**session 2\_Transcription**

[Background announcer] (0:00 - 0:06)

I'm about to go. Try to say I'm too wild. Did my own thing, said, uh, to the cool crowd.

[Performer] (0:06 - 0:28)

Late nights with the music too loud. I made it this far, and I'm honestly too proud. So if you don't like me, because I'm a narrow crowd, I might be.

I was raised in the land of hyphy. The world look different as far as I see. I'm doing me, don't mind me.

Only one time, I'm going to tell you kindly. Please, uh, thought, I don't need you by me. But if you search, you know where to find me.

[Background Music Artist] (0:29 - 1:18)

I lose my balance on these eggshells You tell me to tread I'd rather be a wild one instead Don't wanna hang around the inner crowds The cool kids aren't cool to me They're not cooler than we are We brought our drum and this is how we dance No mistaking, we make our breaks If you don't like our 808 Leave us alone, cause we don't need your policies We have no apologies for being Find me where the wild can go Oh my, we'll be alright Don't mind us here Find me where the wild can go Oh my, we'll be just fine

[Music Chorus Performer] (1:39 - 1:45)

Find me where the wild can go Oh my, we'll be alright

[Background Music Artist] (1:46 - 4:58)

Don't mind us here Find me where the wild can go Oh my, we'll be just fine Find me where the wild can go Take a seat Right over there, sat on the stairs Stay or leave The cabinets are bare and I'm unaware Just how we got into this mess, got so aggressive.

I know we meant all good intentions. So pull me closer. Why don't you pull me close?

Why don't you come on over? I can't just let you go. Oh, baby.

Why don't you just meet me in the middle? I'm losing my mind just a little. So why don't you just meet me in the middle?

In the middle. Baby, just meet me in the middle. Take a step back for a minute.

Into the kitchen, floors are wet. And taps are still running, dishes are broken. How did we get into this mess, got so aggressive?

I know we meant all good intentions. So pull me closer. Why don't you pull me close?

Why don't you come on over? I can't just let you go. Oh, baby.

Why don't you just meet me in the middle? I'm losing my mind just a little. So why don't you just meet me in the middle?

Looking at you, I can't lie. Just pouring out admission, regardless of my objection. Oh.

And it's not about my pride. I need you on my skin. Just come over, pull me in.

Just. Oh, baby. Why don't you just meet me in the middle?

I'm losing my mind just a little. So why don't you just meet me in the middle? In the middle.

Oh, no, no, baby. Why don't you just meet me in the middle? Oh, yeah.

I'm losing my mind just a little. So why don't you just meet me in the middle? Oh, in the middle.

Baby. Why don't you just meet me in the middle, baby?

[Music Performer] (5:18 - 7:05)

I come back to the places where we found us. Ah. We're somewhere in a place between love and lust.

Ah. And I could go anywhere. Anywhere is home.

Yeah, I could go anywhere and never feel alone. Ah. I come back to the places where we found us.

Yeah. When I'm not with you, I'm not me. Nothing ever feels good.

When I'm not with you, I'm not in control of what I do. It's not me. When I'm not with you, I'm not me.

Nothing ever feels good. When I'm not with you, I'm not in control of what I do. It's not me.

When I'm not with you, I'm not me. When I'm not with you, I'm not me. Nothing ever feels good.

It's not me. When I'm not with you. Oh, I come back to the places that we found us Control of what I do

[Background Music Artist] (7:05 - 7:12)

It's not me when I'm not with you I'm not me, oh

[Music Chorus Performer] (7:12 - 7:33)

Nothing ever feels good when I'm not with you I'm not in control of what I do It's not me when I'm not with you When I'm not with you

[Background Music Artist] (7:37 - 7:41)

It's not me when I'm not with you

[Spoken verse] (8:30 - 8:54)

It's you and your world and I'm caught in the middle I cut the edge of the knife and it hurts just a little And I know, and I know, and I know, and I know that I can't be your friend Here's my head and my heart and I'm caught in the middle My hands are tied but not tied enough You're the high that I can't give up

[Background Music Artist] (8:54 - 9:05)

Oh Lord, here we go I might hate myself tomorrow But I'm on my way tonight At the bottom of the bottle

[Spoken verse] (9:05 - 9:07)

You're the poison and the wine

[Background Music Artist] (9:07 - 9:22)

And I know I can't change you And I, I won't change I might hate myself tomorrow But I'm on my way tonight Let's be lonely together A little less lonely together

[Spoken verse] (9:36 - 10:02)

Eyes always shine and it feels like the first time Before the rush to my blood was too much and we flatlined And I know, and I know, and I know, and I know just how this ends Now I'm all messed up and it feels like the first time My hands are tied but not tied enough You're the high that I can't give up Oh Lord, here we go

[Background Music Artist] (10:03 - 10:28)

I might hate myself tomorrow But I'm on my way tonight At the bottom of the bottle You're the poison and the wine And I know I can't change you And I, I won't change I might hate myself tomorrow But I'm on my way tonight Let's be lonely together A little less lonely together

[Spoken verse] (10:40 - 10:46)

My hands are tied but not tied enough You're the high that I can't give up

[Background Music Artist] (10:46 - 10:52)

Oh Lord, here we go I might hate myself tomorrow

[Spoken verse] (10:52 - 11:04)

But I'm on my way tonight At the bottom of the bottle You're the poison and the wine And I know I can't change you And I, I won't change

[Background Music Artist] (11:04 - 11:50)

I might hate myself tomorrow But I'm on my way tonight Let's be lonely together A little less lonely Me too, we can do it all night No one else will do Like it was the first time You got me feeling something's true You, you

[Background Music] (11:51 - 12:44)

Got me feeling more than I knew You, if you want me to We can, like it was the first time

[Background Music Artist] (12:44 - 12:58)

If you want me to We can do it all night No one else will do Like it was the first time

[Attendee] (12:58 - 13:11)

You got me feeling something's true You, you Waited on a miracle

[Background Music Artist] (13:11 - 13:15)

There ain't no miracles around here

[Attendee] (13:15 - 13:18)

There ain't no miracles, no miracles

[Background Music Artist] (13:18 - 13:26)

There ain't no miracles I'm not afraid to be impossible There ain't impossible around here

[Attendee] (13:26 - 13:55)

There ain't impossible, impossible There ain't impossible, no Knowing shit has gotta change One day it'll never be the same Just look into my heart, you can see the grind Look into my eyes, you can see the pain Paint a perfect picture where I came from Some nights when I thought I wouldn't see the sun The sun raised up Waited on a miracle Impossible

[Music Chorus Performer] (13:56 - 14:06)

There ain't impossible around here There ain't impossible, impossible There ain't impossible Waited on a miracle

[Performer] (14:40 - 14:55)

Waited on a miracle You know we finally here, right? It's Friday then Then Saturday, Sunday

[Music Chorus Performer] (14:55 - 15:05)

It's Friday again Then Saturday, Sunday It's Friday again Then Saturday, Sunday It's Friday again

[Event music] (15:05 - 15:39)

Then Saturday, Sunday It's Friday again I thought the hands of time would change me, and I'd be over this by now, yeah, it's been too long since we got crazy, I'm lucky it's been an hour, I'm counting down till Friday comes, I'm gonna, I'm gonna do too much, know I'm all in my bag that's clutch, feeling it, feeling it, feeling it, every Friday, Saturday, Sunday, and this weekend on a wave, yeah, it's

[Music Chorus Performer] (15:39 - 15:46)

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

[Background Music] (18:24 - 21:22)

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

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

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

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

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

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

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

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

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

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

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

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

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

[MC] (21:23 - 21:25)

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

[Transition MC / Music segue] (21:25 - 21:25)

It's Friday

[MC] (21:27 - 21:57)

I'm about to let my heart speak, my friends keep telling me to leave this, so let's get down, let's get down to business, let's get down, let's get down to business, I'll give you one more night, one more night to get this, we've had a million, million nights just like this, so let's get down, let's get down to business, let's get down, let's get down to

[Chorus/Music performer] (21:57 - 22:11)

business, I'll give you one more night, one more night to get this, we've had a million, million nights just like this, so let's get down, let's get down to business, back and

[MC] (22:11 - 22:28)

forth, back and forth, the bullshit, I was sad before, I don't mean it, it's been a while since I had your attention, so in my heart you're in it, all right ladies and gents that's your one

[Adam Goff] (22:28 - 22:43)

minute warning, one minute if you want to finish up those conversations, want to make your way over to your seats because we're going to be live on stage in one minute, now is the time to get yourself back in your seats, 60 seconds ladies and gents, 60 seconds,

[Transition MC / Music segue] (22:43 - 22:54)

we can't leave them, that's your 30 second warning ladies and gents,

[Adam Goff] (22:54 - 22:57)

30 seconds, take your seats please, take your seats,

[MC] (23:08 - 23:13)

it's just like this, so let's get down, let's get down to business,

[Chorus/Music performer] (23:25 - 23:29)

so let's get down, let's get down to business,

[Event Staff / Announcer] (23:29 - 23:51)

ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr Adam Garth.

[Adam Goff] (24:00 - 24:20)

So in fact my slides aren't synced, if you want to help me out there that would be great, welcome back, welcome board members to the room, okay so we've got a bit more space now, so if some people are a bit crowded, maybe on this table, want to maybe move over, there's a little bit of space, these guys, you guys, it's like Hong Kong over here,

[Event Host] (24:20 - 24:29)

right you're living on top of each other, have a bit of space, get a bit of space, some people go over there, all right it's not New Delhi, all right this is Birmingham, okay,

[Adam Goff] (24:49 - 27:12)

you can't sit here, we're oversubscribed, couple more seats here if anyone wants a bit of space, okay ladies and gents, you know what's coming up, you know what's coming up, it's not my rendition of Frank Sinatra, you'll be pleased to know, but it is the open mic, so get yourselves ready, get yourselves prepped, a little couple of announcements, so Supper Club, we've put on an extra, they did sell out for the year which was fantastic news and we did put on an extra Supper Club in Feb, so Tuesday the 6th of Feb and there is one place actually available, I think it says two in the workbook, so if someone is local and would like to join us on the Tuesday evenings round table, please there's a kiosk in your workbook, take the slot, go and see Bianca, get it sorted, Private Dining, let me just announce who's on for Private Dining with me, Amit, Tony Rigby, Chris Chadwick, Roberto, Sarah Rappley, John Whitworth and Sarah Lloyd, and then with Dan it's Billy Turriff, Chris Dornan, Eduardo, Finn and Shayna, you noticed how I did the accents, that was really good wasn't it, getting better at this stuff. Okay, last but not least, I have another announcement to make, so unfortunately one of the board members had to pull out for personal reasons this year, but we did have someone on the shortlist and he was more than happy to step into the fold, so I'd like everyone to join me in saying congratulations to Tej Gill, who is our newest board member for 2024. Badging me and badging me and okay, finally, you know, it's an absolutely fantastic addition to the board Tej, I'm sure you're gonna have an amazing time, are they looking after you?

There's no bullying, there's no board bullying going on? Oh you haven't done the initiation yet? Oh that's later, yeah, that's later, that's later, that's later, all good, so that's nice, I'm really happy for Tej, yeah, very happy for Tej indeed.

So it's open mic time, so ladies and gents, I gave you the warning before the break, for those people that want accountability or they just want to share a success, please start making your way to the stage, we'll give everyone a round of applause, people that are coming up, come and stand over there in a nice line, this is your opportunity to put your head above the parapet, nice, love it,

[Event Host] (27:16 - 27:24)

excellent, excellent, anyone else, feel free to join as we go, board members, you know, don't be stoned, it's not just masterminders who can do this, you know, the board members are

[Adam Goff] (27:24 - 27:45)

allowed to do it too, so right, what we're going to do, so Bianca's going to be taking notes, if you want some accountability, tell us the date by or when you'd like it, Bianca's going to be transcribing this, so it's going to be etched in stone, okay, so this is your ability to accountability, so first up, Anthony Carter, let's go!

[Casey] (27:51 - 28:33)

It's afternoon, afternoon, I've been on a bit of a journey since I joined Proposantione, one of the big takeaways is getting into reading, a few of you probably know that, I've got a couple of recommendations, if you haven't, they might have been recommended in the book club on the app, so buy back your time, I think it's a brilliant book, I took a lot from that, listened to it a couple of times and still going, I think Graham recommended it, cheers for that, and the surrender experiments, I couldn't put it down, I read it from front to back in three days, which is amazing for me to read something like that, so I've got questions, if anyone's got any more books they'd like to recommend, please put them in the group, like I say, I'm on a journey with it and it's been amazing, thank you.

[Event Host] (28:33 - 28:41)

Most well answered, let's give a big hand, well done, thank you, let's give Casey a big hand ladies and gents, Casey's up next.

[Attendee] (28:46 - 29:50)

Hello, as many of you know, this is my year of 50, I turn 50 soon, and this year I've actually challenged myself, I've got a lot of like 50 related challenges, and this year my big challenge is to give gifts, not to myself, to others every day for the 50 days before my 50th birthday. I do have a list of 50, I'm open to ideas and suggestions, so please feel free to share them with me, but this is what I'm going to do, I start on February 5th and every single day it will be a gift of my time, a gift that, you know, somebody I've been paying attention to, something somebody needs or I feel like they'll enjoy, just random acts of kindness, anything. I am going to, this is my like accountability because I don't do social media, be posting on social media, so please call me out on that and give me some suggestions, thank you.

[Adam Goff] (29:50 - 30:08)

Absolutely, well done Casey, well done. So I've got my Christmas list, I'll send it over to you, so that's absolutely fine, so yeah, and she's also losing 50 pounds before she's 50 as well, as if that wasn't big enough, so congratulations. Umesh, let's give Umesh a hand, slow, it's good, love it.

[Umesh] (30:10 - 30:40)

So as a child I was bullied quite a bit and I think I put on loads of weight and I lost a lot of confidence and I'm getting that confidence back, so I'm very, very grateful that I did not apply for the board this year because I couldn't stand to be bullied again. One thing I am doing is I've said 90 kilos and one size by June, so that is one of my big targets, I've always yo-yoed and done these little cheats but now it's, it's game.

[Adam Goff] (30:40 - 30:41)

And where did you start and where are you now?

[Umesh] (30:42 - 30:46)

So started at 104, I'm at 96.3 now.

[Event Host] (30:47 - 30:57)

Amazing, well done Umesh, we'll hold you accountable, by June, well done, by June Bianca. Let's give Finn a big hand, ladies and gents, welcome Finn.

[Finn] (31:00 - 31:30)

This is a win, so as some of you know for the past almost year really, I've been trying to four houses, it's been a challenging number of ways, fires, building control issues, different bridging loans, all sorts, but finally with about 10 minutes to spare before the deal fell through, on the day before everyone broke up for Christmas, we completed, so yeah, 20 years old I purchased about £700,000 worth of property, which is kind of a massive achievement and

[Event Host] (31:30 - 31:36)

massive struggle, so yeah, congratulations Finn, congratulations.

[Suzanne Elsie] (31:39 - 32:18)

Suzanne, let's go. Afternoon everybody, my name is Suzanne Elsie, can't even say my name, and my background is interior design and then we moved into property with Craig four years ago. I've been asked by lots of trades people how we've done that, they want to do it and we started our masterclass thanks to Supper Club last year, and that's going really, really well, and so we are starting our podcast to help me overcome the dislike of my voice and how I look, and that's going to be going out on social media.

We've committed to 52, so one a week, so if you can share, I would love that please, thank you.

[Event Host] (32:19 - 32:21)

Absolutely Suzanne, well done, congratulations.

[Shanie Miller] (32:22 - 32:45)

Hi, my name's Shanie Miller, so mine is a win, so as some of you know on the table earlier, I have had Bupa health checks every year for the last five years, and there's been more on a negative side of things. This year, for the first time, my cholesterol went from the red into the green.

[Attendee] (32:54 - 33:53)

Hi, good afternoon everybody, I'm Will Hodgson, I think most people know me here. First of all, one of my things is to talk more, and I just want to tell you about a win, it's a lifetime win, it's a real goal that I've worked on since I was 18 and a half. I loved grand designs and I wanted to build my own house from scratch, always had a modest income, but always bought the best worst house in the best areas, and I've done them up, and I've done them up, and then I bought about eight years ago this massive rambling derelict house, which I did up literally stone by stone myself.

We've now managed to get planning for another six-bedroom house on the other half of the plot. I've sold the main house, that should exchange today or on Monday, and the planning is right on the cusp, and I believe I'll get it today. Congratulations, that's amazing mate, well done, congrats, congratulations man.

[Event Host] (33:54 - 33:55)

Good to see you, let's go.

[Performer] (34:06 - 34:17)

Chris and I are expanding our self-storage business and we're buying an ex-Argos building on Torquay High Street that Tej owns, and we've both got a good deal on sale and a purchase.

[Attendee] (34:18 - 34:30)

So I'll put it in the circle app, so the power of the community, I'll put in the circle app, he said he was interested, and within, what, four weeks from that message to agreeing a deal, and it was really easy negotiation, so one of us got screwed, we don't know which one it is.

[Event Host] (34:35 - 34:39)

Fantastic, well done lads, that's awesome, fantastic, wow.

[Akash] (34:44 - 35:18)

Akash, the stage is yours. Hey everyone, so as we look to 2024, I think it's good to look back at what you've achieved, and I'm looking back at what I've achieved here at PE, so from concept to reality, this black box, a lot of you have seen me draft it, Dan helped me put the social media plan together, Adam fed back on it, the Val has been so supportive, Billy's put input on it, so it's a win, but it's also a big, big thank you to the PE community and everyone coming together to help me create this, so thank you very much. Congratulations man, well done.

[Event Host] (35:19 - 35:24)

Anyone else? Anyone else? Billy, are you coming up?

[Adam Goff] (35:25 - 40:26)

Oh no, I thought, oh I've just dropped something, oh what a shame, all right, okay. Guys, that was absolutely fantastic, all right, what amazing, awesome, amazing wins, a bit of accountability, so yeah, use it, it's like such a great tool, so fun, I know some of those people, certainly for the mastermind, one of their goals is just to do more public speaking, put themselves out there a little bit more, it's not so much what you say, it's just coming up and having a bit of, you know, professional development, so let's give everyone a round of applause again, because I thought that was really nice, that was really nice. Where's Craig?

Where's Craig? Oh, see, he didn't come up, didn't come up, but I did want to share something, so Craig's, yeah, actually now, I don't want to necessarily ruin it for you, Craig, but this, I think is so cool, and Craig's actually built his own financial fortress, physical financial fortress, so he said his wife didn't really understand what he was talking about, it was about properties, it was all very pie in the sky, and look, Craig's built this physically, I think it's very cool, world-class, never seen it before, I think we should all, I've asked him if he'll start commissioning them for us, so we could all have our own ones, so there's Craig, a massive round of applause for this, Craig, so this deserves a special shout out, very, very cool, he can tell you all about it, so moving on, as I said, we're now into winter, all right, it's time to put the journals down, and it's time to get our execution hat on, and winter, before this craziness of championship season, is really where we do a lot of on the business work, if you think you've been working on your life right now, and on the business, but it's been very much high-level strategic, now you've got to start putting in the systems, and making sure you've got what you need to deliver the results you want, come championship season, so I talked about hard winter, easy summer, again, another mantra for you is like, all I've got to do is work really hard these 12 weeks, putting everything I need in place, getting right ahead of the game, like literally forecasting what you think your business is going to need, and then you can enjoy it for the next 12 months, before winter comes along again, so think of it like that, the message I really want to get across today is that really you've got to change gears now, and it's from the cave into prime time, into work, into building out the business that you've now designed and committed to actually go and deliver, the way you're going to do this is with prime time, prime time 60 to 90 minutes in the morning, I covered it last time, I'm not going to cover it again, everybody should know what prime time is, it's you bringing the best version of yourself to the highest value work you can do in the business, it is not you trying to build that system at 4pm on a Friday when you're tired, burnt out and you haven't got any energy, it's you getting up early, it's having your meditation or your green tea or your coffee or whatever it is that gets you going and it's sitting down and saying I've got to build this, this is the business of the future that I'm building, this I called one of your secret weapons for winter, but there is another secret weapon for winter and it's been my trump card for the last decade and it is time tracking, time tracking is fundamental in your productivity, not only is it an amazing way to get things done, it's a fantastic way to track where the most valuable asset we have is going and by gamifying work, by having yourself on a timer, you will guarantee to get more productivity, so what I want to do is run through this very important asset, it's going to be a 28 day challenge so that everyone is set up and by the end of this session it will be so easy to do and for those people that have been resisting it, you're going to trust me and you're going to do it and for those people that have already done it, you're going to be reminded of why it's important and just make sure you can't take it up to another level before we go into this productivity season.

Before I start though, because this is the main reason why I did time tracking, who here would like to potentially fire themselves from their business, they don't have to work in their business, who would like to do that? Everybody. Okay, this is how I did it, this is how I did it, this is why it's so important and it's so important to me.

So why would we time track? When I say time tracking, be really honest, I say I'm going to get you to do time tracking, what does everyone think? What does, hang on, hang on, what comes to mind like, what comes to mind when you think of time tracking?

Be honest. I ain't got time for that. You ain't got time for that, I like that, that's good, that's good, that's good.

Rupin, what do you think when you think of time tracking? Oh, good catch, my friend. Productivity.

Oh, you think of productivity, okay. Does anyone else have anything negative to say about time tracking? Like if I said to you I want you to track your time, what does everyone think of?

You might forget, yeah. Another thing to do, I'm too busy, Will.

[Crowd voice] (40:28 - 40:31)

The police are following you?

[Adam Goff] (40:31 - 44:14)

Yeah, the boss. The boss, right, exactly, the boss, yeah, domineering. Anyone ever think it's a bit restrictive?

It's not why they became an entrepreneur, is it? To track their time? No?

Yeah, boring? Anyone think it's maybe boring? All right, this is how I feel about time, when someone said to me, you're going to track your time, I said you must be joking, you know, it's like, it sounds almost like dictatorial, you know, it's something like Saddam Hussein would get his team to do, do you know what I mean?

It's quite aggressive, isn't it? So I want to track everything, you know, it's like, it's not where we want to be, it's not where we see our lives as entrepreneurs, but actually, it sets us free. So the why for me is, first of all, is productivity.

Okay, you will become more productive. It's like tracking your weight on a scales, inevitably, for the first couple of weeks, your weight is going to go down. As soon as you make it visible, your productivity will go up.

It's a game. You start that clock, you're playing a little game with your brain. It's like, right, well, how quickly can I get that task done?

I'm on the clock, someone is watching. So we need, we sort of need someone, like Will said, the boss looking over us, it's a bit like that. Now you've got someone, something to hold you accountable.

The second point is the visibility point, is how can you possibly hope to have more time to buy yourself from your business, if you're not actually tracking where your work goes? But genuinely, you can't manage what you don't measure, right? So therefore, if time is our most valuable asset, and we don't have enough of it, we need to see where it's going.

And when we see where it's going, then we can start delegating it to our team. But if we don't have any real records, we really don't have anywhere to start. And that's why we just go round and round and round and we don't get anywhere with this stuff.

Thirdly, time is the only asset we cannot ever get back. We literally cannot get this thing back. It is the most important thing, the gift we were given.

And every day, it's just going, you know, it's not stopping, and it's not coming back. So why wouldn't we put some energy into you think, oh, it's just another thing. I haven't, you know, I haven't got time for that.

You haven't got time not to do it. All right, because this is this is the only thing that matters. I saw a really funny thing on Instagram the other day.

I see lots of funny things on Instagram. But one of the funny things I saw was a guy asked someone if they would, he said, if I gave you $10 million, would you accept it? And he said, Well, yeah.

And he said, Okay, but the deal is you can have $10 million, but you die in two days. Would you still accept it? He said, No, there's no price on another day's life, is there?

There's absolutely no price. So that's how valuable time is. So I hope I got that across to you.

Also, the reason why time tracking is important as an entrepreneur is because it can help your team out. If you've got a team member who's super busy overload, they're coming to you boss, you know, Akash, Kev are too busy. How do you solve that problem?

But how do you start to solve that problem where you start to get them to track their time to see what they're doing? And you go, Oh, you're still, you're still checking that, that thing, like for an hour every Monday, why are you doing that? And they say, you asked me to do that two years ago, I've been doing it ever since.

Oh, yeah, we don't need that anymore. You know, it's like, how do you have visibility on what your team are doing? If you know, if they can't track their time, so once you master it, you can do it with your team.

And lastly, I think another reason why it's important to me is because, and this is probably the big one, is because we all should want to increase our hourly rate every year. Do we agree? Do we agree?

Do we agree? Only three people want to raise their hourly rate? Yeah.

Every year, we want to get more that more like highly valuable, highly, highly, highly leveraged, right? So how do you possibly work out your hourly rate if you don't know how many hours you've worked? Can someone answer that question to me?

[Umesh] (44:16 - 44:16)

Make it up.

[Adam Goff] (44:17 - 49:21)

You can just make it up. You make it up. So it's very easy for me.

I just work out how much I've earned that year in cash flow, profit and assets, and I divide it by the amount of hours I've worked on my toggle. There's my hourly rate. And if I want to know the hourly rate of my different 70, 20, 10s, I do it by that.

And I can go down into different roles within that. And I know my different hourly rates across my whole spectrum. Some things are very high and some things are rather low.

The average, I'm pretty happy with, but it's tracked. For me, that's the game. The game is every year increasing our hourly rate.

This is why it's so important. This is why I want to take you through this now. So like I said, everyone just thinks they're too busy.

And this is not something they've got time for. But what I want to try and get across today and have you carry into the next 28 days is how powerful a tool this can be. I'll tell you a really good case study when it comes to this is this cheeky chap here, yeah?

He's not in the room, but I love him to death. He's like my brother on PE. And he says to me, he said to me a few times, I'm sort of following in your footsteps.

I'm sort of a year or two behind you, et cetera. But one of the things he resisted for years was time tracking. He was like, I'm not doing it.

I haven't got time for it. All the things that we've said, it feels like another thing to do. I'm already too busy.

But a few years ago, he finally relented after I kept banging the drum. And these are his results. So in the year he decided to start tracking his time, because he had visibility on it, and then he started to delegate things that he didn't even realise he was doing, because it was just autopilot.

He's like, I can't believe. And I'm going to show you the process for how to do this after. He worked 60% less hours.

Because he's obviously a chartered accountant, he's tracking how much money he's making nicely. His profit also increased by 40%. So he worked 60% less and made 40% more.

And he has openly stood up on this stage and said, the only reason for this was the clarity I got from time tracking. Because it forced him to think about how he was spending his time and how he could delegate things and get them off his desk. It forced him.

It was like this another level of awareness. So that's why it's so important. Hopefully, you're all convinced.

Hopefully, you're with me on this one. So if you've never done time tracking before, how do we get set up? Well, I use something called Toggle.

There are various apps out there, you can have this on your desktop, open as I do on the first tab on my desktop. And or you can have it as an app on your phone. I have both.

Because then sometimes I walk away from my laptop and I see it still going on my phone. It just reminds me to update it. So I use Toggle.

I think it's great. I'm going to show you how to use it. What you need to do, we'll do questions at the end.

What we need to do is set up this is very simple level. And actually, you know what you could just do if you if you're one of these people that really feels resistance to this, you can literally just turn Toggle on and off when you're working. That would be an amazing first step, just on and off, nothing else.

For those people that think it's complicated or overwhelming, just turn it off and on. I'm sat down on my desk, it's on, I get up, it's off. It could literally be that simple.

What I'd suggest you do though is actually set up five projects. So they're five groupings, five projects, up to five, okay, up to five, you could have three. And I'd add one for inbox, I call it.

So basically like noise, like WhatsApp, inbox, that you're just kind of like in the admin, potentially one for property entrepreneur, if you wanted, and then maybe three more. And those three might be your 70, 20, 10. Wouldn't that be a good idea?

So you could just track where your time was going against those three major commitments that you've just made to everyone in the community to do this year. Super simple, giving you a super simple blueprint here. Or you could also decide to track by the type of work you were doing.

So you might want to track how much time you're in the business, delivery, how much time you're on the business, development, prime times would be a good one, and how much time you're being a manager, SCS is holding people accountable, things like that. So you could use one or you could do either of those or potentially both. Super simple.

And then I'm going to show you how to look at the reports, because actually tracking does have value when you're doing it. But the most value actually comes from looking at it at the end of the day initially, when you're kind of still figuring it out. And then that's interesting, certainly at the end of the week.

And then at the end of the month, and the end of the year, you know, when you're coming to do your strategy in autumn next year, and you've got nine months worth of data about what your hourly rate was in the different businesses. And, you know, you do your more or less key when you're looking, you think, what do I want to do less of? And you just bring up your toggle tasks.

And you just go, why am I still, you know, commenting on Facebook three times a week, I don't need to be doing, you know, you've got your list, you've already got your list. This is why it's so cool. So this is the setup, which I'm going to run you through in just a second.

But with that, I'm going to go for it now. But before I do, do you have any questions? Do you have any questions?

Ashley's got a question? Yeah. Any other any other questions?

Okay, so Chelsea. Cool.

[Ashley] (49:21 - 49:39)

So that's Ashley's question, just trying to help you to save a tab on your computer. Oh, yeah, you can install an app, or you can have it as an extension or whatever. And then it's just running in the background, but just send you a tab at that time.

Yeah, nice. So it's like a browser extension.

[Adam Goff] (49:39 - 49:43)

Yeah, I'm sure there's loads. There used to be one in Asana you could use, it was linked. Yeah.

[Ashley] (49:43 - 49:49)

With tabs, then you end up closing them and forgetting to reopen. Whereas with an extension, it just sits there.

[Adam Goff] (49:49 - 50:00)

Totally. It's different for everyone. I just like it always being the left tab.

It's because it's just for me, it's always there. It's just I can always see it as a personal preference. You're gonna have to find your way.

But thank you for the suggestion. Great suggestion. Chelsea.

[Chelsea] (50:00 - 50:13)

Yeah, I was gonna ask something about that, actually. And I wondered if you could open, is there any way of having a notification for like, when you open your laptop for it to like come up? Because I don't use my laptop for anything other than work.

[Adam Goff] (50:13 - 50:23)

Yeah, I just didn't know if there was any sort of like ping, it could come up saying like, what would you if your homepage on your Safari or Chrome was toggle? Wouldn't it remind you?

[Chelsea] (50:23 - 50:26)

Yeah. So should I just say as the homepage and have the extension?

[Adam Goff] (50:27 - 50:40)

Yeah, that's what I do. Okay. And like, yeah, I didn't even set it as my homepage.

Now Safari somehow just remembers. I've got I have toggle and calendar. They're my top two.

I literally open it just does it. I don't know how it does it. It's figured it out.

[Chelsea] (50:40 - 50:44)

To find some hacks because I tried this last year and I lasted about two days.

[Adam Goff] (50:44 - 50:57)

Hacks are key. Post it note. You know, post it note on the laptop, like, like, you know, you need to find your own way.

But definitely you've got like basically like any new habit, you're gonna have to bed this in. Anyone else? Who else had a question?

[Audience participant] (51:02 - 52:41)

A small bit of a, again, a tip to help. So I'm a tab guy. Yeah, like you.

How many have you got now? 50? Yeah, loads.

You can pin, basically I pin it. So I pin all the usual tab on the left there. And it's just stays there all the time, but just on the setup.

So I play with so many different ways. And what I've settled with now is I've got the different projects, my different departments, you know, finance operations and, you know, marketing sales and all the different bits, you know, like these are the main categories. And then I think Anthony mentioned about buy back your time, which is a book from Dan Martell.

I'm on his mastermind in the US for his doing software stuff. And in his book, he's got a quadrant of the stuff you don't like doing, or you don't don't don't make you money, the stuff you like doing that make you money, and then you've got the opposite the things you etc. So he's got a whole quadrant of the the replacements, the delegation, the investment, and then something like that.

And then just was the last one in the production is the one where you enjoy and you're making loads of money, basically. And, and so you can use the tag system. So mine, I all all my projects are the business departments.

And then I tag like the stuff I shouldn't be doing emails, one one palm notes, my I've got four tags, one palm, two palm, three palm, four palm notes. And then at the end of the week, you can see show me all the on tags. And you see, all right, I've spent all that time doing emails, all that time doing the inbox and stuff, all these one point notes, the two pounds, you know, and then the game of the game is to get more of the three and four pound note stuff.

Exactly. I sort of set it up.

[Adam Goff] (52:44 - 56:23)

I'm trying to keep it really simple. But yes, you can you can. That is all correct.

You know, you can take it to the nth degree, I want to get my goal now is to get everyone on it. So let's do that. But that's obviously very valuable.

So if we can switch over to the laffy, please deck. Oh, great. We're live.

Okay, so as you can see, this is running already. All right. So yeah, I'm not quite sure how I've been awake for 12 hours.

But anyway, so right, so what you're doing right is everybody, we're going to do this in a second. Okay. You with me?

Yeah. Cool. So just go to toggle.com.

So we've got to do toggle.com, create an account, log in, they've got three different things. So just track. Okay, super easy.

All right, once you're in, and you're going, it's literally as simple as, and I would suggest that everyone does this. Okay, so what are you doing right now? You're at PEA.

Okay, so you're at PEA. That's the task. I'm at PEA.

And you're going to have a project. All right, so you can create a project in here. It's super simple.

You don't have to do anything else. You can just be like, this is my PE project. Okay, so I'm going to create a new project called PE.

All right, so there we go. Give it a colour if you want, create it. Boom.

I've now got a project. I've got a task of where I'm at. Bang, I'm now live.

I'm now tracking my time. And that's organised. Now every time I use that task or that project, at the end of the year, I can see how much time I spent at PE.

Right, and it might do it for you. You might change this to, you know, PE day, or you might change it to PE homework. You might do whatever you want.

Okay, that is literally it. If you want to add some more projects to get set up now, which is what we're going to do, you just go to the projects on the left, and just create your three. So you create one for your 70.

You know, whatever it's called, create project, bang, same thing. And then once you've got your project saved, like I said, there's all sorts of cool things you can do. But effectively, when you just start working, all you've got to do is type in what you're doing and then give it a project and press play and press pause.

That's it. Nothing else. That's how that works.

Okay. Obviously, the most important thing is to keep this tab open, so you can keep it updated. And what you don't want to do is, you know, what will happen is you'll have it running overnight.

You'll think I'm done, I'll shut my laptop, bash, and you wake up in the morning, wow, it's still running. That's super easy. Okay, what you've got to do, like, for example, in this one, is if I want to adjust the time that I started, all I've got to do is just go back and literally as easy as this, I can just adjust the time here.

And it's gone from 12 hours to six hours. Press stop, start again. What am I doing now?

I'm doing a winter hit list. All right. Bang.

Okay, now I'm on. It's literally as simple as that. And when it comes to reports, so then every day, obviously, you can get so you can do different reports.

You know, you might start off by looking at it every day. Fair enough. You know, that's how I spent my time today on different days.

But actually, every week when I do my Sunday sanity, I'll look at what the last week was. So I look at the last week, it was a bit of a funny week with New Year. And I'll be like, okay, well, what did I spend my time doing?

Okay, you know, well, this is how I track my time that week. So inbox had two hours, different way, you know, ahead of PE, you know, 15 hours, it's like, you can see where my time went. And I look at that.

And I think about how my week went, how I'm going to change it next week. And I use that data to plan my week the next week. And that's how I got myself out of my business.

Alright, so you can do it for the week, you can do it for the month.

[Background announcer] (56:27 - 56:35)

And you can do it for the year. Okay. Hours through the year.

Okay.

[Adam Goff] (56:36 - 56:55)

So all I've got to do is take how much I earn, divided by that, and I'll know my hourly rate. So I was saying, this data is invaluable. Has anyone got any questions before we put it over to you guys to set this all up?

Can you? Akash has got a question, if we can get him the mic, please.

[Akash] (57:00 - 57:32)

Nice. Can everyone hear me? Yeah.

So I have been tracking my time since you said, I don't really do anything with it. And two things have kind of come out of it is one is I'm still kind of valuing myself on the time I spend, which I know is not good. And secondly, I'm not really doing anything with the report.

So how have you got round? So if I've done 10 hours a day, I'm yes. And I'm really trying to get out of that.

So any tips on any advice you can give me?

[Adam Goff] (57:32 - 58:50)

So, I mean, do you track your hourly rate? Because I mean, isn't it the difference between being paid per hour, like paying someone per hour and paying someone for the job? It's like right now, I think your mindset is, well, the more hours I work, the more money I'm going to make, like pay per hour.

Whereas if you can do the same job by using the task triangle, and only doing 10% of it, but delegating the 90% and that the 90% you delegated is at a £15 hourly rate. You've now only spent 10% of the time and you've got the same result for minimal cost. So now your hourly rate has gone up, like eight times, something like that.

So that's why maybe hourly rate would help you like think about Josh's example. He started delegating more, which reduced his hours. So I think hourly rate would be a good track for you.

And then looking at the data and saying, like Guillaume was saying, what don't I want to do? Like, I used to have a list of 20 things that I would want to delegate off my desk every year, you know, winter hit list was the perfect time to do that. So every time you build a new system, you can give it to someone else.

So like, it helped me build my list of more or less key, you know, what I want to put in my winter hit list to get off my desk. Like surely you want to be working four hours a day, not 14. So there's other people out there better qualified to do it than you probably for a lot less.

[Daniel Hill] (58:51 - 59:59)

Daniel, you want to input? Yeah, just on the time tracking, so saying we're doing on the board at the minute with raise your rate with the people who are in Akash's scenario, who perhaps are doing it as a function, and it's got good productivity benefits. If you take that gamification to the next level, you can start setting budgets.

So for example, in my head, you'll hear about my strategy shortly. But I won't spend at the minute, I'm getting my WhatsApp usage down to a minimum of an hour a day. So when I'm in there, the timer starts, I'm like, bang, every day, I'm trying to hit that hour maximum.

And then it just makes you a lot more efficient with your with your work. And then if you take it up to a macro level of like hours worked per week, if I have a big week, where normally, you know, if I pull an eight hour or 12 hour day, where previously I would just roll into the next day, the next day, I'm like, right, I'm over cooking it this week, let's slow things down and have an easy Friday. And in my head, I can justify that work ethic, because I've overworked the previous day.

In practice, I'm not rolling into the weekend, burnout, stress chasing my tail, because I spotted on Tuesday, I've overcooked it rather than wait until Saturday morning when I'm, you know, exhausted and, you know, not in good shape.

[Adam Goff] (1:00:00 - 1:13:49)

Yeah, I think it's a great check and measure. I think, yeah, for you, it's just trying to reduce the hours, same productivity, less hours, and then solve bigger problems. Yeah.

Okay, so we're going to put some music on, you get your laptops out. I want everyone going to be five minutes now to set this up. This means no talking.

Okay, this is not something you've got to talk about. This is people need to get set up on top of this. Some people have used Toggle before, in which case, maybe just review your projects.

Think about if you want to change something. If you haven't, this is your opportunity to get going because it's going to be your 28 day challenge. So 321, if you've got a question, raise your hand, please.

Thank you. So some people are just doing it for the first time. So at this stage, you want to get the project set up, have a play with it.

Let me, Dec, can you change the thing back over to the Mac? Ladies and gentlemen, for those people that have finished or want to learn a little bit more, so I showed you about changing it, right? So if you get it, the biggest danger of this is it's wrong and then you just give up.

You think, oh, I messed up. I haven't done it. Like I forgot to do it yesterday, right?

Like Chelsea, something just forgot. Okay, that's fine. It's so easy to add things in.

You can just literally create a task here from what you did yesterday, you know, presentation. And you can give it a project because it's already a task. And I can just change the date.

Yeah, it was three days ago I did it, right? And I did it from 6pm until 8pm. I can literally just do it.

It's that easy. It's really not difficult. Say that and I can't do it.

Yeah, that's definitely going to confuse me. But like, the point is, once it goes in, like to Tuesday, right, it's in there. And I can, it's very easy to edit.

Basically, it's very intuitive. It's not the end of the world if you forgot. It's more important that you're consistent with it.

And if you don't get the project perfect, it doesn't matter. But for me, I sometimes just take a broad guess. And it just move on.

You know, this is not perfection. This is 80% is better than 0%. So I better start tracking my time again.

Otherwise, I'll be all off kilter. So if we could swap that, that'd be great. So what we're going to do is we're going to end it there.

So is everyone basically set up? Okay, if you're using Clockify, stick with Clockify. They're two different apps, the same thing.

Download it on your phone. Because it will show on your phone is on when your time is on. And like when you're out and about and you're on the phone, it's really handy to put it on.

Okay. Ladies and gentlemen, I promise you this will get you results. Chris just told me.

In fact, maybe Chris, you want to share it? Shall we just tell me? Who's got the mic?

Akash, can I have the mic, please? Thank you very much. So tracking last year.

How'd you get on?

[Chris] (1:13:49 - 1:14:10)

So I tracked it following this system last year. And I'd done it for part of the year before as well. And I doubled my hourly rate, which I, similar to Josh, put down to purely that I was time tracking.

So I knew, okay, I'm wasting time doing these tasks, managed to outsource them or pass to a team member. And yeah, managed to make sure I was doing the high value stuff. Round of applause for Chris.

[Adam Goff] (1:14:15 - 1:15:15)

Akash, did you catch that? He doubled his hourly rate purely down to time tracking. All right.

So this is literally foolproof, ladies and gents. It's guaranteed to get results. There's different levels of results it can get, like Dan just shared, but it's guaranteed to get results, whatever level you play at.

So if you've just started, lucky you, you're going to be in the easy win phase. If you've been doing it for a while, take it up another level. It's all a game.

All right, ladies and gents, what I want you to do now is close your laptops. Thank you. Close your laptops, put them away.

All right. This month, this is going to be your 28 day challenge. We don't give you a 28 day challenge every month anymore in advance, but when we do, it means something because we want you to be productivity powerhouses during winter.

And this is your secret weapon. So every week when you post your game of four quarters, top 10 for the week, you're also going to post your toggle or clockify report.

[Music Chorus Performer] (1:15:19 - 1:15:25)

That was good timing.

[Adam Goff] (1:15:25 - 1:16:25)

Comedy timing. I love it. Yeah, exactly.

Oh damn, he said. Oh darn. Yeah.

Okay. So that is going to be the accountability piece. And whether you've tracked two hours, two minutes, 200 hours, it's the process of holding you accountable to build a new habit.

All right. So that's going to help you Chelsea as well, isn't it now? Okay.

So that's your challenge. All right. So that's going to be out there for everyone to see.

Fantastic. Ladies and gents, execution is everything. All right.

We've done the fun stuff. Now it's time to get to work. It's time to roll our sleeves up.

And if you want a podcast to inspire you on your walks on the way home today or over the weekend, episode eight, one of the early ones. All right. Get stuff done.

The original and best. Okay. This is about becoming a productivity powerhouse now.

Without a doubt for me as an entrepreneur, it changed everything. And you've already heard from Chris. I've shown you Josh's examples.

There's scores of examples of people really increasing their added weight and doing the work they want to do. Good. Right.

Moving on. Which picture?

[Event Host] (1:16:26 - 1:16:43)

14. 14. See how long he's been doing the podcast for?

Dan, that's an insult or a compliment. Anyway, there you go. Bored bullying again, Dan.

I think we've got a serious... I think...

[Adam Goff] (1:16:43 - 1:17:38)

Dan's like pretending to read the web, but he's a bit embarrassed now. It's awful. You can say sorry to him later, Mark.

Okay. Ladies and gents, it's probably the moment lots of you've been waiting for. It's time for Dan and I to go head to head in our strategy day presentations for 2024.

Now, this is a bit of a grudge match, right? Every year, we slog it out to the death. Okay.

10 minutes each in January, 10 minutes each in August. I got off to a really good start over the first few years, but Dan has seriously upped his game recently. And I don't know how it's going to...

Honestly, how it's going to go. So, I really want to be going first, but he insisted. So, without further ado, let's give a massive property entrepreneur advanced round of applause and warm welcome to Mr. Daniel Hill, ladies and gentlemen.

[Music Chorus Performer] (1:17:38 - 1:17:50)

Thank you very much.

[Daniel Hill] (1:17:51 - 1:17:55)

So, guys, in... Oh, he's given me the booby trap clicker again.

[Crowd voice] (1:18:00 - 1:18:03)

This is cheating, Adam.

[Event Host] (1:18:08 - 1:18:10)

And that was my presentation, ladies and gentlemen.

[Daniel Hill] (1:18:10 - 1:18:11)

Thank you very much.

[Adam Goff] (1:18:19 - 1:18:25)

I'm so excited. It takes two weeks, I'm saying. Rub them against your jacket, Adam.

Turn it off and on again.

[Crowd voice] (1:18:26 - 1:18:39)

While you're figuring it out, who won between you and Jon? Mike, Mike, Mike. While you're figuring that out, who won between you and Jon?

Oh, we didn't do it on Wednesday, actually. Oh, yeah. Yeah, I was disappointed about that.

We do it ahead of time.

[Adam Goff] (1:18:47 - 1:19:01)

For the first years, we do it ahead of time so they can see a presentation. So, we give them like a week to then model it. Your words.

Your words. My words.

[Daniel Hill] (1:19:01 - 1:19:02)

I know, can you tell...

[Adam Goff] (1:19:02 - 1:19:05)

This has never happened before in the history of props engineering. It must be an omen.

[Daniel Hill] (1:19:08 - 1:19:32)

So, happy new year, everybody. Great to see you all. Last Tuesday, so many smiling faces.

Did you enjoy doing your presentations this morning? Such a good process, isn't it? There's obviously the element of delivering the presentation, but the aim of the game is that accountability spike to make sure you go through the process and actually get it done.

And listening to the board members last night, it really is like game-changing stuff, pulling this stuff together. It's even more amazing when the clicker works.

[Adam Goff] (1:19:41 - 1:19:57)

It needs to sync up to the screen. So, ladies and gents, it's the moment you've all been waiting for, the grudge match. Dan Hill versus Adam Goff.

Who's going to win? It really is anyone's race. He said he wanted to go first.

[Event Host] (1:19:57 - 1:20:11)

I wouldn't want to be going first, but without further ado, let's give a massive Profits to Entrepreneurs welcome to Mr. Daniel Hall for his 30-day presentation. Thank you very much.

[Daniel Hill] (1:20:14 - 1:32:07)

So, ladies and gentlemen, in 2019, some of you who are here may remember I stood on this same stage and said I was going to do the year of Level Up. And in that year, I was going to level up everything in our businesses, break every record we've ever done. We did that, and it fundamentally changed the game forever.

This year, I'm going for an encore and a repeat. So, my plan this year is to simultaneously level up our businesses, but also simultaneously level up my life, which is not going to be the easiest challenge in the world, but it's something I'm absolutely 100% crystal clear on and even more committed to actually execute on. So, 2023 was a challenging year for me, emotionally, personally, and I had three big lessons.

The first was the sobering reality no matter how young, old, or fit you are, we're all going to die at some point. And we don't know if that's going to be in a day, a month, or a decade from now. The second was that I've been stuck.

And whilst in 2019 I did this level up year and smashed everything out of the park, Einstein says the definition of insanity is doing the same thing over and over again and expecting different results. And last year I realised the reason I've struggled to figure out where I am the last couple of years is I've been hitting this glass ceiling, and it's now in the same way as 2019, time for me to break through that glass ceiling and go up to the next level. And the third is personally that I need to stop.

So, end of last year I was really fortunate to move into my dream house, and two or three weeks into that I was sitting there having a pot of green tea, looking out the window, and thinking how amazing my life would be when the helicopter landing pad gets installed at the end of the field. And about three minutes into this I woke up and realised I got caught on that hedonistic trap of always chasing what tomorrow is going to be like. And for someone like me who tends to sacrifice today in pursuit of tomorrow, it just reminded me I needed to stop.

And I then pulled my vision back, saw two squirrels fighting in the tree, and thought how cute, this is amazing, I'm so grateful to be where I am. And this is what I need to take into this year. So the three key KPIs are I'm very fortunate that over the last 20 years I've built my financial fortress, and despite tripling my outgoings last year, I still have 113% on my financial fortress, so that's good.

My metabolic age went up last year, so I went from 28 years to 34, mainly because I did a bulk, my body fat went up, I really want to get that back into the sub-30s this year. And then finally, quality of life. I actually scored 78, which is higher than what I thought, but when I went in and actually did a fairer appraisal, and removed the more tangible things like business and wealth creation, actually my personal satisfaction was more like 63.

So it's really clear that I think I've nailed the wealth, I'm on track with the health, but really I need to now focus on my life and take that to the next level in 2024. And my plan is to get up to 80+, which will put me into that great category. Talking about the sort of realisation, when I go to do the long game, the last two years I've really struggled to find what to put into my long game, and the last two years, the only two things I've wanted was my dream house and to start a family.

And fortunately enough, I got the dream house end of last year, and subject to the gods delivering, 31st of May, I will... Subject to everything going to plan, we'll be welcoming a little ginger character to the world, and I'll have a whole new level of responsibility and enter this world that lots of you guys have been fortunate enough to enjoy. So what I realised when I did the long game was actually I'm here.

I've chased all these things my whole life to get here, and I'm here. But really I haven't done the work that's required to now rewire my brain and enjoy what I've got. So rather than aim for this elusive tomorrow and helicopter landing pad, everything's there and I need to go and enjoy it.

So my year off for this year, in achieving both of these things, is the middle lane. And what I've realised is one of the things that holds me back is I'm an extremist. And I've identified for the last 20 years at being an extremist.

Whether it's building businesses, breaking records, bulking, cutting weight, I'm always going for these crazy challenges. And actually if I'm going to start to enjoy things, I need to live in a little more of a balanced way. So this year is going to be the year of the middle lane.

And what I'm going to do for the first time in my life is have no extremes. So if it means giving up alcohol for a year, that's an extreme. I'm not going to do it.

But I need to figure out how to have one drink without it being a problem. If it's keeping fit, I need to figure out how to be fit without having a crazy 10 kilo bulk or a crazy half a kilo a week, 36 week cut. It's been in this middle lane.

Which to some of you might sound easy. For me, I think it's going to be a challenge. So the personal objectives to go with this.

The first one is to break through and enjoy the view. Being this masochist that I've been forever has been really good for me. And for those of you that are in that beast mode part of your life, it's an absolute essential.

The problem is when you get to a point where you've got what you set out for, you're wired in a certain way where it stops you enjoying things. And what I need to do is shake off that work ethic, draw back some of those mindsets and actually enjoy the view. And one of the key elements for that for me will be reducing my input.

So I spend way too much time on WhatsApp. So moving that down to one WhatsApp, checking my WhatsApps in the morning and my afternoon will be a real clear breakthrough for me of living a life and not just being connected to my businesses. The second is a fit father and present partner.

So in my friendship group, I've got friends who have teenage children and by my friendship group definition I would say I'm a slightly older father. But despite that I want to be toe to toe with those young guns at the egg and spoon race. And I want to make sure that I'm very clear as a partner I want to be present through the pregnancy, through the enjoyment of starting a family and to make sure that I'm with that having daily, weekly and monthly structure to my life that prioritises it above work.

And then finally is make a house a home. I'm really fortunate to have bought my dream house last year. In 2012 I bought my first ever house.

I decorated it myself I furnished it myself and it's genuinely the only place I've ever felt like a home. So we're going to do the same process now. We're decorating ourselves, we're choosing the furniture ourselves, we're not bringing in the trades and getting an interior designer to do it all for us and it's just there.

Going through that process and really making an amazing house. We've got a list of projects that we want to complete over the next 12 months. Professionally I also want to level that up.

So I don't want to just step back from business and let the businesses slip or cruise control. I want them simultaneously to step up. So the first objective is I need to get out of this panicked space that I've been for a long time and while stress used to serve me well, it really doesn't serve me well at all anymore.

My first professional objective is no stress, finish everything, start nothing, finish everything which basically means I've got a range of commitments this year to deliver on which I'm going to do but I would normally take on more deals, more developments, more projects, more investments. I'm taking nothing new on, just delivering what I've got and using that extra time to invest in my life. The second is beat the budget.

So every single business in the PPN UK group will have their annual budget and the aim of the game for each key person within those teams is to beat that budget. And the third is to level up to this next level. So over the last three years I've gradually stepped back from all of my executive roles in all the companies and I've only probably got two or three left.

This year over winter, January, February, March I'm now moving out of those and I'm breaking through to this next level of the chairman role where every company has its own senior team, its own board of directors and I'm very much in a very different space. It's going to be a huge step change for me and hopefully result in a huge step change for the businesses. The headline strategy for PPN UK group, which is the group over the top that owns all the other companies, is world class wins.

And this is sort of a double entendre. What it means is world class wins, as in if you are world class you will win but also having tangible world class wins. To be able to look at something and say this is a world class win.

And we're going to do 12 of those through the year which is key things that we've leveled up that you could look at a box and a bow and say that was a clear level up so we're going to raise our standards, whether that's the response times we have to communications, whether it's the restaurants that we meet in for our monthly meetings or it's the products and services that we deliver, 12 of those. The second is beat the budget, so make sure every company, every senior team member is dialled into those budgets and that's the definition of success. And the third is for me no stress.

So it's to be early, I'm notoriously a tail chaser, I'm always 11th hour, it creates a lot of stress that I don't want in my life this year so there's no stress. To avoid the stress I need to be early and my tangible target for that is to not miss a single deadline in my house for the entire year. My hero for this is Naval Ravikant and previously it was going to be Warren Buffett for this year but I changed it at the last minute for Naval Ravikant.

He went and built a company called AngelList, stepped out, went up to the chairman level and it went from like 1 billion to 5 billion in like 3 years. My expectation is I can achieve the same by bringing in the right people. Personally I have a challenge and experience and adventure.

The challenge is the middle lane and I want to hold weight this year in the sweet spot so I'm great at cutting, great at bulking but hold in a sweet spot weight of 64 to 66 kilos. The adventure is going to be starting a family and seeing what that part of my life is going to look like. This might be the most refreshed you've ever seen me.

And the third is no stress. Last year my target was to not be ill once and I didn't get ill once. When I say touch wood the year's done now.

My aim in the game this year is no stress. When I get stressed I get styes in my eyes. My plan this year is to have no styes.

That would be an absolute game changer to me. And to finish off is my reward. My reward is here.

It's to enjoy the view. It's not to move a million miles an hour. It's not to be sitting wherever I am thinking about tomorrow.

It's about enjoying today, actually being grateful for what I've got and making the most of 2024 for being what 2024 is. Not chasing an elusive reward at the end. I look forward to sharing the journey with you.

Thank you ladies and gents. Just for the record I didn't say I wanted to go first. So there may be somebody in the room that wanted me to.

Hopefully I've done a reasonable job of setting the bar but here to show you how it's done at a world class level. Can we please give a huge round of applause ladies and gents for this 2024 Strategy Day presentation. Mr Adam Gough!

[Event Host] (1:32:13 - 1:32:14)

Thank you sir.

[Adam Goff] (1:32:16 - 1:49:08)

Ladies and gents hello and welcome to Adam Gough's Strategy Day presentation for 2024. So I just want to set the scene. Two and a half years ago I realised that I'd completed my financial fortress and I no longer needed to serve clients and have a team and have a busy business.

I sold that business, I put a load more money in the bank and I got rid of everything. I got rid of my flat, my team all my responsibilities. I went down to basically a zero hour work week and I just ticked off my bucket list.

There was no rules apart from serving you guys there was literally nothing in my calendar I had no inbox and I was saying to my dad I just want no inbox, that was it. That's been an amazing few years and last year I remember I surrendered to just let the universe guide me on where I wanted to go and I've personally totally transformed. I'd say the finishing piece in my transformation for those people that remember my presentation last August was that I met my soulmate.

I'm in love now and I'm trusting love. I'm trusting love in a way that I never trusted love before and what I've noticed is I'm wanting to expand. I am stepping into my masculine energy and I want more again, I want to be a provider, I want to be a dad, I want to be this better man and I'm like where did this fuel come from?

I honestly believe it's meeting Bella about a year ago today that really flipped the switch for me. This presentation is also going to be very different. In terms of my three KPIs I love these.

Yes, I've got my financial fortunes completed, I've always lived fairly frugally, so comfortably still banking money and living my lifestyle without having a business. Health wise, my metabolic age is 34, so five years younger than I am which I'm pretty happy with. My life by design score, honestly, I know a blaze probably shouldn't do this and get all excited, but I'm very happy in all areas of my life, genuinely, very, very, probably a bit obnoxiously content.

Seriously, just so happy, grateful, honoured, privileged, I really do feel like I love every moment. Six years ago, seven years ago I set a long game and I completed it, you'll all remember the story. I set another one last year which was all about surrendering and this year I'm going to really commit and I'm going to talk to you about that now, obviously and through committing in all these different ways I'm going to have different results and I'm going to get step changes in my life, whether it's where I live, in my wealth, in my personal development, so I'm really excited about this new cycle. I feel like we talked about it in Mastermind yesterday, we go through cycles, everything's seasons and I've just come round the track again and now I'm ready to go and it's literally like a clockwork, I can't wait for this next level up. So there's my absolute crystal clear clarity, again I'm super excited about this game.

So my year of, after surrendering and being shown where to live, the three biggest questions that Ravel can ask, where do I live, what do I do for work and who do I love? Well last year gave me the answer to all those three questions and now that I've been shown those three questions, it's my job to lean into that. Okay, when you go snowboarding and you go down a steep slope, everyone wants to lean back, but what happens is you go arse over tit and you roll down the mountain.

What you've got to do is fight your natural instincts and lean into the fear, because then you keep a centre of gravity and you can actually ride the slope. And I know that there'll be parts of me this year that just want to hit the eject button. Okay, because it's like me going back into the fire, I need to lean in and one of the biggest lessons I learnt was that actually having all this freedom is fantastic, but then you've got so many choices.

When you commit to one thing, when you commit to one woman, when you commit to one country, when you commit to one profession, that's real freedom because now you don't have to look around anymore and you can just focus on watering that own garden and for me that was the big game changer. I thought I wanted no responsibilities and no ties and actually I've realised now that it's the complete opposite, it's true. So for me it's leaning in, commitment equals freedom.

The three objectives that are going to help support me in this is number one I need to be fit. If I'm going to go back into the fire, back into work, I don't want my health to suffer. So I'm turning 14 next month and I want to keep this middle lane fitness.

My tangible target is to be between 12 and 14% body fat throughout the year consistently. It's not about a sprint to a weight and then trying to hang on to it, it's about just keeping healthy enough to stay in good shape and be happy. Second of all, I make no bones about it, I want Bella to move to Bali with me.

She lives in Hong Kong but it's like it's not going to happen overnight and what I realised was because I'm such an action taker and so impulsive being a blaze, I'll be like, just move come on, let's just do it. But she's not, she takes her time and so what I want to do is I want to be the boyfriend that she wants to live with. I want her to decide to come and live with me, not me pushing her to move.

I just noticed that was a little bit present. So hard one to make tangible but what I've given to Bella is the ability to give me a yellow card every time I push her too hard and I've told her that I've told everyone in this room that it's there. So she can give me three yellow cards through the year if I try and push her to move, to take action and we've also committed, a friend of mine does some great stuff with authentic relating and we've already started actually communicating better through couples coaching.

So that's really exciting and burn what I earn is my third objective. So I've always been frugal, always kept it tight mainly flying economy and getting business deals and stuff like that but now I'm just going to flip the switch. It's like Bella told me a Chinese proverb that the more you spend, the more you get back and I was like, you know what, let's go.

I'm pretty wealthy for my age certainly, I was like let's do the business class, let's do the penthouse, let's do the chauffeur, let's go for it let's really push the boat out and I've already booked a first class ticket next month it's like, let's burn what I earn it's going to be a lot of fun but that's it. So my tangible target is to spend all of my financial fortune probably and the rest. It's like to literally give tipping loads I'm just changing my whole mindset, abundance mindset it's like I'm just literally going the complete opposite way and see what it's like at the end of the year I'll probably have no money left but I'll have a lot of memories.

Professionally I'm going to go from sipping coconuts on the beach to the battlefield. I'm committing to property entrepreneur to go full in and the sub thing is hold my pint because with me leaning into PE and making this experience much better for everybody in so many different ways what I can think of, I want us to have record revenue, that's my commitment so hold my pint while I do that, Ian will love that one. Professionally as well, I need to level up my leadership Dan's really showed and inspired me how to be a leader and I'm definitely not at the pinnacle when it comes to the five levels of leadership so I want to be the leader that I would work for and tangibly how am I going to do that?

I'm going to ask every month for feedback from everybody that works with me so that we can create this kind of 360 honest space where we're both creating a really fantastic working environment. And obviously I'm a bit of a masochist and I'll happily burn myself out so by committing to work and this huge new vision for my life the danger is that I burn myself out and a blaze can easily put his fire out and it won't be fun anymore and I want to eject so I need to be aware of the boundary and recognise that time off is not a luxury, it's a requirement so my tangible target is I'm not going to work weekends, that's like absolute red zone and on average I'm going to do 35 hours of work a week across the year which is going to be very hard to do it's going to force me to delegate we all know our time track so that's going to be really easy to see if that shows up so for PE, the headline strategy new team, new dream when I was thinking about where we are in property entrepreneur with Dan moving into the chairman role, for those people that have seen The Last Dance the most famous and successful NBA basketball team of all time was the Chicago Bulls in the 1990s, they put together a dream team of absolute A players and for 7 years they won the title 6 times, unbelievable domination, when I think about where we are we've got some recruitment to do we've already got some A players I want to assemble that team of A players so that PE can go and win the next 6 championships so it's new team, new dream taken up to a whole other level and obviously the main KPI will be if we can secure record revenue supporting objectives wise, we need a world class finance function, we've struggled with finance over the years for various reasons but we need to bring in the best and that needs to be absolutely world class and we're going to make basically hire a whole new team when it comes to property entrepreneurs finance, secondly we need a marketing machine, all our marketing is content marketing Dan and Bianca, they do an amazing job, unbelievable but we don't have any systems any real team to talk of lots of stuff is outsourced so we need to build an engine in the business basically a lot of what we do is sales and marketing and we're doing it almost in a way that isn't efficient we need an expert and we need to hire a marketing person to lead that and then also I want to perfect all our packages, like we talk about the perfect package, it's something we teach and I want to review every single product we do to make sure it's absolutely world class, I'm going to be bringing in new products to make sure that our clients get whatever they need, whenever they need it, in the way they need it so that everyone can have their best year every year that's ultimately our goal so I'm going to completely review that ahead of time and you're going to see all kinds of level ups next year when it comes to that you'll see that physically when we unveil the new Property Entrepreneur Members Only brochure in the summer, when I give you the options for next year you're going to see all the work that I'm going to be busy doing during winter so my challenge is going to be to avoid burnout that's going to be my biggest challenge because I love it, I am, the fire is lit ladies and gents and I am at it, but it will kill me if I let it, it seriously will, the adventure is going to be building a business, working with A players, having this company that we can take to another level, it's so exciting I feel like we're going to ride the rocket and it's going to be amazing and obviously my experience is going to be business class chauffeurs, penthouse, it's going to be luxury lifestyle, it's going to be pushing the boat out and really enjoying the moment, so they're my three things and finally the reward of course you know me and my rewards but I am committing that I, subject to all these things going well, I am going to start building, I'll sign off the building project for my dream home in Bali when we sign up here in August that's my reward, that's my presentation thank you very much ladies and gents I appreciate it good stuff, thank you ladies and gents, it's always a lot of fun doing this so, what we're going to do is you've got your QR codes in the workbook okay, it's results time, cast your votes now please put some music on deck, thank you the QR code is page 36 in case you're looking for it this table is the worst okay, when you've cast your vote it's a really simple choice shouldn't say long I didn't mean it like that but give me 10 more seconds and phone's down please when you've done it, thank you nice okay, cool good, that was a lot of fun, did you enjoy that? thank you, yeah, it was really, it's always very good fun, you guys are a great sport, so thanks very much and it was an excellent presentation done commiserations in advance okay, so moving on couple of announcements then we're going to announce the finalists for after lunch and we're going to obviously announce the winner between Dan and I, so you know, we did the breathing exercise earlier it's that sense of relief that the presentations are over no one's more relieved than Valerie, trust me, yeah okay, like just utter bliss, that moment of I've done something, you know, I had all that stress I've done it and you're sort of now everyone's sort of, apart from the people, you don't know you're a finalist yet, so ignorance is bliss, but, so everyone's kind of in this really like Nirvana state, you know, they've got no stress have they, but I've got news for you, alright the reason you feel so good is because we've made, you know, we've made you do this presentation, this is our accountability spike, this is why you're part of this, alright, because you're a high performer and you love it, okay and as soon as you get one accountability spike, that's great guess what, there's another one around the corner and the next big accountability spike for this quarter is a written, published business plan, that's where everyone needs to get to the reason why we make you do so much work on clarity, you all know how many times you redid that presentation, right, to get that laser point focus and now you have it you can focus on the execution the exact same thing is true with your business plan, it's like you think you know what you're doing, but until you physically have to write it and then get it to the point where you're going to pay a publisher to print it, you're going to take it five levels further than you thought was even possible and that's why we've got this agent blueprint, this is why it's here, to serve you so you can formalise everything you've done over strategy and then winter into a published document that you can show your investors, your stakeholders, your team suppliers, anybody that you want to just talk about your business with you've now got this tangible document, even if it's just showing yourself that you are incredibly serious and you are taking this seriously, you are sending messages to your subconscious 20 quid to that person so you can just pay Bianca later, I'm not going to name you, it's all good, alright last year, so this is for those people that have forgotten, this is a day that we hold we do a build a write your business plan in a day we lock you in a room with me and we will get your business plan written in a day, that's the promise, last year it sold out, it will sell out again, this year we are going to make it an overnight experience for those people that want to come the night before they can have dinner together, like a community event, dinner together, networking, go for a walk and talk, maybe hit the gym, get up early again gym, spa, breakfast before we settle down at 9 o'clock and we will do a full day of mentoring support and getting stuff done in the room to make sure you can literally send it to the prince at the end of the day we are calling it the AGM experience this year, because if you want to do the full 24 hours you can, you can just do a day you are going to have an opportunity to reserve your place for this next month for now, if you are interested scan the QR code register your interest, we will send you a brochure ahead of time save the date, Thursday the 4th of April, it's the day before advance and that will be your day to guarantee your results, a bit like the strategy that you will get it done, so that's coming next month, so scan the QR code register your interest and we will send you a brochure in advance so you can get ahead of the game and don't miss out, because I know some people in this room did miss out last year Alright, any questions about the AGM?

No? Cool, so Bianca are you ready? Mr Hill would you care to join me on stage, this is where I'm going to eat my eat my humble pie

[Event Host] (1:49:13 - 1:49:17)

Let's give Bianca and Anne a massive round of applause please Applause

[Adam Goff] (1:49:19 - 1:49:24)

Applause That's about the only time we can get Bianca on stage Sorry

[Bianca] (1:49:26 - 1:49:50)

Okay, it gives me great pleasure to announce the winner of the 2024 Strategy Day presentation head to head and although I think you should both receive a penalty because you both ran over you give everyone so much stake so they have to stick to 10 minutes so next year or end of year please bear that in mind Understood

[Event Host] (1:49:50 - 1:49:51)

Okay

[Bianca] (1:49:52 - 1:50:00)

The winner this year is Adam Barnes

[Music Chorus Performer] (1:50:06 - 1:50:08)

Applause Applause

[Crowd voice] (1:50:12 - 1:50:14)

Thank you everyone, check's in the mail

[Adam Goff] (1:50:16 - 1:50:51)

So forget the donation don't worry about that, whoever's phone pinned I love you all, that was great Thank you very much, big year for me, very exciting like unbelievable how it's lit the fire inside of me and I just can't wait like Dan knows, I'm already like a dog with a bone, you know, I'm going for it, I'm enjoying it I'm loving it, such a different experience so watch this space Anyway That's that, that's a bit of fun, this is a whole other level, this is serious stuff So the finalists for the Strategy Day Oh Right, so we've got six finalists So we're going to start with a little drum roll please So table 1, finalists in table 1

[Event Host] (1:50:53 - 1:52:00)

Akash Congratulations mate, you've made it to the final, well done Applause Nice, nice Nicely done Nicely done, table 2 Where's table 2? Table 2 The person going to be joining us is Craig Shields, congratulations Craig Table 3 Drum roll please, table 3 It's going to be Bally Congratulations Applause And table 4 over here Who's it going to be? It's Mr Oversubscribed Chris Moss, you'll be off stage Congratulations sir Alright, two more to go over in the corner Table 5, table 5, drum roll please, table 5 It is going to be Mr Matt Dolman Congratulations sir Applause And table number 6, table number 6 Over this way Mr Anthony Carter Well done sir Applause

[Adam Goff] (1:52:03 - 1:53:55)

I just want to say that when you stand on stage and you see people's faces, most of the time people look pretty pissed off like a bulldog chewing a wasp all the time, it's your way of concentrating I know But seeing people's reaction when they're called up to be a finalist is like, some of these people absolute fear It's like, oh I thought it was over So look there's some, so congratulations everyone, you've done very very well Do not go straight to lunch Please give your presentation decks to Declan and he will set them up in order you'll go in table order Remember that these people that are presenting they're not professional speakers some of them are going to be very nervous so when you come back after lunch try and smile and make them feel at home you know just try and give them a warm welcome which I'm sure we'll do So well done, all 6 of you, that is awesome going to be a great afternoon Right, Buddy Up So you've all been told who your buddies are it's in the app you were told during registration if you're not sure you can speak to Bianca my suggestion is that you find your buddy after this and have lunch with them have a bit of fun, have a lunch get to know each other so that you can then arrange when you're going to meet up during the week or have a conversation, check in on a Monday 15-20 minute conversation on a Wednesday sign off on a Friday, how you doing on your top 10 how you doing on your monthly game changers brilliant accountability have lunch together, use it as an opportunity to have lunch together and in talking about having lunch just a reminder that Amit, Tony Rigby Chris, Chadwick Roberto, both Sarahs and John are having lunch with me and with Dan it's Billy Chris Dorman, Eduardo Finn and Shoney, have we had a good morning I've had a fantastic morning it's been such a pleasure, we're back in the room at quarter past 2 round of applause and we'll see you soon

[Event Host] (1:53:55 - 1:53:56)

enjoy your lunch

[Event music interludes] (1:54:13 - 1:56:02)

music music music music music music music music music

[Background Music Artist] (1:56:51 - 1:57:50)

music music music music music music music music music music This is how we dance, no mistaking We make our breaks if you don't like our 808s Leave us alone cause we don't need your policies We have no apologies for being Prime you with a Y And all my will be alright Don't mind us, yeah Prime you with a Y And all my will be just fine

[Music Chorus Performer] (1:57:53 - 1:57:56)

Prime you with a Y And all

[Performer] (1:58:14 - 1:58:52)

Prime you with a Y So don't get it mixed up It's been my story, it's never switched up And I never kissed up to f\*\*k the world Then I got my d\*\*k sued Tried to say I'm too wild Did my own thing to f\*\*k the cool crowd Late nights with the music too loud I made it this far and the monsters too proud So if you don't like me Cause I'm an arrow I thought I might be I was raised in the land of ivy The world look different as far as I see I'm doing me, don't mind me Only one time, I'ma tell you kindly Please f\*\*k off, I don't need you by me But if you search, you know where to find me

[Background Music Artist] (1:58:52 - 1:59:42)

I lose my balance on these eggshells You tell me to tread I'd rather be a wild one instead Don't wanna hang around the in crowd The cool kids aren't cool to me They're not cooler than we are So hey, we brought our drum And this is how we dance No mistaking, we make our breaks If you don't like our 808 Leave us alone cause we don't need your policies We have no apologies for being Find me where the wild Oh my baby Alright Don't mind us Find me where the wild Oh my baby Just find me

[Music Chorus Performer] (2:00:02 - 2:00:08)

Find me where the wild Oh my baby Alright

[Background Music Artist] (2:00:23 - 2:00:25)

Darling, darling

[Music Chorus Performer] (2:00:25 - 2:00:26)

Darling

[Background Music Artist] (2:00:34 - 2:03:33)

Take a seat Right over there Sat on the stairs Stay or leave The cabinets are bare And I'm unaware Of just how weak We got into this mess Got so aggressive I know we meant all good intentions So pull me closer Why don't you pull me close Why don't you come on over I can't just let you go Oh baby Why don't you just meet me in the middle I'm losing my mind just a little So why don't you just meet me in the middle In the middle Baby just meet me in the middle I'm losing my mind just a little So why don't you just meet me in the middle Oh take a step Back for a minute Into the kitchen floors are wet And taps are still running Dishes are broken How did we get into this mess Got so aggressive I know we meant all good intentions So pull me closer Why don't you pull me close Why don't you come on over I can't just let you go Oh baby Why don't you just meet me in the middle I'm losing my mind just a little So why don't you just meet me in the middle In the middle Looking at you I can't lie Just pouring out admission Regardless of my objection And it's not about my pride I need you on my skin Just come over pull me in Just Oh baby Why don't you just meet me in the middle I'm losing my mind just a little So why don't you just meet me in the middle In the middle Oh no no baby Why don't you just meet me in the middle Oh yeah I'm losing my mind just a little So why don't you just meet me in the middle In the middle Baby Why don't you just meet me in the middle baby I'm losing my mind just a little So why don't you just meet me in the middle Middle In the middle Middle

[Music Performer] (2:03:34 - 2:05:29)

I come back to the places where we found us We're somewhere in a place between love and lust And I could go anywhere, anywhere is home Yeah I could go anywhere and never feel alone I come back to the places where we found us Yeah When I'm not with you I'm not me Nothing ever feels good When I'm not with you I'm not in control of what I do It's not me When I'm not with you I'm not me Nothing ever feels good When I'm not with you I'm not in control of what I do It's not me When I'm not with you When I'm not with you It's not me When I'm not with you Oh I come back to the places where we found us In control of what I do

[Background Music Artist] (2:05:29 - 2:05:36)

It's not me When I'm not with you I'm not me Oh

[Music Chorus Performer] (2:05:36 - 2:05:56)

Nothing ever feels good When I'm not with you I'm not in control of what I do It's not me When I'm not with you When I'm not with you

[Background Music Artist] (2:06:00 - 2:06:35)

It's not me When I'm not with you When I'm not with you I'm not me Nothing ever feels good When I'm not in control of what I do It's not me When I'm not with you

[Spoken verse] (2:06:40 - 2:07:19)

When I'm not with you It's not me When I'm not with you It's you and your world And I'm caught in the middle I cut the edge of the knife And it hurts just a little And I know, and I know, and I know, and I know That I can't be your friend It's my head or my heart And I'm caught in the middle My hands are tied but not tied enough You're the high that I can't give up Oh lord

[Background Music Artist] (2:07:19 - 2:07:51)

I might hate myself tomorrow But I'm on my way tonight At the bottom of the bottle You're the poison in the wine And I know I can't change you And I, I won't change I might hate myself tomorrow But I'm on my way tonight Let's be lonely together A little, let's be lonely together Lonely together

[Spoken verse] (2:07:59 - 2:08:24)

Eyes wide shut and it feels like the first time Before the rush to my blood hurts too much And we flatline And I know, and I know, and I know, and I know Just how this ends Now I'm all messed up And it feels like the first time My hands are tied but not tied enough You're the high that I can't give up Oh lord

[Background Music Artist] (2:08:24 - 2:08:51)

I might hate myself tomorrow But I'm on my way tonight At the bottom of the bottle You're the poison in the wine And I know I can't change you And I, I won't change I might hate myself tomorrow But I'm on my way A little, let's be lonely together

[Spoken verse] (2:08:54 - 2:09:27)

Let's be lonely together My hands are tied but not tied enough You're the high that I can't give up Oh lord I might hate myself tomorrow But I'm on my way At the bottom of the bottle You're the poison in the wine And I know I can't change you And I, I won't change

[Background Music Artist] (2:09:27 - 2:09:47)

I might hate myself tomorrow But I'm on my way tonight Let's be lonely together A little, let's be lonely together Lonely together

[Background Audio] (2:12:26 - 2:13:42)

Lonely together To be young and in love in New York City Do not know who I am But somehow that all good as long as you're here with me To be drunk and in love in New York City And that into morning coffee Running through the hours talking I like me better when I'm with you I like me better when I'm with you From the first time I stayed for a long time Cause I like me better when I like me better when