**Session 2\_Transcription**

[Speaker 15] (0:37 - 1:37)

I hope you enjoyed the video and that you learned something new. Make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, make me feel good, make me feel nice, give me your lovin' all through the night, yeah, all through the night, yeah.

[Speaker 22] (2:23 - 3:23)

All through the night, yeah, all through the night, yeah, all through the night, yeah. All through the night, yeah, all through the night, yeah, all through the night, yeah.

[Speaker 10] (5:04 - 5:55)

All through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah.

[Speaker 9] (6:30 - 7:05)

All through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah, all through the night, yeah. 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, why don't you just meet me in the middle?

[Speaker 20] (7:20 - 7:37)

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.

[Speaker 9] (7:37 - 7:50)

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?

[Speaker 20] (7:52 - 8:15)

I'm losing my mind.

[Speaker 9] (8:15 - 9:13)

I need you on my skin, just come over, pull the hinges. 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, 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?

[Speaker 24] (9:15 - 9:53)

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.

[Speaker 28] (10:38 - 10:43)

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

[Speaker 4] (10:44 - 10:54)

Oh, boss, you know, we finally here, right? It's Friday, then it's Saturday, Sunday.

[Speaker 10] (10:55 - 11:06)

It's Friday, then it's Saturday, Sunday.

[Speaker 23] (11:10 - 12:43)

I thought the hands of time would change me. And I'll be over this by now. Yeah, it's been too long since we got crazy.

I'm lucky. I'm counting down to Friday. I'm gonna I'm gonna do too much.

No, I'm all in my bag. That's clutch. Every Friday, Saturday, Sunday, unless we can.

This is bad for me. So keep it. We want that.

We want.

[Speaker 10] (13:02 - 13:27)

It's Sunday. Every Friday, Sunday, Sunday. It's Friday.

It's Friday. ♪ It's Friday night, it's Saturday, Sunday, what?

[Speaker 3] (14:10 - 16:59)

♪ ♪ Ooh, yeah, I want it all ♪ ♪ I wanna be that guy, I wanna kiss your eyes ♪ ♪ I wanna drink that smile, I wanna feel like high ♪ ♪ Like my soul's on fire, I wanna stay up all day and all night ♪ ♪ Yeah, you got me singing like, ooh, I love it when you do it like that ♪ ♪ Bend your toes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ We'll say, ooh, I love it when you do it like that ♪ ♪ Bend your toes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ Into the car, on the backseat in the moonlit dark ♪ ♪ Wrap me up between your legs and arms, ooh, I can't get enough ♪ ♪ You know you could tear me apart, put me back together and take my heart ♪ ♪ I never thought that I could love this hard, ooh, I can't get enough ♪ ♪ Ooh, you got me feeling like, I wanna be that guy, I wanna kiss your eyes ♪ ♪ I wanna drink that to smile, I wanna feel like high, like my soul's on fire ♪ ♪ I wanna stay up all day and all night, yeah, you got me singing like ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, we'll say ooh! ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back ♪ ♪ Baby, you burn so hot, you make me shiver with the fire ♪ ♪ You got this thing you started, I don't want it to stop, you know you make me shiver, oh, oh ♪ ♪ Baby, you burn so hot, you make me shiver with the fire ♪ ♪ You got this thing you started, I don't want it to stop, you know you make me shiver, oh, oh ♪ ♪ And bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, we'll say ooh! ♪ ♪ I love it when you do it like that and bend your clothes up, give me the shivers ♪ ♪ Oh, baby, you wanna dance till the sunlight cracks ♪ ♪ When they say the party's over, then we'll bring it right back, yeah ♪

[Speaker 26] (17:07 - 17:21)

♪♪ ♪ Buy some paper, ladies, I'll forgive you, drip on the way, uh-huh ♪ ♪ Wrap those satin rings, off the cake on the way, uh-huh ♪ ♪ Take a flight, you wanna take a lift, on the Marley, my knees on the way, uh-huh ♪ ♪ I might take a shot, I might take a risk, it don't matter, baby, I'm straight, uh-huh ♪

[Speaker 19] (17:21 - 17:31)

♪ Feel like I'm in Prince's house, purple paint all on the walls, uh-huh ♪ ♪ Sitting down on this fancy couch and I can't see straight, I'ma stay, uh-huh ♪ ♪ 22, I'm in Paris, baby, got strippers in my face, uh-huh ♪

[Speaker 17] (17:31 - 18:13)

♪ Roll up in a Bentley, I'm a Christian, I'm a Finley, I'm a-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-ha-

[Speaker 19] (18:13 - 18:43)

♪

[Adam Goff] (19:22 - 19:25)

Ladies and gents, that's your two-minute warning, please. Two minutes.

[Speaker 5] (19:26 - 20:40)

♪ Okay, ladies and gents, we can make your way back into the room, please. ♪ Okay, ladies and gents, that's your one-minute warning.

[Adam Goff] (20:41 - 21:07)

One minute, please. Make your way back into the room. Take your seats.

We're going to rock and roll in just under 60 seconds, so finish up those conversations and take your seats, please. Ladies and gents, one minute. Ladies and gents, that's your 30-second warning.

If you want to take your seats, please take your seats.

[Speaker 5] (21:07 - 22:04)

♪ 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] (22:04 - 31:46)

Woo! Good stuff. Good break?

Good break? Fantastic. Good break?

Good stuff. You know what's coming? You know what's coming?

You know what's coming? Warning. Warning.

Yeah? Open mic is coming. Get yourselves ready.

Get yourselves psyched up. If you're nervous, hopefully you had a coffee in the break. I'm going to be inviting those people who want some extra accountability, a share, a success.

Talk to the community. This is your opportunity. On the mic in just a second.

Private dining. So those people that will be having lunch with myself and Chris this month have a green sticker. You have a green sticker on your name badges.

Those people that have a red sticker will be having lunch with Chris. I'm green. Chris is red.

I'm good. Chris is bad. Sorry, Chris.

They're the colours. I don't make them up. The tables, the back of the dining room, there'll be a little sign saying, reserved for Chris, reserved for Adam.

If we're not there, that's how you find us. If you're not sure, please ask Bianca. Please come with your biggest challenge for the month.

So really, you can ask whatever it is that you'd like. I think that people get a lot of value from me asking the searching question, what was your biggest challenge? You can discuss it.

We can share it. We can have a little roundtable, mini supper club style, get some value out of lunch and move on to the month with that problem solved or recognised and addressed, getting it out of your head. Really nice.

It's really nice. A bit of entrepreneur therapy at lunchtime. So before we go on to the next session, I'm really excited to announce that we've penned in our blueprint dates for this summer.

I say penned in. I mean, they are booked, signed, sealed, contracted, done. So we've got one at the beginning of June, one at the beginning of July and one at the beginning of August, which is always our busiest one.

It's absolutely mental craziness. So the price, £5,000 plus VAT, three days at the Belfry, nonstop training. We now have a team captain model.

Lots of you did that for us last year. Thank you. People are getting help for the event as in the week before.

They're getting help the morning before the training starts. After we're doing Q&A both nights. There's a lot of value that we pack into these three days.

And obviously we're running them through the whole business blueprint. This is where it all started for all of us. We all attended a blueprint.

I think it's our best training course. We update it every year. And we're really excited to be delivering this.

Myself, Rachel, Chris and Josh. So I guess the opportunity and the request and just to frame it is we know that we, the reason we've hired a marketing manager is because we're not actually, we don't do much marketing. We haven't had to do much marketing.

Couple of months a year, Dan dusts off his Instagram and starts doing posts and stories and he's relentless and he sells tickets and then he goes back into his cave and writes amazing products for us all to learn. So that works really well for him. But we always recruit our delegates, you guys, fantastic clients we love to work with through word of mouth, through reputation alone.

Who here came to Property Entrepreneur because either someone referred them or they heard of our reputation? Didn't come from a direct advert, didn't come from a direct mail. There was no cold selling, was there?

Genuinely, it's a word of mouth product which we're obviously very proud of. So you've obviously got benefit from it. You're here, you're learning, you're getting value.

Show of hands, who thinks they know someone in their network that might benefit from the Property Entrepreneur blueprint? Okay, keep your hand up if you would like the opportunity to also earn £1,000 for everyone you refer. Obviously everyone's hands suddenly went up.

Fantastic, because this is the opportunity. We want to create a genuine win, win, win scenario. So in our experience, the people that do promote Property Entrepreneur do really well.

We've offered referrals before, but for this year we're doubling it. So the opportunity is for you, if you want, to become a PE promoter. So if you become a PE promoter, you will receive all of the marketing and artwork that you need to share the opportunity with your friends and family and your network.

So you'll have a bit like get up and give back. You'll literally be given the images, the copy that you can just share with people. There's no hard sell, but you're going to share with them.

We're going to put you in an exclusive WhatsApp group with our marketing manager and myself so that you can ask us questions. You can get support. So you're not left on your own to do this.

We actually want to help support you and follow our blueprint so you can have this opportunity to earn thousands of pounds, if not tens of thousands of pounds. We'll give you all the support you need to maximize sales. We'll literally tell you what to do and when to do it.

All you've got to do is share the opportunity. You're not running it down anyone's throat, but you're giving them the opportunity. It's up to them where they take it, isn't it?

But they're definitely not going to take it if you don't share the opportunity. And then you'll earn £1,000 for every referral that you give us. We love this because we get great clients.

You're going to love this because you get a referral and you get to help your friends, your family, the people in your network. And they're going to love it because they get a £2,500 discount on the price. They can bring a guest for free.

And if they don't like it by the end of day one, they can give me the book back. We can say our goodbyes and we'll give them 100% money back guarantee. So there really is nothing to lose except for a day out.

There really is no hard sell, no pressure. It's changed your life and it has the opportunity to change theirs. We think this is a genuine win, win, win.

So the opportunity, and it's not for everyone, is to become a PE promoter. So if you'd like the opportunity to be part of this exclusive WhatsApp group, get the support and training you need to potentially earn tens of thousands of pounds because we've got three different blueprint events over this championship season, then all you've got to do is scan the QR code. It's in your workbooks.

It's page 18 in your workbooks. Is that right, Bianca? Page 18?

21. Thank you. Page 21.

So turn to page 21. Ask DEC to put some music on. Scan the QR code.

Get in the WhatsApp group. We'll set you up for next week. There's no obligation.

There's no minimum requirement. If this is something that might be of interest to you and you're interested to find out more, I suggest you get on the train and we'll regroup next week. Scan the QR code.

It should take you straight into the WhatsApp group. Okay, cool. When you're done, put your phones down.

Thanks, DEC. Yeah, just a final point on this. I just want to say thank you in advance because every year, the quality of delegate that we are receiving at the Blueprint gets better and better.

That's nothing against you guys. But it's like I am constantly amazed. It's a genuine pleasure.

It really is amazing. We have amazing clients, friends with most of you. Sorry, Kev.

But it's like we really have something special here. We really do. And it's not just lip service.

It's genuine. And so it is magical. And so thank you in advance for inviting and trusting myself, Josh, Rachel, and Chris with your friends and family's time for three days because that is not, you're recommending us at the end of the day and we won't let you down.

It might not be for them and that's absolutely fine, but we'll put on a show, we'll give them a good time, and they'll go away thinking those guys tried really hard for me. It might not be right for me right now, but we will do right by them. So thank you in advance because we love working with people like you.

So thank you very much. And on that same community note, which I absolutely love, this is my favorite part of the month without a doubt, is the open mic inspiration accountability. So if you have some accountability that you posted last month that you need to be held responsible for, you can come up and share how you did, win, lose, or draw.

That's absolutely fine. If you would like some accountability going forward, if you'd like a share, if you'd like some support, this is your opportunity to do the same. Tony is already up.

Let's give him a round of applause for being first. Everybody else, make your way to the left of the room, please. Forward orderly line.

That's what I like to see, Mr. Rigby. Well done. Thank you, Adam.

[Speaker 21] (31:47 - 32:29)

I just wanted to share a win with you guys for this month. We have, I'm pleased to announce that we've secured our second back-to-back lease deal, so a guaranteed rent opportunity with a landlord in Milton Keynes. Lovely four beds attached with double garage, negotiating on a third property right now.

Had an interesting conversation with a landlord on the way up here who's interested in talking further on leasing his portfolio in Milton Keynes of HMOs for the next three to five years. No tenants, no voids, no headaches. So if there's anyone in the room that's interested in having a conversation about that with their own properties, please feel free to give me a shout.

Cheers. Congratulations, Tony. Well done, mate.

[Adam Goff] (32:29 - 32:35)

Good job. That's taking off really quick, isn't it? Well done.

Ben.

[Speaker 25] (32:36 - 33:04)

Hi, guys. So last week we secured our second rent-to-rent serviced accommodation apartment in Covent Garden. So we're now going to try and take over Covent Garden.

So if anyone's got an apartment there that they don't want to manage, speak to us. It's generating so much cash, we only took it over on Thursday of last week. And already we've got a positive cash flow.

So I'm really pleased about that. In terms of accountability, next month I'll be here early, not two minutes late.

[Adam Goff] (33:04 - 33:06)

Good man. We'll take that.

[Speaker 25] (33:06 - 33:08)

Anyone else? Who's going to join me on that? Come on.

[Adam Goff] (33:08 - 33:15)

Well, half of you were late today, so I need to see some more hands. Yeah. Well done, Ben.

Let's give him a round of applause. Well done, Ben. Good effort.

[Speaker 8] (33:21 - 35:26)

A community one from me. I actually want to say thank you. I'm in the middle of winding up Symphotec, the event safety company that we run.

And inspired by Akash, who reached out a little while ago and started making calls to people, I decided that was a really good lead to take. And you know who you are, but there are a good number of people in this room who have really helped me over the last, I don't know, several months or weeks. And it's been amazing.

Actually stunning. You know, it's quite a tough thing to do, to be in a situation in a group of amazing entrepreneurs and to be winding a company up and basically starting the strategy again. But standing up and sort of saying, I wonder if anyone can help, was really kind of scary.

And you've made it really, really easy. And people have been incredible. So that's that's my thing is a big, big thank you to this community, because you have helped me no end and you know who you are.

There's all sorts of people who've made themselves available for cause or give me a bit of a lift when I needed it. So thank you. And one more ask.

I'm here, company's going, my income's going. If anybody has a need of somebody with a pretty broad, I'm very much a generalist, admin, governance, recruitment, marketing. I can do a whole bunch of stuff.

If anybody needs anything doing in the next couple of months while I'm trying to build something new, really appreciate it. You know where I am. I'll be here and I'll give you a hand.

[Adam Goff] (35:36 - 35:39)

Very brave, Clare. Well done. Very brave.

[Speaker 16] (35:40 - 36:31)

I'm going to stop on TikTok, I don't want to change it. I need your help, guys. So the programme, they're all about to hire their first personal assistant or exec assistant or virtual assistant.

So what I said to them was on Wednesday that I would speak to all of you. I'm going to put a post on Circle, but I know that we're not always great at answering things on Circle. Sorry, Adam.

I just wanted to let you know, if I put this post out, will you help me and just tell me if you've ever hired a virtual assistant, a personal assistant or an EA, can you tell me the company that you used and roughly what your experience is? You don't have to give me an essay, just say it was good. This was bad, but it was mixed.

Whatever you want to say, just give me an indication. I'm going to put a list together for them, because I think that whenever you start something like this, all you want to know is how do I get started and who do I speak to? So I just thought I'd give them a little, you know, bit of a helping hand, really.

Is that all right? Can you all do that for me if I put a post up?

[Adam Goff] (36:32 - 36:35)

Absolutely. Absolutely. Thanks, Rachel.

Well done.

[Speaker 11] (36:41 - 36:44)

Yeah, I'm not going to touch that. It's OK.

[Adam Goff] (36:44 - 36:45)

It's OK. Yes, it's projecting.

[Speaker 11] (36:46 - 38:11)

So I had a few things on the go, as I've been sharing along the way. My 50-50-50, I'm proud to say I posted every single day. And social media is a bit awkward for me, which I think I've shared before.

I really, really enjoyed it. In the end, it was a surprise of what it was, what gift that I gave was the best. And I'll share that.

And that was actually writing letters of thank you and gratitude to people. And to be honest, I don't even think I really needed to send them. I got the gift in just writing them.

I sat there, I thought about the person and what it contributed to my life and why they were still in my life. And then, of course, sending it. That was the second gift.

The other thing that I was working on was 50-before-50. And that's 50 pounds before 50. I am proud to say I made 47 before 50.

I will share that I was a little bit uncomfortable and I had an out. I didn't have to get up and say this. To come and say I didn't make the goal.

But I realized that it's actually not about the one day, it's about my life. And so 47 pounds is nothing to sneeze at. And I'm continuing.

So thank you everybody for supporting me.

[Adam Goff] (38:11 - 38:14)

Well done, Casey. Good job. Great job.

[Speaker 4] (38:19 - 39:01)

Afternoon, everybody. Another chance for me to share. I had a really inspiring old Buddhist story last week that actually connects a little bit to what Adam was talking about.

Challenging conversations, which is to do with just letting things go. Don't let things resonate. If you've got a grudge, just get over it.

Life is too short. Adam gave us this really scary exercise to do, which is where you've got 85 years in your life and each week you have to tick off the week. And you can see how many weeks left you've got to live.

What a lovely present, Adam. Beautiful. Thank you very much.

You're welcome. You are so welcome.

[Speaker 7] (39:01 - 39:04)

Reminds us every month about when we're going to die.

[Speaker 4] (39:04 - 40:37)

To do it. And I haven't done mine. Mine is still in my box.

But this story, I got told it and it really resonated. So it's called The Muddy Road. Tanzan and Akido were once travelling together down a muddy road.

A heavy rain was falling. Coming around the bend, they met this lovely, beautiful girl in a silk kimono. Unable to cross the intersection due to the rain, Tanzan said, come on, girl, come over here.

Lifting her up in his arms and travelling over the rain, he plonked her down on the other side of the mud. Akido, his friend, did not speak for the rest of the journey as they both walked home together. Until that night when they were lodging in a temple, he could not refrain himself from saying anything more.

We monks don't go near females, he told Tanzan. Especially those young and beautiful ones. It is so dangerous.

Why did you do that? Tanzan turned to Akido and said, I left the girl there. Why are you still carrying her in your mind?

So let these things go. Live in the moment. Don't worry about the past.

Don't worry about the future. Thank you.

[Speaker 7] (40:43 - 42:11)

Hey everybody. So I've got 39 things. So I've got my book with me.

No, I'm only joking. Only three. There's three main things.

Firstly, I would never have started walking without this group. So I've been walking every day since 23rd of October. And I feel great.

It's my priority. It's my prime time. Well, it's my prime time after prime time.

And I just want to say, if you guys haven't started, then get onto the walking, especially now that the weather is changing. It's a game changer. The second thing is KWT.

So if you guys don't know Rupin and his wife Tracy, they run a kitchens company called KWT Kitchens. And I use them since last year. We've been using them to do all of our kitchens at all of our HMO projects.

I thought they'd be quite expensive, but they're actually price competitive. They're slightly cheaper than LNPG Discount. And their quality kitchens are really on point.

But the best part is that if you've got fitters that are fitting them, because I don't think anyone in here is fitting kitchens, the fitters have everything, a full pack. And it's just hassle-free. It literally is.

Sometimes you get missing parts, missing things. It's completely taken care of. You won't hear about it because KWT are absolutely amazing at their kitchens.

So just get a quote from them. I'm not saying it to promote them. I'm generally really impressed with the service and the products.

[Adam Goff] (42:12 - 42:21)

The third thing... Yeah, he's not here, but that's fine. And he's the nicest bloke, so he deserves every success.

[Speaker 7] (42:22 - 42:51)

The third thing is we do HMO portfolio building. So if you know any clients that want to build a HMO portfolio, we concentrate in the Midlands in Leicestershire. And it's very simple.

It's very hassle-free. It's refined. We do the full conversion.

We then let and manage, and we even help the refinance process. Completely hassle-free. And there are referral fees.

So for every referral client that you bring, it's a £1,500 referral fee.

[Adam Goff] (42:52 - 42:56)

Nice. Well done, Umesh. Looking great as well.

Looking great.

[Speaker 12] (43:01 - 44:08)

Howdy, everyone. So my update is on the Black Box, which was a service that I created last year. And the Power of the Flywheel, which is a podcast I keep coming back to.

So I crafted that service here with the help of Adam, Dan. And the truth is the beginning part was so hard. There was often times that I doubted myself, my ability.

I went through the phases of the Flywheel, the first phase where everything is hard. You're in the darkness. You're just pushing.

You can't see any results. Started seeing some glimmers of hope to the point where now, I've got people reaching out to me. I've got things just coming.

I just can't believe that I'm in this stage. So yeah, the Flywheel analogy really, really holds well. I can't believe how well I'm doing at the moment.

Touch wood, not jinxing it. And the other part to that is just sticking to one thing. Being a dynamo, I've always been guilty of trying to do too many different things.

So this year, I've always just had that top of the mountain goal. Nothing else. And yeah, just thank you very much for everyone.

Well done, man.

[Speaker 14] (44:11 - 45:16)

Hi, everyone. I'm Suzanne and I've got two updates. Excuse me for you.

So one was I committed to do eight speaker events between Christmas and September. So I've done two of those so far and I've really, really enjoyed them and they've gone really well. And I've had some interest from people that want more lucrative layouts and have a review, which is great.

The other thing is our podcast. We committed to do one a week, so 52 for the year. We'd blocked out one session where we did 12 of those.

We've got our second one booked for the 15th. And they're out there. We've gone from 90 searches per month to 403.

And I would love to get that up to about 1000. So I would really like some help with you sharing our trades to develop a podcast, which you can search on Spotify or Apple just so that we can get those views up ready for the campaign starting spring, summer. Thank you.

[Speaker 18] (45:23 - 46:06)

Afternoon. Following on from Dan's latest six round podcast, we and there's a question there about giving up alcohol. I gave up alcohol over five years ago.

And if anyone's thinking of it or just started on that journey, I'd recommend carrying on. I got when I got to about 18 months, that's when I got some real clarity and just start feeling really good in myself and like everything just seems so clear where I wanted to go. So if anyone wants to discuss it further or anything or just chat about it, I'm more than happy to have that conversation with my experience.

Accountability. One big thing this month is to onboard an EA. We were discussing it last night in the mastermind.

So this time or next workshop, I just, yeah, I'm hoping I'll have a, well, I will have an EA on board.

[Adam Goff] (46:06 - 46:13)

Good for you. Well done Anthony. Thanks man.

Great offer. Mr Barrett.

[Speaker 13] (46:15 - 47:05)

Hi everybody, it's Mark. We've been running the Deals, Deals, Deals podcast now. It's been 28 episodes.

First of all, I'd like to thank everybody that's been a part of that. So if you've been a part, can you just raise your hands? So thanks guys.

It's been really inspirational for you to share your stories. So thank you for that. We've got another five before the end of this round the track.

We've got two that were already booked in. So if you have got a deal that you'd like to share with the community, I think with Dan's reach is about 100,000 on his social media. So if you have got a deal that you'd like to share, please contact me and we can discuss that further.

Thank you.

[Adam Goff] (47:05 - 48:47)

Well done. Thank you Mark and thank you everybody. I shouldn't be involved.

I should not be involved in operations. And we'll make sure this gets lowered for next month. So yeah, we'll make sure this gets lowered next month.

Apologies for those people that were struggling with the hype. Awesome. How was that?

Amazing. What an amazing community you're part of. Like genuinely inspiring, heartwarming.

Thank you. It's absolutely fantastic. I'm actually kind of lost for words a little bit.

Save the date. I mentioned this last month. 2025's dates are in the workbook.

They're also on the website. For everyone that didn't get the memo, Advanced is moving to a Thursday for reasons I've already explained. And so that needs to go in your diary Thursdays from next, from this October.

So all the dates are there. The first date you need to get in your diary, just take a picture of that and send it to your assistant. Anthony, unfortunately you're going to have to do it yourself.

But next month you'll be able to send it to your assistant. Take a photo of the dates, send it to your assistant, get them in the diary now and then book your holidays around those dates. We've done our best to avoid school holidays, things like that.

It's been through a few of the parent filters. We've tried to do our absolute best. So thank you in advance and looking forward to working with you next year.

So last but not least, before we go on to Dan's session, obviously we did another prime time account group. I want to say congratulations to Shiv Harrier who's our community coach and I'd like to welcome him to the stage. Let's give Shiv a big round of applause please.

[Speaker 6] (48:48 - 49:43)

Hello, hello, hello. OK, perfect. So this week we had our prime time, this month we had our prime time accountability.

For those of you, can you just show of hands who was in the group, prime time accountability group? Perfect. For those who don't know, the prime time accountability group is for us to give you the accountability to actually get on and do some of this stuff that we're running on Property to Entrepreneur.

And this month we had the prime time accountability for game changes. So we had the game changes for quarter one, this was January, February, March, and making sure that we can get all of those things done. And we also had game changes for March itself to make sure we get things done for March.

Show of hands who enjoyed the prime time group? Yes. And who got value from the prime time group?

In fact, what I want to do is, can I get a bit of vocal because I want to go vocal now. Who enjoyed the prime time accountability group? Yes.

OK, who got value?

[Speaker 10] (49:44 - 49:44)

Yes.

[Speaker 6] (49:44 - 50:16)

OK, perfect. So what I wanted to do, because I've only got two seconds, can I have one volunteer who was in the prime time accountability group and actually got value from doing it from start to finish? And also someone who managed, this has to be someone who managed to get 80% or more of the game changes done.

Anybody? One person. Come on then Matt, let's have a look.

So Matt, can you just tell us, we've got a mic there. Can you just tell us what actual value did you get from being in the group rather than just doing it yourself?

[Speaker 4] (50:19 - 50:26)

Well, the 595 million messages that were going around on the group, that kept me on my toes.

[Speaker 10] (50:26 - 50:26)

Yeah.

[Speaker 4] (50:26 - 50:49)

Because if it's just me battling away each month to get them across, I get so distracted by other things that having someone actually there with the messages actually really inspired me because I was up against a couple of people. Where's Craig? And other people to beat them.

And that for me as a Blaze was really good to keep pushing me each day.

[Speaker 6] (50:50 - 51:35)

Fantastic. That's exactly what it's about. It's about we're doing this together, all of us together, trying to achieve the same goals.

And one of the things that we had on this Prime Time Accountability, if you remember, I said week one, we've got to write down what are the things that we need to do. Week two, we're then going to start scheduling those things into the diary. This is all the same blueprint that we've had before.

So we can actually get those things done. And then we're going to start executing, executing, executing. And every week, at the end of the week, we had a poll to say how many have we got done.

And right now, there's a poll in the group. For those of you who have been in the Game Changers group, there's a poll in the group. This is the final poll.

Can you check off what percentage of your Game Changers you hit? And hopefully, most of you are at least 80% or above. OK?

Perfect. That's what I wanted to say. But for anyone that wants to be involved, we're doing these groups often.

And I'm sure Adam will tell you more about them as we do them.

[Adam Goff] (51:35 - 52:44)

I will. Thank you, Shivan. Well done, Matt.

Thank you very much. Thank you. Very good.

Fantastic. So awesome, awesome start to the second session. Now it's going to get even better, OK, because we are going to be moving on to marketing.

So funnel and flow. Most entrepreneurs have absolutely no plan when it comes to their funnels. They just think, I'm going to drive people to my website and just hope they convert.

OK? That's absolutely not where we want to be. We want the reassurance as entrepreneurs that all the energy and effort we're putting into leads is actually going to convert.

There's a flow diagram. We know how we're going to not lose people. People aren't going to drop off.

We're going to increase our conversion rate because of that. Success and failure are very predictable. And if you don't plan this, you're absolutely going to guarantee a low conversion rate and low success with marketing.

However, if you use the blueprint and you follow these instructions, you'll have a high conversion rate, which will equal more revenue, which will equal more profit on the bottom line. And that's what this session is all about. So let's give a massive Property Entrepreneur Advance welcome to Mr. Daniel Hill. Hello.

[Daniel Hill] (52:53 - 1:06:26)

Good day, Property Entrepreneurs. So, turn of the seasons. Welcome into spring.

Winter is hopefully nearly done and dusted. A few planes to land and you'll be done. Don't know how you guys got on, but we had, without a doubt, one of our biggest winters on record.

And we're now going to capitalise on all of that work. So, as we go into spring and summer, who is looking to either make more sales, do more deals or make more money this season? Excellent.

And put your hand up if you have already started designing your marketing campaign for this year. Wow, very impressive. So, what we're going to do is take that to the next level today and show you that the blueprint that we're using this year to generate over a million pounds in sales in less than 12 weeks.

And in your workbooks, there's the four steps I'm going to take you through. And this is the exact exercise that I did with Adam and with Sophie, our new marketing manager. And in the room today, we're going to take you through it to build it out.

So, by the end of it, you'll have a detailed headline plan as to what your campaign is going to look like this year. So, there's three things that we need. The first is an objective and a tangible target for your campaign.

More sales, more deals, more money is too broad. We need to decide a clear target. What are we actually trying to achieve this summer?

It's probably already in your Strategy Day presentations. The next is success when it comes to marketing and sales is all about strategy. There's hard work, there's heavy lifting, but the best strategy will win nine times out of ten.

And then once you define that strategy, which is what we're going to do today, you then go away and schedule it. And this is what you're going to do this month after this workshop, is schedule out how this is going to look in practice. So, we start with number one, objective and tangible target.

In your workbooks, I need you to have a think and write down over this spring and summer championship season, what is your objective and tangible target? So, ours, in the meeting that we had, was to sell a minimum of 165 places plus 40 on virtual for the Property Entrepreneur Blueprint event, 45 on the first, 60 on the second, 60 on the third. So, that's the objective and that's the tangible targets.

So, I'm going to stick some music on for a moment and I want you to have a couple of minutes to define during this championship season, whether it's deals, whether it's revenue or whether it's sales, what are you actually trying to achieve with this year's campaign? So, put some music on please, Dec. Okay, it's got one minute left to get that dialed in.

Okay. So, that's the aim of the game, the objective and the tangible target. Less is more, really clear, explicitly black and white what success looks like.

Then what we need to do is build out the strategy and this is what today's workshop is going to be. This is all about funnels and it's about flow. How do we actually achieve that target?

And for those of you that have already started, fantastic. This will be the structure that you use to pull that together. For those of you that haven't, it doesn't matter.

I'm going to take you through it start to finish. And then after today, you're going to need to schedule it. So, today we'll have the strategy.

This is how you're going to make 10 grand, 100 grand, a million pounds worth of sales, deals, money, whatever it's going to be. And then after today, you'll go away and you'll actually schedule it. So, I'm going to take you through this blueprint and what this involves is four things.

There's four steps to this blueprint. There's four sections in your workbook. I'm going to take you through them and explain them and then we're going to go through them together one at a time.

So, the first section in your workbook is called channels. The second section in your workbook is called tools. The third section in your workbook is called traffic.

And then the fourth section in your workbook is called clothes. And I'm going to explain to you what each of these mean and how they work start to finish. And this will be your marketing strategy.

But then I'm going to take you through each one in detail to explain it. So, this is what it's going to look like when you put it all together. You've got your channels and this is basically where you're going to bring leads in.

So, the channels, your marketing channels, is the flow of leads that come into the business. And there'll be two channels that we're going to go through. You don't need to take any notes just yet.

There's organic, which is people that you already know, people that probably already know, like and trust you. And then there's going to be paid, which is probably going to, in most cases, be either retarget marketing or it's going to be cold traffic. So, organic is free.

In most cases, paid is sponsored ads, SEO, etc. That's going to define this year where these leads are going to come from and what channels we're going to work. And the way that we're going to work those channels is, of course, we could just start saying, yeah, come to our three day blueprint event or buy our HMO deals from Umesh or buy whatever product you guys have got to sell.

But we need to be strategic with this and we need to use tools within those channels to generate leads. And what we're going to look at is the different type of tools that you can use in your funnel so that of those hundred people or thousand or ten thousand people you've got access to, what tools you're actually going to do to generate leads, to progress leads, and then ultimately to actually make sales. These are the tools that go into the funnel.

And we'll also look at what part of the funnel they go into. After that, and you've used a tool, as we all know. So, for example, those of you that stood up on the mic today and pitched to say, could you please help me with this deal?

Could you please support me by promoting this podcast? Saying it is one thing. And there would have been lots of people in the audience.

Can you help me? Do you want to earn fifteen hundred pounds? Introduce me to investors who want HMOs?

Saying it is one thing. And there'll be lots of people in the audience that think, great, I would absolutely help you or introduce you or something like that. But people have to hear things eight times before they hear it for the first time.

And doing it is just the announcement. The value and the funnel is actually in the follow up. After today, how it's posted in the circle group.

Hi guys, many of you have inquired about my HMO service. It is fifteen hundred pounds. Here's a link.

Send people here. Hi guys, here's a link to the podcast that I recommended to you. As I said, I would really appreciate if you could just click on here.

Leave me a review. Be really helpful. You're not going to get anything just from announcing it.

You want to have that follow up. And this is what we call the traffic. How are you going to navigate that traffic when these people have expressed interest?

They've registered to a database. They've used one of your lead generation tools. How do you then take them on that four, seven, eleven journey or take them on those hearing it eight times before they hear it the first time?

Somebody says they're interested. Where do you take them? Somebody says they're not or somebody doesn't reply at all.

Where do you then take them? And this is the traffic. This is the flow of the leads that come through the funnel.

And then finally, it's 2024. Everybody's busy. The reality is you have to give people, especially in the UK, a reason to buy.

What are you going to use to actually close them? How are you going to how are you going to actually create that either urgency or scarcity or incentive or value stack or no brainer? What are you going to do strategically this year to actually get somebody to close?

You can be the best salesperson in the world, make loads of friends, find loads of people that are interested. But unless you actually do something to get across the line, you won't close it. So this is going to be how you build your funnel.

This is the flow of traffic that goes through it. And we're going to build it together in this session. So we're going to start off with channels.

So what you do is have a think about this year. What organic channels are you going to use to generate leads? So this could be your email database.

You could say, you know what? I'm starting to get a really good following on LinkedIn, Facebook, Instagram, TikTok, whatever is your platform of choice. Probably focus on one and then repurpose to the to the rest.

What organic channels are you going to use? These are normally the proper entrepreneur community. Standing up on the mic is organic.

The people are there going to a pin meeting or a networking event and getting on the mic and publishing yourself. Sending emails out to an existing database that you've harvested from your Gmail or your Outlook or one that you've been building up on MailChimp. They're organic platforms.

And then the second is paid. So there's two real forms of this. One is paid platforms, so sponsored ads, SEO, pay per click and any online paid channels.

And then the second would be either incentives, referrals or introductions. So although we've put it under paid advertising, who could you incentivise to promote you? So, for example, we're looking at at the moment at doing a marketing campaign with Rightmove because there'll be lots of people registered as investors on Rightmove.

We can market to their email database. And if we say we'll pay you £1,000 for every sale and we agree a minimum fee of £5,000 per mail distribution, that's a paid channel. We're now using that channel.

Umesh stood up and said, same as Adam did, we will pay you £1,000 just to invite a friend or a family. Umesh will pay you £1,500 to introduce to investors. How can you, can we get a mic for Mark at the front please?

How can you incentivise other people to refer business? How can you pay to get access to other people's markets? I started in the property industry in 2011 and by 2012 YPN Magazine were writing articles saying that property entrepreneur Daniel Hill, one of the best young entrepreneurs in the country.

The only way I did that was by paying PIN, best part £100,000 and by paying YPN tens of thousands of pounds to support us. I didn't spend 10 years building my own database. I flew in immediately and paid to use theirs that were 10 years, 10 years old.

[Speaker 13] (1:06:26 - 1:06:48)

Dan, a thought just came to me then when you were saying about your Rightmove ad contacting auction companies. So there's a guy came to the last property breakfast that we had. He was one of the directors of quite a large auction company and I would think the database of investors they have.

Absolutely. Would be huge. So I think that could be a good.

[Daniel Hill] (1:06:48 - 1:41:57)

So that's a fantastic example of where we could use it. What you're looking for is 100% complimentary and 0% conflict. If I go to Rob Moore or, I mean Simon's one of my partners but if I was to go to someone like Rob Moore and say would you promote us to your database?

It would have to be a crazy, crazy lucrative win-win deal because it's an argument, it's a conflict. Whereas if I go to somebody like the auction house or Rightmove they're selling properties. We're selling training.

They're completely complimentary. So we're going to put some music on and I want you to think first about what type of organic channels are you going to use this year? So we're going to stick some music on if we could, please deck.

Make a list of the organic channels you've got. Nice. So that's for organic and then second is paid.

Who can you pay? Who could you partner with? What sponsored ads are you going to use?

Pay per click? Paying for other people's databases? Joint ventures?

John just had a really good example. He said what would BNI be? Would that be paid or organic?

Who thinks going to BNI networking would be paid? Few people. Who thinks it would be organic?

Yeah, it's a tough one. It's sort of in the middle. I would say it's probably organic because the leads would come from hard work, whereas when it's paid, you're more just sort of time or money.

And what John's going to do or is considering BNI because it'd be great to get one to one, you know, people who've got houses, people who work on houses. I said that'd be a great one to one strategy. Also, when we're talking about paid, how could you get a one to many strategy?

And I said, if you could get an introduction to somebody like Nottingham City Homes, which I know and they were to give him, say, John, we can give you the whole of the NG7 postcode. We charge our landlords £20 an hour. You charge us £17.50 an hour. They're getting great service. They're getting £2.50 an hour every time hours on the tools. John's getting a whole portfolio of work rather than just a single property.

Start to think about where you can get that sort of magnification with paid. So paid and organic is the channel. So stick some music on.

Have a think about what channels you're going to use this year. Really good questions coming in. So paid and organic.

Hopefully that gives you an insight into what we're going to use and where we're going to use it. And these are going to be your channels. And it really is sort of less is more.

You want to be you don't want to have a marketing campaign with 500 different channels. But it's OK to have one marketing strategy that you use across lots of channels. So rather than have Facebook, Instagram, social media, LinkedIn, email marketing, flyering, blah, blah, blah, blah.

You could say, right, we're going to have one webinar. We're going to do a masterclass once a month, but we're going to send it out to 20 different people's databases and we're going to pay them referrals, joint ventures and performance related pay, partnership model. You can have one and then magnify it.

Less is more. It's really important to keep it clear. And once we've got these channels, so you've decided, you know, what is your two, three, four, maybe five key channels you're going to focus on this year.

What tools are you going to use? If those channels give you access to a thousand or ten thousand or a hundred thousand people, what tools are you going to use to actually generate leads? Because telling everybody what you're up to, like standing on the mic is great.

It's the first step. We've got to actually now generate leads and make things happen. Get this traction.

This is where we start to talk about tools. And there's lots of different tools that you can use. There's lead generation tools.

There's sales tools. There's one to many marketing tools. And there's one to one high volume, high value engagement tools.

I'm going to take you through the four that we're using and then I'm going to show you where they fit in the funnel. And then what we're going to do is going to stick some music on and you can think if you're going to use these channels, what tools are you going to use in the funnel? So the first one we're using this year is ScoreApp.

Who's using a scorecard at the minute? It's just an absolute no brainer. There's so many reasons why it works.

We're using ScoreApp and this is for both cold and warm traffic. So paid and organic channels. And it's basically in less than five minutes rate how good your business is.

It's a scorecard. You take the scorecard. What does a scorecard do?

No surprise. It rates you on systems on strategy systems, finance, recruitment, sales and marketing. Shows people how good their business is.

Shows how bad it is in some areas and then it enters them into the funnel. So ScoreApp cold and warm lead generation by offering people a free quiz and a free scorecard. The second is we are entering a time now where people consuming medium and long form content, specifically webinars isn't necessarily as hot as it was.

I would say it peaked in the pandemic. It crashed after the pandemic. It still works.

It's still effective, but it doesn't have the same return that we used to have. However, has anyone used StealthWebinar before? A few people in the room?

Three people in the room? So StealthWebinar is very clever and you won't believe me until you've watched the demo. But what StealthWebinar does is it's a hybrid between a record, what's called a VSL, video sales letter and a live webinar.

What it does is you record it as if it were a live webinar and you could even record a live webinar and repurpose it. You'd have to be very careful with the things you say. If you say good morning, good afternoon, that's not going to work or it's Thursday today, it's Friday tomorrow.

Those things won't work on recorders. You've got to be savvy, but it's well worth recording a 20 to 60 minute recorded webinar and then you use StealthWebinar. And I recommend putting it on your action list if you're considering this, watching the demo.

So you go on the website, register to watch a demo and they'll log you in to watch a demo. And what it is, is it's a recorded webinar that looks like a live webinar. And all of you are sitting there thinking, sounds like a load of rubbish.

I'm never going to fall for that. I was completely sceptical. It was built by this chap here who's a PhD psychologist.

So it's built around psychology and human nature. I was like, I'll give it a go. But whoever recommended it to me is obviously not as intelligent as I am.

So I logged in. I was like, all right, let's see what they've got. And they were like, hi, everyone.

Welcome to the thing. Welcome, Dan. Good to have you.

And I was like, well, this is obvious. It's just a bit of tech. And then it was like, oh, somebody else got sound issues.

I'm having a sound issue. Oh, sorry. We're just dealing with the sound issues, a connection issue.

Oh, hi, it's Kelly from Bedford. And all this. I was thinking, this is pretty convincing, actually.

And then they loaded up the slides and I pulled them on the screen and I was like, oh, this isn't actually the recorded one. It's just lucky that I've just actually found a live one that they're doing. Completely sold.

Completely sold. And it is amazing. It genuinely makes you feel like it's live.

And even the way they register, you say, do you want to register for our free webinar? There's these three times available today. And then what it does is it shows you one is if it's 2.45 on your computer, they'll say, oh, there's one starting at 2.50. Do you want to jump in and watch one now? And obviously you click it and they're like, right, it'll start in 60 minutes. Hi, guys. Welcome to all the early birds who are here five minutes early.

It's just very, very clever. And what this does is it means that 24 hours a day, seven days a week, you can have something that's available that gives that interaction, that live, that value add, but makes sales live. It can be very, very effective.

So we're doing this, which is basically what we say is buy now. Very few people would buy a £5,000 product now, but taking them through a sales process, we'll do one or two things. Either make the sale on a live webinar that's not actually live, or second is get people through that sales conversations.

They've heard it. They understand it. They're then in the funnel and you can see they've watched it.

And then when you go to take them to another part of the funnel, another part of the journey, you know where they are. So, you know, you've got the same value as you would if they're in a webinar and then you have a follow up sequence. The next is you can't be, some people still want, especially for a £5,000 product, they still want a live webinar.

So if you're looking for investors, you're looking for, you're selling portfolio deals, you're trying to get new clients with high ticket items on board. If you want a one to many strategy, the one we're using this year is online masterclasses. So we're basically doing an online masterclass every two weeks and we're driving all of our traffic to those masterclasses.

So people who sign up for the school card, right move database. We've got agency databases that we've bought in previous years. We're driving all of them to that masterclass.

And for us, it's online because we're selling all around the world now. For those of you that are doing it locally, you might choose to do a fortnightly portfolio builder tour or an open day, something where you get to do that sort of one to many meet and greet people, no like and trust. This is the blueprint that we're using.

So ours is called Don't Talk to Tenants. It's the three levels, four seasons and five problems to get you from working into your business to working on your business. We haven't actually refined it for this year, but it basically is the three day blueprint in 60 minutes or 45 minutes.

Good point, really good point. It's probably not usually. It's part of the fact you can have a bit of open dialogue.

It's probably, I'll see, well you'll see, it'd probably be very similar. Yeah, exactly. Yeah, there you go.

It's the first recording of that. Keep me on my toes. Yeah, keep refining, keep making me do some work.

And what we're doing is we're doing two open market ones, which are, so we do like say week one and week three would be open market driving all of the channels to those. And then what we're actually doing is two partner webinars. So week one and week week one would be a masterclass.

Week two would be a partnership where perhaps we did one with Property Filter last year, did really well for them, did really well for us. Week three, we would then do our own masterclass and then week four we might do one with say Rightmove. So every week we're sort of sowing that seed.

And then finally is one to many. What you'll find is some people just won't close unless they've got that one to one connection. And for the last three years we've used WhatsApp groups, find them very effective.

To be fair, the year before last they saved our bacon. They were the only thing that really worked. Last year they definitely were a lot more challenging.

So this year we're going to do some form of 28 day challenge in a WhatsApp group. So if somebody has done the recorded webinar and they've done a one to one masterclass and they're still not closing, then we'll drive them in as warm, qualified leads into a 28 day challenge. And what we'll do in there is give them some blueprints.

You know, here is how to, here is a business model. Build your business model in seven days. Week one is build your business model.

Week two is X, Y, Z. Take them through, really show them. And then behind the scene, in the group we'll be developing the relationship, no like and trust, covering the ground.

But then at a suitable time in the group and behind the scenes, you'll then go for the one to one, one to one close. So these are the tools that we're using. They all have complete, none of them are duplicated.

They all have completely different reasons why we're using them. And you want to think about what tools you're going to use. And it's really important to acknowledge how the funnel works.

So you've got tofu, mofu and bofu. You've got top of funnel, middle of the funnel and the bottom of the funnel. Top of the funnel is basically lead generation.

This is how are you bringing people in? Have they landed on your website and they've watched the stealth webinar? Have they seen a paid ad and done a scorecard?

Top of the funnel is all about just getting these leads in, pulling people out of the audience and identify them as leads. The middle of the funnel is they already sort of know you, they like you, they trust you. How do you get them into that sort of group setting or that one to many where it's highly leveraged of your time, but you're making sales.

So webinars, open days, portfolio tours, speaking events. How can you get a room full of those people and progress them down the funnel? And then finally is going to be the heavy lifting.

What tools do you use to close sales at the bottom of the funnel? We're using WhatsApp groups. We might even do the odd sales call.

You might do free consultancy calls. You might do one to one mentorship calls. You might do a free 30 minute Zoom call.

You might do a free 90 day trial. What's that one to one thing at the bottom of the funnel where you're actually making the sale? And the reality is people need to work their way through the funnel.

So we're going to put some music on and if you're going to go out and do these things, use these channels. What tools are you actually going to use to generate leads, to identify prospects, to progress people, to get that no like and trust, that 4711 time of consuming content, building their credibility, actually being ready to buy from you. And then how are you going to close them at the bottom?

So put some music on, have a think about what tools you're going to use. Yes. I'm more than happy for people.

There's lots of good questions going around. I'm more than happy for everyone to compare notes with their partner. The problem is if we all start talking louder and louder to talk over the person that's next to us.

I remember Kevin Edge is just one of the gents, said to me in the boardroom once, he goes, do you know why it's so noisy in here? I said, why? He goes, because nobody's listening.

If you all like working with your partner, let's just try and keep it quiet, let everybody else work. Otherwise it would just become a crescendo of noise and nobody will be able to actually hear what the other person is saying. So by all means work with your partner but keep it down.

So getting some really, really good questions and actually seeing some really great funnel ideas coming through. For those of you that were struggling with where in the funnel these things go, two points of clarification. One is the top of the funnel is your audience.

So what we're looking at the top is if you've got an audience, so email lists, social media, whatever it is, that is the audience. The audience isn't really part of the funnel. The aim of the game is that the pond is your audience, however big that is.

The funnel is what we use to draw people out of that into a sale. So when we talk about tools, the top of the funnel is, I forget who asked me, but the top of the funnel is what if you've got a thousand followers, I think it was Rachel, if you've got a thousand followers on Instagram is that top of the funnel? Well the tool that you put at the top is.

So the tool might be of a thousand followers, where are the ten people who want to invest money in property? So then you would start something, use a tool, a scorecard, a webinar, something to identify in that audience who they are. And the second is how does it go from one to the other?

Well, this is the next step. If this is the funnel, then we look at what is the flow? How do you flow people through?

And when we said at the beginning, it's all about strategy, this is the strategy. Those of you that stood up today on the mic might get one or two really keen beans who are desperate to help you, you know, probably your best mate, even they might let you down. That's the first bit.

What journey do you then take people on to actually give you a referral for HMO Portfolio Building, to actually promote your podcast? This is the strategy. The first bit is getting on the mic.

The second bit is posting, or the second bit is whatever it is. The first bit is standing on the mic. The second bit is tonight when you get home, posting on the app.

Hi guys, really great to see you today. Here's the link to sign up investors. Here's the link to our podcast to promote it.

If you could do that, I'd really appreciate it. Excellent. We're here.

And then you've got yes and no. If people did do it, great. Please comment below once you've done it, because I want to say thank you.

Those people, yes, great. Thank you. The people who haven't said yes, I've promoted your podcast, or you know, you check their social media and they haven't done it.

What do you do if it's a no? Well, there was three or four people that you spoke to at lunch that said you would do it. We then send them a personal message.

Say hi, Craig. It was really great to see you at Property Entrepreneur on Friday. I know you said you'd promote my podcast.

If you could still do it, could you still do that? I'd really appreciate it. Question mark.

Here's the link. You then take them there. If they've then posted it, said yeah, just done it.

Here's a screenshot. Thank you very much. Really appreciate the support.

If you ever need me to return a favour, great. If you send it and it lands on deaf ears and they still haven't done it, what do they get on Monday? Craig, of all your friends, are you going to promote our podcast?

I'm only doing what I was told in the workshop. Don't make me look silly. And it's that strategy.

The beginning bit of asking, telling people what you're going to do is the first step. What is the second, third and fourth step after that? And this is what we call the traffic.

This is the flow. How do you navigate all of these people that have expressed interest? The funnel is the tools that we've talked about.

The flow is the strategy. And this is quite even still quite a complicated one. To go from what we talked about earlier for one flow is very straightforward.

So what you do is think about, we'll get a mic for Tej and I'll take maybe a couple of questions at this point. When we think about the flow is going out there and putting a scorecard and getting, I don't know how many we get, but we get leads most days. Doing that is great and you've put the hard work in and you're getting leads.

But then where do you actually take them? Well, then they go into a nurture sequence and they get a five email nurture sequence which says, here's the five problems you might experience in property. The first is a lack of clarity.

Do you experience these three things? Here's a video. Here's a podcast.

Go and listen to this. Here's somebody who's already achieved what you achieved, etc. If you'd like to know more, click here to join our masterclass.

Second one, if they did sign up to the masterclass, great. Put them into the masterclass. If they didn't, they get the second.

Right, here's the second problem you need to overcome, etc. This is the flow that takes them through the funnel to arrive here. We're going to put some music on a minute and think about how people might flow through your funnel.

Tej? Bianca's answered the question for you. Fantastic.

She knows it better than I do. Akash, we got Mike?

[Speaker 12] (1:42:02 - 1:42:12)

Just for that, I was thinking about that. Have you got one of those for your marketing campaign? This?

Yeah.

[Daniel Hill] (1:42:12 - 1:49:57)

Okay, you're going to show us after we've done ours. So what we're going to do is when we talk about strategy and scheduling, in the order of doing it, you create a strategy, which might take a little while. Then you schedule your strategy, which you'll do this month.

Then we build the campaign. And next month, we're going to take you through the team and the tools that we use to build campaign. And we're using some pretty light, with our new marketing managers coming in, some brand new tech that we've never used.

I just shared it with a couple of guys in the front desk. Max was over with Alex Hormozia at acquisition.com, talking about their tech and the tech that we're using is the same one that a lot of people there were talking about. So I'm going to share that with you next month, once we've actually built ours out.

At the minute, we've just got the strategy and the schedule, which is your guys' homework for this month. What's the tech? Clavio?

Have you heard of Clavio? So it's basically a funnel software that tracks all of this stuff. So we're going to stick some music on.

And for the last exercise is think about where your traffic is going to go. You're going to have the funnel. You're going to use these tools.

And then how are you going to actually take people through that once they've registered where they're actually going to go. So put some music on. So they're the three steps that you're going to go through for your homework is what are your channels?

What are the tools? And then as they go through the funnel, how are you going to navigate the traffic? And where this will arrive at, which is another piece of homework for this month, is your clothes.

And you're going to need to use some urgency or scarcity or a countdown or a reason for people to buy to actually get the sale. And this will depend on what you're selling and how you're doing it as to what you'll use. But you have to literally be able to cock the gun and say, look, you've got a buy now.

Here's a reason to do it. Here's a no brainer. Here's 100 percent money back guarantee.

Make it a genuine win win by value stack, a price drop or some sort of flash sale, last few remaining, a window of opportunity, a deadline date. Have a think about that, because what you want to do to actually get the clothes or this work is pointless unless you can actually close it. And really, again, especially in this country, it's all about urgency and scarcity, creating that urgency to make a decision, creating that scarcity to make somebody want to buy.

You have to have, in most cases, a reason to actually do the do the deal. So a couple of points tonight before we finish. This is going to be your homework for this month.

And the next month, you need to come with the strategy, which we've talked about today, and then a schedule as to what's that actually going to look like for the year. Few points tonight is in addition to what I've shared with you today, we also have our friends and family discount, which Adam shared with you earlier. That doesn't necessarily go into our funnel because it's what we would call an internal campaign.

You know, we're working with you guys as a team. And then other things that you might want to include in your work this month is it's all well and good building these strategies, but you have to make sure that there's a budget and a return. So you want to have a budget and return on what you're going to spend and what you're expecting to get from it.

So if you know you're going to bring in 100 grams worth of new business, you probably want to allow between five and 30 percent as a marketing budget. Thirty percent is high. Five percent is quite lean.

Five to 30 percent is a marketing budget to generate leads. To be really clear, we're going to spend 10 grand and we need to get 100 grand, whatever that might be. And then as well as the campaign and the schedule, I've just got a mic for Shiv please.

If you're running multiple campaigns, you want to plot those through the year. So Adam shared with you previously, we've done our campaign for the year. You've got PEB, PEP, the board, masterminds, advanced, AGM.

This is our campaign calendar for the year. Probably not relevant to all of you, but for those of you that run in different campaigns through the year, you might want to consider that. So quick question from Shiv and then one from Tej before we finish.

Shiv.

[Speaker 6] (1:49:57 - 1:50:07)

Your five to 30 percent, is that not including the team members? How much money to spend out on ads and stuff?

[Daniel Hill] (1:50:07 - 1:50:35)

Yeah, really good question. So in the main, that's marketing spent. It would be outside of, it would be like a cost of sale rather than an overhead.

So it wouldn't necessarily include the team. We would, proper entrepreneur budget has always been between 5 and 10 percent. Whereas I know some other big training companies spend 30 percent on marketing spend.

A lot of it depends on how big your revenue is. You know, that's like eight figures, we're seven figures. And the other thing is how much of it is referral and how much of it is new sales.

[Speaker 6] (1:50:35 - 1:50:36)

Okay, cool.

[Daniel Hill] (1:50:36 - 1:50:41)

And then one more question to finish. Tej, did you have one? Oh, Tej and then Umesh.

[Speaker 27] (1:50:47 - 1:50:54)

Thank you. Similar to Shiv's, is that five to 30 percent including your affiliate fees and your referral fees?

[Daniel Hill] (1:50:54 - 1:50:54)

Yeah.

[Speaker 27] (1:50:54 - 1:50:58)

Or is it just getting people, okay, fine. So it's all of it. Yes, cost of acquisition.

Alright, cool.

[Daniel Hill] (1:50:59 - 1:51:01)

Cool. And then finish Umesh and then we're going to go to lunch.

[Speaker 7] (1:51:04 - 1:51:12)

And so just for the mechanics in the room, where you've got flows and you've got that nurture sequence, have you got any examples that we can leverage?

[Daniel Hill] (1:51:14 - 1:52:27)

Yeah, I mean, they'll be very specific depending on what your campaign is. Next month I'll actually show you what we've done. If you think less about the academics and more about what we're trying to achieve, I appreciate some examples would be helpful.

The one we did last year was anyone who registered for any lead magnet, they then went into a five sequence, nurture sequence on MailChimp, which just meant they got five emails and every email had content. So this is a good thing to remember. Content, case study and call to action.

If you're going to do email nurturing. So content is know, like and trust. Case study is confidence that this stuff actually works.

That would be your Hall of Famers for us. And then a CTA, call to action. Join this master class, join this webinar, join this WhatsApp group.

That would be, and we would send them five of them all a little bit different, but the same structure to get them on to a sales thing. Make sense? Cool.

So if you make sure for those of you that are serious about building campaigns this year, do that homework this month and then next month we're going to show you how to actually build it using the team you need and the tech that you're going to use. Bring Adam up to close and then we'll go to lunch. Thank you very much.

[Adam Goff] (1:52:34 - 1:55:16)

Very good. Enjoy that session? Yes.

Yes. Wow. Good.

Lots of enthusiasm. Love it. Good stuff.

Absolutely. Fun and flow. Homework.

Get in your action list. Success and failure. Very predictable like I said.

So just a reminder about the value that is sat there on the vault waiting for you to get your teeth into. So don't forget that that session you've just heard, if you want to listen to it again, it's going to be on the vault. It's going to be recorded as a Zoom.

So it's there to go over in your own time, in your own pace, three, four, five times, however many times you need so you can really make this stuff sink in. Something for your action list. Something to review.

Getting ready for championship season when we're talking about marketing is the brand board asset. So why don't you review this asset on the vault? And it is from workshop 10 program.

Advanced 2023 workshop 10. 2022. OK, so there's an asset on there in the vault.

This is going to give you the inspiration and blueprint you need to refresh your marketing assets ahead of this championship season. It's been a while since you've refreshed those assets. Go back to this brand board vault.

It's going to give you exactly what you need in an hour or less. Before we go to lunch, scores are on the doors for the PEA accreditation. The 2024 Property Entrepreneur Advanced Accreditation, the seal of approval that you've made it through the year, that you've achieved the things that we want you to achieve to get your accreditation.

Now, this is not clearly going to be something that everyone's going to achieve this year. All right. But well done to those people that are front of the pack, leading the way, absolutely smashing it.

No surprise there. Some very familiar names. Congratulations for everyone in the ambers.

OK, just take note. This is just a little nudge to remind you you're on track, but you don't need to drop the ball. And for those people that are in the reds, it's not over.

OK, don't give up. You can still participate. You can still do your best to make sure these habits are ingrained for next year.

All right. It's not going to be your year this year, but next year may well be your year. So what are those people that are doing really well?

And finally, lunchtime. Green stickers. Adam, one of the tables in the centre.

Red stickers. Chris, round table in the corner. Bring your biggest challenge and we'll chew it, chew the fat over lunch.

Have a good morning so far? Ready for lunch? Let's have a round of applause.

Let's get lunch. I'll see you back here at 2.30.