activities. So if you formalize your, your daily activities for each month of the next quarter, just measure this thing. And I guarantee focusing on, on these will have success triggers.

And even though maybe there is no results right now, it will compound. And I promise you on the other side, you won't believe when it all happens and all comes together in week 10, 11, or even week 12 of the championship season. So it's a longevity, you know, it's, it's, are you going to show up every day for the next three months and maybe a very little reward for the next two and a half months to have and to see everything blow up on the other side in a way that you don't even believe, you know, it's possible.

So, and, uh, you know, it happens, you know, and so, yeah, be sort of be real, be realistic one thing at a time, just focus on one thing, you know, forget about, um, half of the commitments you had for strategy day, just pick this one thing. And I promise you you'll be on stage, collaborate, use your time, you know, like delete some of the stuff where you spend your time. And then this is if you want to make some adjustments around the resources you want, I hope that helped.

And this is how you plan it out with those two tactics and strategy bits here. Well, that was a lot. So, uh, let's take some questions guys.

All right. So feel free to, uh, just raise your hand and ask your question. Yeah.

If not, I'm going to disappear. All right.

[Attendee 3] (56:11 - 56:16)

I don't have a question here, but I just wanted to say that was an amazing presentation. Thank you.

[Guillaume Black] (56:16 - 56:20)

That was really, really good. Thank you. Thank you very much.

[Attendee 5] (56:22 - 56:29)

Yeah. Top-notch game. Absolutely.

Brilliant. Yeah. Really, really good.

I like that's why nobody's got any questions because it's really clear.

[Guillaume Black] (56:30 - 56:30)

Okay.

[Attendee 1] (56:31 - 56:39)

I have a question. I think I've already, I've already started. Um, yeah.

What do you want?

[Guillaume Black] (56:39 - 56:40)

What do you want to achieve?

[Attendee 1] (56:41 - 57:15)

Uh, at the end of the summer, I'm doing a build, I'm building and I'm actually purchasing, um, some property. And it's basically, um, the guy who's selling off his portfolio and I'm picking out the bits I want. So I'm going through all this process, but I'm thinking to myself, is there any time, so as I've gone through that process, should I now evaluate where I am again?

Or do I just keep going? Because I think I've got all the numbers together and I think I know what I'm doing. Um, but what do I, what would I say?

Is there a point where you stop and you think, where am I in this next three months?

[Guillaume Black] (57:15 - 57:24)

Do I stop next month and just do reevaluation of everything or are you restructuring your portfolio or are you aggressively growing your portfolio?

[Attendee 1] (57:24 - 57:26)

I'm aggressively growing my portfolio.

[Guillaume Black] (57:27 - 57:34)

And have you got all the leads of the properties you want to buy and you just need to complete on these? Yes.

[Attendee 1] (57:34 - 57:36)

And that's actually what I'm about to do.

[Guillaume Black] (57:36 - 1:00:15)

Okay. So, so you remember when I said like the first, uh, the first rule is like, don't do it. So if you are at that stage where you pretty much finished your championship season and now you need to, you know, make it happen, convert the tribe.

Uh, so it's more of a best self, you know, they talked about best self versus beast mode. So now you just need to keep all the stuff together because you, if, if only one, you know, if you only, you know, make these things happen, you would have achieved your goals, you know? So you're already, uh, so basically on my little, uh, on my little map over here, you are, you know, you're, you're somewhere, you're somewhere there, you know?

So, so now you just need to, uh, keep going and, and, and, and finish it's, it can be a bit distracting the seasons of property entrepreneur, because it's, you know, it's great because everybody's going for it in the same time. And then you feel like, oh, wow, you know, like a brand's going for it. I should better go for it, you know?

And, uh, and, uh, but equally your seasonality might be a little bit different. Uh, and so it's like, you don't, if you don't need to do it, it's why there is the, this best sell thing, which is like, well, let's, uh, let's make this summer count. I'm going to be a better person at the other side of the summer.

And it might be that your, your goals are different, you know? So if you want to do a little campaign or things like that, it might be that you've got other aspects of your strategy day. You've you, because we can never do everything you've, uh, neglected.

So now is, uh, you are in a, so if I'm going, if I were to feel this for you, I would go, uh, up, this is the best, uh, best, uh, best self, uh, rules. And, uh, I'm going to have a summer that is going to make me, that is going to make me proud, you know? Uh, because I'm not necessarily, because I would have completed and achieved these things I've been working on, you know, since the past year.

And this is all completed. I converted the try, but equally, I come out more energized. I come out a better person and, and whatever it is you are interested in, like, this is the time to basically use the flow and the energy in the room, you know, the energy in the group of the other delegates, you know, the other property entrepreneurs to, uh, you know, to be carried away with the, in this, uh, sort of, uh, in this flow, you know?

And it doesn't mean you need to go out all, you know, all blazing, do more and more or, or hurt yourself. Uh, you know, the, the best self, maybe they didn't explain it, uh, maybe well enough. So it's maybe one question for the community, uh, you know, in the app or in the Facebook group.

Um, it's probably something that I would go for. I would, I would go for if I were you. Yeah.

[Attendee 1] (1:00:15 - 1:00:19)

Yeah. Brilliant. Actually, that's really good.

And they're very good presentation. I have to say.

[Guillaume Black] (1:00:19 - 1:00:43)

All right. Welcome. Thank you so much.

Good. Let me find this thing. There you go.

Right. Right. So yeah, it's a bit of a different format writing like this.

So I'm not quite sure how much you like it, but, uh, I've taken a habit to do this now for our own cause, but it was great.

[Attendee 2] (1:00:44 - 1:01:03)

I liked all the writing. It was cool. Cause you could, you could almost see how you were thinking to see in a normal presentation.

You see how you were thinking when you made the presentation rather than how you were presenting it. And it may actually, it was really good idea. Like something that I might do with my team.

[Guillaume Black] (1:01:04 - 1:01:06)

Yeah. Yeah. We do a lot for the team.

[Attendee 2] (1:01:06 - 1:01:06)

Yeah.

[Guillaume Black] (1:01:07 - 1:01:09)

And as I can see, it could work for you and your team too. Yeah.

[Attendee 2] (1:01:10 - 1:01:14)

Yeah. Almost like you could see the energy in the writing. I love it.

It's brilliant.

[Attendee 4] (1:01:14 - 1:01:21)

Yeah. You're kind of, it gives us time to think as well. I think while you're, whereas you're writing, you start thinking for yourself.

Yeah.

[Attendee 2] (1:01:21 - 1:01:26)

It's almost say something and then it's written and then yeah, it's pretty cool. Never seen it done before.

[Attendee 4] (1:01:26 - 1:01:28)

We've got a lot of work to do now, everybody. Yeah.

[Guillaume Black] (1:01:29 - 1:01:47)

Hopefully that was helpful and really helps you with starting these important seasons. And you don't have to go for it, but if you go for it, go for it. And it's very rewarding.

It's not rewarding for most of it, but then at the end it all comes together. So yeah.

[Attendee 3] (1:01:50 - 1:01:53)

Thank you very much. Amazing. Thank you.

[Guillaume Black] (1:01:53 - 1:01:58)

Yeah. Well, thanks. Thanks so much.

Have a great day and looking forward to, to see where this leads you.