**Session 3\_Transcription**

[Speaker 7] (0:06 - 0:38)

I'm about to let my heart speak, 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, if you want, I want to get this, if you want, I want to get this, if you want, I want to get this, if you

[Speaker 16] (0:38 - 0:52)

want, I want to get this, if you want, I want to get this, if you want, I want to get this,

[Speaker 7] (0:52 - 1:05)

as you get closer, so what are you doing, I don't mean it, I don't mean it, so in my heart you hear it,

[Speaker 3] (1:09 - 1:25)

feel me, I don't ever fall away,

[Daniel Hill] (1:27 - 1:32)

Ladies and gents, 45 seconds, Sneaky C's rocking and rolling in 45 seconds.

[Speaker 11] (2:14 - 2:34)

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

[Speaker 8] (2:44 - 2:52)

Good E. Gumdrops, how are we doing? How are we doing?

How are we doing? Okay, good. It's good stuff.

[Daniel Hill] (2:52 - 4:14)

Didn't you ever not have enough coffee at lunch or what's going on? Right, I just want to say something, I want to get it out there. Okay, we had a really good culture in advance, everyone was super focused, really like into it and then the people at the back started talking again.

So I've got my eyes on you, back rowers, okay, because you started with the talking again. I'm just going to put it out there, yeah. We need to focus on the speakers on, okay, it's just a little accountability piece for you there.

Right. I have an announcement. So obviously we've been, you know, we introduced the board and the mastermind for this year's at the super event, then we opened applications at the last event, those application windows have now closed.

The board and the mastermind have been presented with their applications and board members will be told officially on Monday if they've been successful. With regards to the mastermind, I'm pleased to announce that we did have a number of applications, but actually 100% of my mastermind will be renewing, so unfortunately there won't be any places available. So obviously that's fantastic news for everyone who's staying.

Not such good news if you're polite, so I do apologize, but we'll be working on something behind the scenes. So that's the mastermind and that's the board. So yeah, very happy that that's happened.

So thank you to everyone that stayed. Let's give everyone on the mastermind a round of applause, please. I really appreciate that.

[Speaker 8] (4:14 - 4:21)

This is them, what a bunch of legends, what a bunch of legends, absolute legends.

[Daniel Hill] (4:21 - 11:47)

It's such a pleasure to work with all of you guys, so thank you so much. So that's the mastermind, that's the board, exciting times for the board as well. The board's really going up a level next year, so that's going to be huge.

Game changer leaderboard, let's have a look. Who is at the top? Is this the game changer leaderboard?

Yes, it is. Who's at the top? Rich?

Huh? Where are you on this? Are you on this, Rachel?

Oh, yeah, yeah, you're like, there you are, 10th place or something, 12th place, well done. So Richie Miller, congratulations to the top of the order, let's give Richie a big hand. Richie UMS, Chris Graves, Shaney, Hugh.

Very good. Well done, ladies. So it's all to play for going into the last month.

So how are we doing? So 90, it must be tight between these three, very, very tight. Okay, so there we are, ladies and gents.

That's the leadership scoreboard, the game changer leaderboard, and our accreditations. So congratulations to these people. As long as you do your end of year presentations, show up, the last piece of accountability, all of these people will be getting the advanced accreditation.

So super well done, all to play for, a good number of people on there. If you're not on there, it's probably too late, better luck next year, okay? So that's it.

Talking about the awards. So I'm going to just remind everybody that next month, we are doing our presentations. It's presentation month, you all know that, and bless you, it's all to play for.

We've got our normal awards, property entrepreneur of the year, and the two runners up, second and third, deal of the year, but there will also be, bless you, some more awards, just to let you know, there will be some more awards this year. Okay, so just bear that in mind, and it is all to play for. So don't give up just because you think you might not get one of this, but anyone can win this, anybody.

So this is the brief, all right? Just a reminder, is that you have 10 minutes, and it has slightly changed from last year. So please listen up if you've done this for six years, 10 minutes.

This is how we suggest that you spend your time. Ultimately, before I go into this, all you're actually going to do, before all of you think, oh my God, I haven't got any time. When am I going to put together this whole presentation?

You've actually already done it. You've done your strategy day presentation. All you have to do is open it up, and then use that as the basis, because all you're going to really do is tell us how you did against your targets.

You've already done it. It's just a case of putting green ticks or red crosses, or if you're still a work in progress on something, ambers against each target. It's literally as simple as that.

Then you add in some lessons learned, and some key takeaways or big successes, sprinkle a little bit of va-va-voom on the top, and you've got your presentation. That's literally it, okay? You put it in the oven, and it's done.

So you will follow this rough format, okay? You'll talk about your year of, you're going to frame the whole presentation. Then you're going to remind us of what the headline strategy and objectives were personally and in the business, okay?

So you've got different ones for both. Then we've got this new thing called the execution scorecard, and I'm going to talk about it in a second, where you are basically going to give a top level of how you've done against all your targets. Then you're going to share your big successes.

This is where you really want to blow your own trumpet, things you're most proud of. It may even be like that you actually, things you're most proud of were actually some of the hardest moments you had, and this is where you could talk about challenges. I often find that when you're presenting, if you share a challenge that was really difficult, and then you talk about how you overcame it or the lesson you learned from it, that people actually sometimes get more value from hearing that than they do from you talking about how great you were, all right?

So even if it was a success, you really want to be honest about the trials and tribulations you went through to get that, because that's what's going to resonate with the audience. The biggest lesson learned out of all of this, at least one lesson learned, or maybe more if you've had a rough year, and really this is just a guide. So this is really just to give you an idea of what you could do, and then if you've got a Deal of the Year nomination, this is where you put it in.

I recommend you don't make it more than a minute in your presentation, because you will only have a minute to do it if you get to the final for Deal of the Year. So it's really good to just keep it really punchy, one slide, the facts and figures. It could be hiring a legend, but it could be selling a business, it could be a deal, as in like buying a deal or flipping a deal or something like that.

So it just needs to be the very simple numbers and probably a picture that you can just run through. I bought it for this, I paid this, I sold this, I'm going to make this, or I've made this, and that's my deal, net gain of this. That's kind of what you want to go with the Deal of the Year.

So this is the structure, this is how it works. Now what's new? Well, some tips.

Okay, so tip is, it's a simple yes or no against your targets. I tried to lose five kilos, yes. I had to hire an EA, yes.

I decided to get my day skipper, I haven't done it. Okay, it's literally that, it's like boom, boom, boom, boom. Once you've set the frame, you're literally just working through your targets.

Amber, if it's still work in progress, just do this, like we did for the summer QGM, just do this. You've already got them, it's already done, it's as simple as getting an icon, and you can literally do it on the train on the way home. Second thing is, if you are going to share a success or a challenge or the reward that you've bought yourself or the new baby that you've had or whatever it is, show us a picture because we always use pictures, right?

Like people want to see the pictures, they want to see the pictures. They don't just want to hear it, they want to see the pictures, it's a visual presentation. So use a picture and put some nice text over the picture rather than just some text and then you're assuming that everybody knows what a Black Rolls Royce Phantom looks like.

It's like, let's see the Phantom, I want to actually see it, let's have a good shot of it with the flying lady, let's make it look really sexy. Okay, that's your goal, you've got to sell it. And then once you've put that all together, which really shouldn't take you more than an hour, then it's practice.

I would video yourself, time yourself, practice the delivery to make sure that you're not reading the notes, you're not looking down, you're not taking 13 minutes when you thought it was going to be eight. But ultimately, putting it all together is only half of the equation, the other half is actually practicing the delivery. So that's really, really important.

Valerie's already nervous, I love it. This is your favourite day, isn't it, Val? This is your favourite day, you love this, don't you?

You literally love it, you live for this, don't you? But you always do very well, Valerie, so don't worry. And then a final tip when it comes to these presentations, and I have kind of alluded to already, is that you really want to speak from the heart and resonate with people.

People don't want to just see like, oh, look how great Chris is, like, oh, wow, isn't Chris such a shelf? That's not... I'm using Chris because he is such a nice bloke, but it's like, you don't want to come across as that arrogant, you know, me, me, me.

Okay, me, yeah, exactly, yeah. You don't want to be like Adam, okay, you want to be like Chris, okay, you want to be humble, and I don't know how he does it, but he's got his like boyish good looks, you know, he's such a nice guy, you know, he's like, he is a nice guy, yeah, he's not trying to fake it like me, yeah.

[Speaker 8] (11:52 - 12:02)

That's fine, it's cool, it's all good. It is, I'm a big fraud, everyone's confessing my sins to everybody.

[Daniel Hill] (12:03 - 14:03)

You know, the truth is, like, if you notice, like, the reason, one of the reasons Valerie would have won on Strategy Day is because when you speak, Valerie, you speak from the heart, you know, people connect with you, and it's an emotional thing for you, this is huge, this is like, I'm going to make it, I'm going to make it on my own, your story is very powerful, and people always relate to that, and they, you speak from the heart, and, you know, you're not, you don't actually enjoy the presenting, so your only choice, so people can feel that a little bit, and your only choice is to be so honest by laying yourself out there, that everyone responds, and they go, yeah, actually, you know what, that was bloody good from Valerie.

So you want to try and emulate Valerie, you know, you want to like, feel the fear, do it anyway, be honest, put yourself out there, because people will respond to that, okay, they're not going to really respond to this really well polished presentation where, you are the best thing since sliced bread. So I would really say that this is a chance to be a bit vulnerable, and maybe get a bit of personal growth, if you feel a bit awkward saying it, it's probably a good thing, I'd say, it tends to be my rule. So there's some top tips, now this is new for this year, so this is your execution scorecard.

So what you will do, Bianca will post this in the app, if she hasn't already, and you will fill this in as a summary, okay, as a summary of how you've done. So what you'll do is you'll put the, so you'll have three personal objectives and three professional, and hopefully you've set targets for each of those. So for example, personal three, how many did you achieve?

Two, how many did you miss? One, score 66%. Okay, the only, so you've got three there, three there, the only thing you might have three, six or nine for is company targets, because you may have two companies, and you may have set three companies, sorry, three objectives for each company and three targets for each company, or you may have set one target for a company.

So these should be three, three, this could vary. Obviously, if you don't have a company, then it's zero, and that's fine. And then your total across the year, again, achieved, missed, and as a percentage.

Does anyone have any questions about that? Okay, yes, Umesh, I haven't got the mic.

[Speaker 17] (14:06 - 14:16)

Tim, could you? You're probably not going to have the company ones all green, because it's company year end is different, and you're going all the way up until January, right?

[Daniel Hill] (14:20 - 18:48)

Um, I, so well, I mean, I, in my company, I set targets that I'm going to achieve by the end of summer, because that's the methodology, but all of my targets that I set are to do with I should have done by championship season, because by autumn, I want to put the business on cruise control. So if I'm still trying to hit targets in March next year, I'm doing something wrong. Like I should have hit my, like the hunt like a lion is, I want to have captured the gazelle by the 31st of August, so I can go into autumn and put the business on cruise control.

So hopefully you should have, hopefully you've set those targets like that. If you haven't, and you're on track to hit it, then you could just say, I'm on track. But ideally, you know, those, yes, you're right, the business year ends in April, but you don't really want to be, summer is now, it's not March, it's not Jan to March.

So yeah, so that's just probably a point to clarify. So this, I can see everyone's super happy about this, because this, this really is next level accountability, do we agree? Yeah, there's nowhere to hide.

Again, it makes it very tangible. So that is your execution scorecard. You're welcome.

Okay, this is what you will be marking your peers against on Thursday, the 5th of September, when you do your first round, and Friday the 6th, when you do the finals, this is how you will be scoring the people that are delivering their presentations. And it's called the end of year presentation scorecard. So you will give them a score for execution, which will be based on this, you know, I have a final percentage, and you can kind of give them a score, you will give them a score for the quality of their presentation.

Did they resonate? Were they honest? Did they lay themselves out there?

Were they talking? Or were they, you know, actually delivering it? And did they get some step, a step change or some step changes?

You know, if someone has sold their house, moved into a camper van, and, you know, gone traveling around the world, that's a pretty big step change. If someone's, you know, hired an MD and got themselves out of their business, if someone has gone from, you know, zero cash flow from property to three grand, after three years of bloody hard work, that's a step change. Okay, so you're looking for like that step change factor, and you can give them a score out of 10 for that.

And then you can, you can total it up. And then that's going to give you, when you're thinking about who you vote for, that's going to give you a marker, not saying you have to vote for the person, ultimately, you vote for whoever you want, but this is going to give you a tangible scorecard to allow you to make that decision. Do we like it?

Oh, it's good, isn't it? It is good. It is good.

And then you've got the same for deal of the year. So you can just write down quickly when people are giving their numbers. Well, what profit did they make or gain or what was the significance of it to them?

You know, selling the house that freed up the liquidity, which meant I could pay off all my debts. It's like, that's a hugely significant thing. Because not everyone is going to have a profit or gain from deal of the year.

It might just be hiring him. I'm sure Dan's deal of the year is going to be hiring me as MD. I mean, I'm sure of it.

I'm almost certain. I'm almost certain. And the profit gain is going to be infinite on his investment.

This is going to be off the charts. OK, so any questions on this scorecard? Good.

So this gives you a blueprint to follow for your own accountability. It gives you a blueprint to follow for scoring. So it's going to make it much easier, much more engaging and much easier when it comes to voting.

So that's that. Final sentiment. OK, so could everybody please stand up?

Everybody stand up in this room. Now, we have an amazing day of content planned for you for the last day. The last workshop is not just going to be presentations.

That's because we're doing the first round of the presentations on Thursday, the 5th of September. If you cannot make Thursday the 5th of September at 9am, you may sit down now. Fantastic.

So everyone's going to be doing the presentations at 9am on Thursday on the 5th of September. That's all I wanted to know. Round of applause for everybody.

Good stuff. Sit down. There we are.

Any questions about the presentations? Of course, Rachel. Go for it.

I love it. Good. I'm looking forward to it.

It's going to be a level up, ladies and gentlemen. Much easier to do it on Zoom. And by the way, for everybody who wasn't part of the War Room, we've already done end of year presentations on Zoom when we were in Covid.

And actually, sorry, am I interrupting you?

[Speaker 7] (18:49 - 18:50)

You've got Thursday, Thursday.

[Daniel Hill] (18:51 - 19:04)

Thursday. Yes, Thursday. Thursday.

We did the end of year presentations during Covid a couple of times, and it was actually very, it was actually pretty enjoyable. Yeah, I'm wondering what. Yeah, it was great.

[Speaker 8] (19:04 - 19:08)

Just drop it in there. Drop the mic, Rachel. Why don't you go in there?

[Speaker 14] (19:08 - 19:22)

I have a question, Nob. With the new scorecard for how we mark who we're listening to, this one, obviously we're not going to be in the room and have a workbook. So how does that work?

We don't have a copy of it. It's just a practical Bianca question.

[Speaker 21] (19:25 - 19:26)

Figuring out logistics.

[Speaker 14] (19:26 - 19:27)

OK, that's all right.

[Speaker 21] (19:27 - 19:29)

Be informed in due course.

[Daniel Hill] (19:29 - 19:32)

I'm sure you'll get it in the app. I'm sure you'll post that in the app. They can fill it in.

There'll be a template.

[Speaker 14] (19:34 - 19:36)

Yeah, because that's obviously a slide.

[Daniel Hill] (19:36 - 19:37)

One might be good.

[Speaker 14] (19:37 - 19:37)

Yeah, exactly.

[Daniel Hill] (19:37 - 19:38)

A Google Form, something like that.

[Speaker 14] (19:39 - 19:41)

Yeah. Good question, Rach.

[Daniel Hill] (19:41 - 19:45)

Any other questions? Cool. All right.

Everyone excited?

[Speaker 14] (19:45 - 19:46)

Yeah.

[Daniel Hill] (19:49 - 25:29)

Listen, you didn't come this far to just come this far. All right. This is where you take the time out to reflect on how successful you've been against what you said.

And this game of life is about setting targets that are realistic that you want, 50% of it, and then going to get those things. And if you don't do this last part of the chapter, this last chapter in the year, you're not going to crystallize the learning, and you won't level up next year. You'll just keep being on cruise control.

The Ray Dalio principles of learning is that we set goals, we fail, we crystallize the mistakes and the learnings, and then we set bigger goals. This process every year that we do means we can set better and better targets. If we don't do this properly or we duck out, we're actually letting ourselves down genuinely because we're not giving ourselves a chance to reflect, learn, and hold ourselves accountable.

So whether you've had 10% success or 100% success, there's value in doing the process. That is what I would say from the bottom of my heart. That is why we do it.

There is a very clear reason why. So that's the reason why. Any other questions before we go on?

Cool. Okay. So let's move on.

Let's get back into some content. We've got this last session today is about communication. It's sales season.

It's about expressing ourselves. It's about reaching our customers. There's been a lot today about team, about hiring great people, about being able to attract people to us, about having A players in our team, hiring A players.

It's a people business. Business is a people business. And the first part of this section now is going to be about WhatsApp.

So who loves WhatsApp? Who hates WhatsApp? Oh, interesting.

Good. Yeah. So I used to absolutely hate WhatsApp.

I just used to see it as another inbox. And I remember when Dan said to me, it was a long time ago now, about six years ago, he's like, I'm thinking of starting a company wide WhatsApp group for profit. I was like, literally, don't, please don't do that.

I was like, please, I just don't want any WhatsApp. Like, I was very resistant to WhatsApp. But WhatsApp is obviously becoming this huge communication platform.

We cannot ignore WhatsApp now. Rather, we have to embrace it and see it for the benefits. And actually, using WhatsApp can put us ahead of our competitors because it is crust of a wave.

And it can make doing transactions with our customers frictionless, much less frictionless than going on a website, blah, blah, blah, email. It's like, it's so easy. And I've sort of come to embrace WhatsApp because Bali literally runs on WhatsApp.

Like, I'm not even joking when I say to you that people just have an Instagram page on WhatsApp and they've got a whole business. I do my banking on WhatsApp. My banking on WhatsApp, OK?

I submit and pay my water. I say I, but Bella does it. But our water and electricity bill on WhatsApp.

It's everything is done on WhatsApp. I order all my food on WhatsApp. Everything is scooters, bikes, hotels.

Everything is done on WhatsApp. And at the beginning, I was like, this can't be right. This can't be dodgy.

I can't be texting my bank manager. Yeah, yeah. Release those funds on WhatsApp.

But I am. And it works. And the point is, because they're a developing country, they haven't got all these rules and infrastructure and to-dos.

It's just, what is the most frictionless, easiest way to reach people? WhatsApp. And so I've seen all this happening in Bali.

And now I'm like, I'm totally on board because it's cheap. It's not effective. It's direct.

You don't have to like, it's not formal. It's like a lesser, like email. It's instant.

And it's very effective. Obviously, you can send media. So I would say that actually, we need to embrace WhatsApp.

And not only that, WhatsApp has, as an open rate, well over 90%. Whereas email's opening rate is like 10%, 20%. So really, you want to be embracing WhatsApp.

But also, you need to understand it because otherwise, you will drown in WhatsApp. You will drown in WhatsApp. So who here feels like they're drowning in WhatsApp?

The whack-a-mole analogy that Dan always uses, which is literally, you just, every time you whack a mole, another one pops up. The problem with WhatsApp is every time you reply, someone replies back to you. So literally, it's like you're just running on the hamster wheel faster and faster.

So I would say that WhatsApp is definitely something. So we just wanted to cover a little section on WhatsApp and how you might, some things you may or may not have heard of to actually get the most out of it. The first thing is this new feature called filters.

So because I'm in WhatsApp every day, all day, I did actually notice this crop up this month. And at the top now, you've got these different filters that you can filter messages by. Now, it used to only be on the desktop version, but it's now on the app.

And there's actually a new one now called Favorites. Favorites? Yeah, pretty sure it's called Favorites.

At least, I think it came on last week. It just keeps happening. Like it keeps changing.

So my new one now is when I go on WhatsApp and I'm, so I always clear my WhatsApp when I'm on my treadmill or doing steps. And I'll just click the unread. I'll just be like unread.

And I've got 20, 30, whatever messages. And it's just dum-dum-dum-dum-dum-dum-dum. I just literally can filter them all by unread.

And for some reason, I just find that very focusing rather than getting lost in the sort of scrolling, marking things as unread and like scrolling through like, you know, I've got things from like two weeks ago. So filters is definitely a new function, which is really good. If you haven't heard about that, that's really, that's a very useful hack.

The second one is the functions that WhatsApp business has. Now, do you remember when Umesh came up on stage earlier in the year and said he'd shared that video in the app? Does everyone remember that?

[Speaker 22] (25:29 - 25:29)

Yeah.

[Daniel Hill] (25:29 - 29:28)

That video is three minutes long. I'd recommend if you haven't watched it to go on your action list and just have a little, a little, just three minutes, three and a half minutes. The Loom's still there because I checked it last week about how Umesh organises his WhatsApp.

So if filters isn't enough for you because you've, you know, you're progressing. Let's just say you are progressing sales on WhatsApp. Like you're a deal sourcer and you've got new leads.

You've got leads you've spoken to. You've got people who've paid deposits. You've got follow-up.

You know, you might be actually using WhatsApp as a, as your means of communication. You actually need more than just their filters. You need to start categorising things and actually putting in your own filters.

And this is what, this is what Umesh shared in his video. So, you know, he's created a whole range of filters, tags, if you like. And he puts his chats, people's chats can be tagged to different filters.

You know, he's got mastermind, he's got clients, whatever, blueprint, property friends. So if he just, if he's on a social, he can just look at friends. All right.

If it's mastermind, because he said that he always used to, the first thing he did in the morning when he'd go for his steps is just get on the mastermind chat. So it'd go to the mastermind filter and it'd be like, right, I just want to reply to the mastermind lot because that's actually what I do first in the morning. So that we can literally shut out like blinkers on a horse, all of the other noise and just focus on new clients, old clients, you know, this business, that business.

Like we can, we can filter. And we need to filter because if we don't filter, we get overwhelmed. So what we want to do is batch our time and actually make it really effective.

And that's what I like about these, the filters and the tools, the functions that you've got. I have been a student of productivity for the last, I'd say, probably officially, probably 12 years. I've really studied productivity, but I've always been very interested in being productive.

And without a doubt, time batching and grouping activities together is the most, one of the most effective ways to be productive. Doing all of your high value, you know, all of your tasks to do with one type of activity in a one to three hour batch. Then all of your, you know, you don't want to be picking things up and putting things down.

You want to nail it once, everything, and then put it down. You don't want to be going back to it 10 times. That's the mistake that most people make is they go back to the same task multiple times.

So you can batch your time like this. And WhatsApp can help you because by filtering things, you're actually batching tasks. So you put it in the diary.

So I'm going to do, you know, this type of client, that type of client, and WhatsApp will help you. It's already done. So I think that's a very effective way of doing it.

The other functions that WhatsApp business has got, obviously a lot of people here might know, some people might not, auto replies, telling people what your opening hours are, links to your website. So you can have a WhatsApp profile page. Like you don't even need an Instagram account.

In Bali, you just have to have a WhatsApp number because the WhatsApp profile page on your business profile has got everything you need. Description, opening hours, address, phone number, email. Like you don't need a website, but you can literally just have a phone number.

And you can also get some really good stats in WhatsApp business. So if your team have WhatsApp, you can see how many inquiries they're getting. So you had like a business development person, a salesperson.

You can see how many messages they're getting, how many replies they've sent. You can actually get data on your team, which is super exciting. The next one is, so just a show of hands, who's used business functions?

Who's used it? Okay, only about less than half the room. Cool, so like setting out of office next time you're away, you don't have to reply.

Like it's, you know, give yourself a break. The third one is channel. So this is new.

Okay, so yeah, Chelsea, do you want to go? Let's get you a mic. Do you want to, do you mind?

Thank you, Rachel.

[Speaker 8] (29:29 - 29:29)

Chelsea.

[Speaker 13] (29:30 - 29:30)

Hi, Nick.

[Speaker 22] (29:31 - 29:32)

You're not supposed to be that way.

[Speaker 13] (29:33 - 29:56)

Yeah, you know, with WhatsApp business, can you, like I don't have it and I am drowning in WhatsApp. Oh, wow, this could be good for you then. Yeah, I saw it and I was immediately like, oh God.

So yeah, so the chats that are on normal WhatsApp can they be moved over to WhatsApp business? Is that a thing? Or like do I have to duck again?

Does it? Okay, well everything.

[Daniel Hill] (29:58 - 30:23)

So yeah, so it's been a while since I did it, but basically what we teach is to have two numbers and two WhatsApps. So that's a great question. So what lots of us did a couple of years ago is we got a second number on our phone, normally an eSIM and you have, you have WhatsApp and you have WhatsApp business.

And what I did is I, so say you've got, I assume you've got one number now.

[Speaker 23] (30:24 - 30:24)

Yeah.

[Daniel Hill] (30:24 - 30:51)

So that becomes your business number. So what you do is you migrate to WhatsApp business now on your phone and then that'll just, as Guillaume said, you can migrate it to WhatsApp business. You can just import and it'll just move everything across.

Then you get a second number on your iPhone and you've now got a second number and you download or you've already got it downloaded WhatsApp or you just delete it and reinstall it. And it'll ask you to sync it to a number and you sync it to your new number.

[Speaker 10] (30:52 - 30:53)

Okay.

[Daniel Hill] (30:53 - 31:08)

So now you've got, and that new number is just for personal. You only give it to mum, you know, Jamie if you're lucky. No, thank you.

Do you know what I mean? Do you know what I mean? Mum is strictly business.

Yeah, you just give it to a couple of people. You give it to, you know, whatever.

[Josh Keegan] (31:08 - 31:17)

Don't give it to anyone if you don't want, but there's a podcast episode called The Bat Phone Blueprint. And it'll tell you how to set up a private. Yeah, it will change your life.

[Daniel Hill] (31:17 - 31:56)

Change your life. So basically for everyone's benefit, you've got two, then you have two WhatsApp. And, you know, for me, one has personal has notifications.

So it does actually create a red light or flash up work does never flashes up. It's I go into it when I'm ready, you know? So it's like, and then, so that's one way to separate it.

That's a really important step to get actually friends and because with the weekend, the last thing you want is to like, you know, mum's text you and like you go on and then you see that like this client's unhappy because the deal fell through, whatever, you know, on a Saturday morning. But you don't want to see that in your inbox, do you? Like, I don't want to see it.

So you need to separate it. Um, so yeah.

[Speaker 13] (31:59 - 32:00)

What's a landline?

[Speaker 8] (32:02 - 32:12)

Exactly, Chelsea. What's a landline? I love that.

Matty D. Good hands.

[Speaker 12] (32:13 - 32:27)

So maybe a technical question, but one of my worries about going over to business was that if you set up like auto responders to people, if you don't reply, does that go to everybody that's on your, uh, what's that business? You can decide. You can decide.

[Daniel Hill] (32:28 - 32:41)

Contacts, non-contacts, favorites. You can filter, you can, there are some rules. They're not, it's not amazing, but there's, yeah.

If they're like in favorites, they can not send it. It can not send it twice. If there's any two messages, there is a bit of, there is a bit of control.

[Speaker 10] (32:41 - 32:42)

Perfect. Thank you.

[Daniel Hill] (32:42 - 32:43)

Yeah.

[Speaker 10] (32:45 - 33:02)

Just a quick question on using the VA to do that. Can you sort of give them permissions? So I've, I've got an eSIM for the business in WhatsApp.

If I want somebody to obviously monitor that currently, that's my phone, if you know what I mean.

[Daniel Hill] (33:02 - 33:09)

What can you do? Let's, let's get Guillaume to share. Cause all I've ever done is given them the, let them scan and run my WhatsApp for me.

[Guillaume] (33:09 - 33:30)

So with the business app, you can actually have a, be on your phone and on like three other machines in the same time. So you might be on your, or three or five or something. So my EA, the VA in the Philippines, she, she's looking at my WhatsApp and I've got it on my PC at home, on my laptop and on the tablet, basically.

Yes.

[Daniel Hill] (33:30 - 33:33)

Yeah. So they can, you just scan the code and they can be in.

[Guillaume] (33:33 - 33:37)

Yeah. Yeah. You're supposed to scan the code.

So there's a bit of a, you know, like.

[Daniel Hill] (33:38 - 33:52)

So you can share a number if that's what you're after. Okay. Cool.

Good. Good questions. Right.

We've got to get, this is a system and we need to control the system. I was able to control us. Richie, quick question.

And I'm going to just go for it.

[Josh Keegan] (33:53 - 34:09)

The work phone on to use business WhatsApp. So my work phone's in my bag and it's turned off 98% of the time. I only use WhatsApp on my laptop.

So for those of you that are looking to step away from your businesses, for me, WhatsApp is a desk-based task. I don't have a phone in my pocket for my work WhatsApp on.

[Speaker 18] (34:11 - 34:20)

If you have two numbers on the same handset, how do you know who's calling you? Which number they're calling you when it comes up on your phone?

[Daniel Hill] (34:20 - 34:33)

It comes up and you can assign a line to a contact. So like by default, everyone could be on business. And then you could set, you know, your mom, your dad, me on personal.

And it just, it's actually a lot simpler than you think. Have you got an iPhone?

[Speaker 22] (34:34 - 34:34)

Yeah.

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

It's really simple. It's like just there. I've got my two lines personal business and it sort of tells you who's assigned to what.

It's rare. I think I've done it once where I've called someone on my personal line when it should have been, but you know, it's rare. Yeah, it's pretty easy.

We're gonna go on.

[Speaker 12] (34:49 - 34:54)

Just really quickly. So to actually set it up, do we, how easy is it to set up? What do you need to do?

[Daniel Hill] (34:54 - 34:59)

For the two SIM thing? Yeah. Listen to the podcast, but basically just buy an eSIM, get a second number.

[Speaker 22] (35:00 - 35:00)

Yeah.

[Daniel Hill] (35:00 - 35:01)

Then now you've got two numbers.

[Speaker 22] (35:02 - 35:02)

Yeah.

[Daniel Hill] (35:02 - 35:24)

And it'll be really easy. Once you've been through that process, a simple YouTube video or something will show you like, literally like, okay, I'm just going to give mum and dad my, just only, only give a few people your personal number. And then you can actually turn your business.

Like at weekends, you can actually turn your business line off. There's a slider. You just turn it off.

And then the only thing that rings is personal at weekends, stuff like that. So it's super easy. I can help you in the mastermind group.

[Speaker 17] (35:24 - 35:24)

Thanks.

[Daniel Hill] (35:24 - 35:33)

We've got loads, we've got, we've got lots going on. What is the podcast? It's called The Vat Phone.

Bianca will find it for you or Dan will find it for you.

[OMFD Contributor] (35:33 - 35:55)

I was just going to say that we, you can just get a landline number, which in my mind looks more professional than a mobile number on an advert. And, and then as Umesh says, you can just have that as your business number. And it's a, it's a landline, but they can still use WhatsApp on it.

[Daniel Hill] (35:55 - 36:07)

Yeah, I probably would. Yeah. I think the Bali vibe is there's no, there are no landlines.

There's no mail. There's no Royal Mail in Bali. Like there's no posts.

There's no, it's good. It's brilliant. It's the land of dreams.

The land dreams are made of.

[Josh Keegan] (36:08 - 36:22)

Still haven't got a private phone. The episode is one episode. It's a Blueprint podcast.

It's episode one, three, two. It's called The Vat Phone Blueprint. And honestly, if you've not got a private phone and a work phone and you're busy, it will change your life.

It will change your life.

[OMFD Contributor] (36:23 - 36:43)

So we just use Circle Loop that receive all of our calls. And then, but you can set that from WhatsApp. But in all honesty, I hate WhatsApp.

It's just too busy. Why would you use WhatsApp instead of email? Email's nice and slow.

And you dip in when you want to. Email makes me sick in my mouth. Actually like, have you heard the word Luddite?

[Daniel Hill] (36:44 - 36:48)

No, no. It's like technological change is happening.

[OMFD Contributor] (36:49 - 36:56)

Oh, I love technology, but I don't love technology that everybody expects an instant response.

[Daniel Hill] (36:56 - 37:02)

But they don't because you can have an auto responder saying, I'm not going to reply for five days. The point is if you use, there's tools now.

[OMFD Contributor] (37:04 - 37:12)

Not entirely, but WhatsApp is a fast messaging tool. And that's not what I want in my life. I'm self, what's it called?

[Josh Keegan] (37:12 - 37:18)

Yeah, I completely agree. That was the trap I fell into. It was eating me alive.

I was literally addicted to it.

[Daniel Hill] (37:18 - 39:58)

But if you, this is an expert. So it brings me really nice into this. So that's fine.

Life by design, you don't have to be WhatsApp. That's totally cool. But this third one is about channels.

So whether you like it or not, it's really easy to reach your customers on WhatsApp. And they're more likely to open a WhatsApp than they are an email. So if you're doing any outreach, any cold outreach, if you want to create an audience, I would probably say I'm not a marketing expert, but I would say that this new feature channels is probably a much easier way to build a community than ever it is to keep posting on Instagram every single day.

This is like a feed you can create. So if you're in the deal sourcing business or the construction trade, whatever, you can start putting content out here and people can start following you. They can start following your channel.

And I think that if you get this niche enough, it'd be much easier to build followers on this because it's crest of a wave than it is trying to build it on Instagram when you're competing with the whole world. That's my view. And right now there only seems to be like football teams doing it.

It's obviously only right for certain businesses, but I think this is quite crest of a wave. And I'll share with you something that's happening in Bali that is like how people are monetizing communities and WhatsApp. So this is just a community in Bali that when I joined it a year ago, had like 50 members.

Now it's got like, they've got five. I think there's a limit to the amount of people, but it might be a limit to the community. They've got like five.

They've got like literally over 5,000 members now. And Chambala is just the guy that does it. And it's basically all these different things in Bali.

And this is the next part of WhatsApp is now you can have communities within WhatsApp. So you can have communities and lots of different groups within one umbrella. So you can have a brand and then subgroups.

And what this guy's done is like, you know, these are the celebrations that are going on. These are the events. This is just the chat.

It's a very spiritual group, travel buddies. And he's got other ones like that he can monetize. Like everyone is looking for a visa.

So there's a whole group. So once he's built, he's adding loads of value by telling people what events are on in Bali. Because when you come to Bali, you don't know what events are on and connecting people.

And then he's got other, you know, these events, he gets kickbacks for tickets. He's selling tickets in there. People want a visa.

That's like a three grand purchase. He's facilitating it. All he's done is create an audience.

And now he's selling. It's super leveraged, super clever. And it's all there.

You know, like WhatsApp is now, it's a whole other channel. Like why would you have a website when you could just do this? And then everyone's referring friends, people being added every single day.

Another example is get up and give back. You know, get up and give back. Use this new community, 12 groups within the community.

And it was separated. Dan, you want to just quickly share how, obviously you guys use this for a reason. What was the reason you used it?

And how did it go?

[Dan from GUGB] (40:00 - 41:16)

Well, first of all, now we're on Circle app in advanced. We're on Facebook in program. We had to have some measure that caught everything in an umbrella.

We needed a way to directly communicate with everyone because we weren't necessarily able to capture everyone in the room each month. And that was on a week by week basis. So we had to have the main community that was almost like, well, it's a broadcast.

And that said, week one, we're doing this. Week two, we're doing this. Week three, we're doing this.

We then had a subgroup under that for the captains because we had to communicate with them as a separate entity. And then those captains were positioned groups. Steve, Anthony and Rachel were in different subgroups depending on the different challenges.

So there were two for Snowdon, one for National Three Peaks, two for Yorkshire Three Peaks, runners, cyclists and so forth. It just made it more manageable. One of the groups was a little bit weighty.

I think the running group was about 25, but it just made it more manageable. And then they had individual control over those groups with myself and Ross as well to back it up. But Steve, great example.

If you're trying to organise six people to get up to the National Three Peaks, to Glasgow Station all at the same time, you don't want to be disturbing the 93 people in the community. You want to hone it down to that one piece. And I'm certain there's business uses that that would- Exactly.

They're very obvious.

[Daniel Hill] (41:16 - 41:17)

Thank you, Dan.

[Dan from GUGB] (41:17 - 41:24)

That's amazing. And the point- One other sentiment. Yeah.

If I can use it, if this Dan us all can use it, then you guys- Exactly. You'll be fine.

[Daniel Hill] (41:24 - 44:11)

There's hope for you yet, actually. Do you know what I mean? Like, the thing about this is that it never would have worked getting a group of people up Snowdon if you'd just sent emails.

Like, it's just not appropriate. So, like, the point is this stuff, where no one in Bali wants to get an email about, like, it just doesn't work, okay? It's like there's a medium for different things.

And email definitely has a place. I would say email for me is like letters. It's formal.

It's written. It's dear. It's addressed.

That could be like a legal document kind of thing. But this is communication. This is like now, instant.

Like, this is promotion. This is channels giving people value. And what people are doing now is smaller groups, more niche, more focus.

So it's relevant. It's like relevant content. It's not like my Instagram feed, where I've got, you know, 3,000 girls and two guys that I'm friends with.

And it's just like, all I'm getting is just nonsense. WhatsApp is like, well, if I'm in this group about events in Ubud in Bali, I'm in Ubud. I'm going to look at that group the whole time I'm in Ubud because I'm going to want to know what events are going on.

It's like, this is how you can reach your customer in a really niched way where it's high value. So this is why we don't want to just ignore this wave because it's happening and there are ways to monetize it. Again, we'll come to the end.

I'm just going to cover this last bit because we're a little bit short on time because this has been, I'm glad we've had loads of questions because it's coming alive. The last one with WhatsApp is adverts. Now you can actually, Meta have monetized this.

It happened about a year ago and you can create an advert and rather than it go, this is all about frictionless transactions. So rather than go to a website and now you've got a landing page and they get lost in everything and your bounce rate's 80% because no one goes past the first page. Now you can create an ad across the Meta network and they just click on this and it's straight to DM.

There's no like go to my website, find the contact us form, send me a message. It's like they're completely, this is why it works so well in Bali because it's like, well, why would I do, I'm just going to WhatsApp you. Like it's just, it just cuts out all the chats.

So you can now create adverts and I don't know if you saw our adverts for the blueprint. We had like DM me now and it was like, if you click the link, it went straight to our sales closer in WhatsApp. So it's basically just making things frictionless, removing a lot of barriers and giving you instant access but I genuinely think there's an opportunity to build communities.

And if you can find something like my friends done in Bali, where you've got information to give for free, that's the gift and you build a following on WhatsApp, you could monetize it. So yeah, so I don't know. Would you, do you want to share something?

Are you guys doing something? Have you got a channel? Have you got a, I'm sure, I'm sure.

Have you got a, do you use the channels for like deals?

[Guillaume] (44:12 - 44:30)

The problem I have with it is the database. So if you go on, can you put the screen share with your mates in Bali? Bless you.

It says on the top here, plus 1581 joined by chat. So that tells me that, so the reason why we don't do this is that anybody can access everybody's phone number. So I've got the best, I've got the best database.

[Daniel Hill] (44:30 - 44:37)

No, not in the channels. So when you've got channels, you can't see who else is following.

[Guillaume] (44:38 - 44:43)

I think. In channels. Is it because I'm connected with anyone, everyone on GetUp and GiveBack that I would see everyone else?

[Daniel Hill] (44:44 - 44:55)

So there's a difference between a group and a channel. So channel, they definitely can't see who else is following you. It's more private and they can react, but they can't reply.

So there's different, there's different levels, basically.

[Guillaume] (44:55 - 44:59)

Yeah. Not in the broadcast, but in the groups.

[Daniel Hill] (45:00 - 45:01)

In the groups, I'm pretty sure you can see.

[Guillaume] (45:02 - 45:04)

So that's the problem I've had with it. Otherwise.

[Daniel Hill] (45:05 - 45:10)

Yeah, yeah, maybe. Chelsea, we're going to have to, we've got one last question and we'll be afterwards. Okay, guys.

[Speaker 19] (45:11 - 45:17)

My question was a basic one. So can you re-explain what the difference is between a channel and a community?

[Daniel Hill] (45:18 - 46:04)

Yeah, so a channel is like a one-way broadcast. It's like a radio station. You know, there's no interaction.

You can react to things. No one knows who else is following that channel. It's your chance to just add value.

And from there, you could like link to your, you know, your community. You could have a community. So it's like, join us, come see this, come click this and they could come.

The community is a collection of, of groups that you've got. So you can build your own little segments. And that's something that you own.

And then people are in different groups in your community. Have a play with it. Have a play with it.

On the channel, we could start a channel. Yeah, through WhatsApp. Exactly right.

[Speaker 10] (46:12 - 46:23)

I think this is just one, like we're thinking of doing it for, you know, all our sales now are done on WhatsApp.

[Daniel Hill] (46:23 - 1:07:13)

It's like we're in summer. Are you still emailing customers when you could be WhatsAppping them? And then going into autumn, should you be using this tool as part of your strategy for next year?

You know, could you, rather than be this British business that's got all these rules and like protocols, could you be more Bali and just go down to WhatsApp? And would that actually increase your effectiveness? You know, it's just like the goal is just to share with you what people are doing, because I don't see that in those many communities in England.

But for some reason, I see them all over Bali. People are building huge followings on WhatsApp. It's like, maybe, maybe.

Right, we're going to end it there. Enjoy that. Good.

Okay. So on the same vein then. So just following on with this world-class communication piece, I want to just talk a little bit about how we can all level up our communication skills.

So, and this section is called advanced communication. So most people, so we're not ever really taught how to communicate. We're taught how to communicate written in English at school.

And, you know, we're evaluated on it and marked, but we're never taught verbal. We're never, there's no, you know, we'll have like a verbal test in French if we learn French, but no one's ever coached us on how to communicate and have a conversation and get our message across and listen. And most people just think when they're leading a team that if they say it once, then the team member's going to remember they've understood exactly what they meant.

And they're just going to deliver it. Because in our head, we understand it and we've said it. Therefore, the person I'm speaking to must also understand it to the level I do.

And this is where most people go wrong because they haven't got any idea about some principles I'm going to take you through now about how important actual communication and the art of having a conversation is to building trust with the people you work with, creating meaningful relationships, actually getting your message across so everyone knows where they stand, connecting deeper with people and ultimately having better success. So you'll be liked more and you'll get better success from the people you're conversing with. So these are some principles that we've taken from the Stoics and they're very, very fundamental for levelling up our communication with each other, our customers, our family members.

So this section is definitely very interesting. So Plato said that the wise speak because they have something to say. The fools, sorry, the wise speak because they have something to say.

The fools because they have to say something. Now I've definitely been in that latter category for most of my life. Because I was always the one that was itching to say something first.

But if you put me in a group, I would be the first person to answer the question every time unless the teacher told me not to. Like that was me. So I definitely know where Plato was coming on this one.

And maybe you know where you sit in that group, okay. Going into this, that's a consideration. The first principle when it comes to trying to speak more effectively and get our message across is actually to listen before we speak.

Covey said that we don't listen to understand. We listen to reply. Have you ever felt yourself in a conversation all you are literally doing is waiting for that person to stop speaking so you can speak.

Anyone? Everyone, right? Apart from the steals, okay.

Like that's how I've basically lived most of my life. It's like, will you shut up so I can talk now, okay. Two blazes going for a lap around the belfry.

Okay. My dad always used to, my dad always says to me, and he says, God gave you two ears and one mouth. Use them in that order.

The Stoic said, you got two ears and one mouth so you can listen twice as much as you speak. So I thought it was quite powerful. So what we need to do is we're managing these teams, we're leading people, we're being parents, we're being friends, is try not to interject.

Try and listen before you speak because by listening, you're actually not interrupting people, you're validating what they're saying because conversation is a two-way thing. So you need to just let listen first, speak second, easier said than done. The second part of this is about asking questions.

Even if you think you've completely got what they've said, yeah, I know exactly what you mean. I've seen this a hundred times and I'm ready to give you the answer as soon as you stop speaking. What you want to try and do is actually just check that you have heard what they've said.

And even if you've got it right, just by asking questions, again, you're going to validate what that person says. You're like, so just to clarify, do you mean this? And they say, yes.

Did you mean this? Can I ask you about that? No problem.

So I just want to reflect that back to you. This is something I've been using a lot regularly. So I just want to say that back to you to check I've got it right.

So is it this, this, this, and this? Yes, it is. Okay, perfect.

Now we're on the same page. These clarifying questions, even if you think you know, I have found, especially on mentoring calls and things like that, they just make sure, they just ground me and make sure that I am actually on the right track. And I'm not jumping down someone's throat with the answer.

In fact, I'm just giving myself time to pause and think and make sure the person has actually told me what they think they've told me. So that's rather than me talk for five minutes and then go, well, that wasn't actually what I wanted. There is no such thing as a silly question.

You're not going to look foolish by asking questions. Sometimes people just want to speak because they want to just prove they know the answer and they're smart. Like that's not the case.

I actually think that if you ask inquisitive questions, you come across as having a bit more kudos and a bit more weight to yourself because you're not desperate to answer. You're actually thinking and they think this person is taking me much more seriously than the next guy because actually they're really asking me some questions. So I think it really helps.

So I think it fosters good dialogue between you and the person you're speaking to. Thirdly is speak clearly. Clear, concise communication is actually quite rare these days.

Being able to say something in 10 words rather than a hundred is a skill. And our point about it's a point, not a podcast. We have a rule in the Mastermind WhatsApp group where you cannot leave a voice note over one minute.

It is forbidden. It is one minute. So what does ZoomHTV leave five?

No, I'm joking. Sometimes, yeah. But the point is, if you can't get it across in a minute, there's something else going on.

You need to be able to convey your message in a short, succinct way. No one wants to listen to a six minute podcast or a 17. I've had 17, 22 minute voice notes.

I mean, it's great. I'm scheduling them in for next Monday. I'm like, right, I'll be listening to that in eight days.

I mean, I need to book it in the diary, right? So you just want to get yourself across clearly and concisely. And this comes from organising your thoughts.

So this whole thing about not rushing to speak, some of us will be better than others, OK? Some of us will naturally take to this quicker. If you're not like that, if you're the person that always says, I'm sorry, I'm going off on a bit of a tangent, if you're that person, then this is for you.

It's like, take the time to organise your thoughts, maybe write them down as they're speaking, think about it, and then try and do it in a succinct, logical way, all right? You don't want to, yeah, you don't want to be that person because that's quite frustrating to talk to. The other thing as well is you don't want to impress people with, who remembers Dawson's Creek when they were like younger, Dawson's Creek on TV, the TV show.

Yeah, bloody brilliant, wasn't it? Dawson's Creek, they used to speak such crazy words. Do you remember?

Really long, verbose, like super smart, I'm going to Yale, man, sort of long words. And I was like, what is this? They're just young people talking to each other.

Don't try and impress someone with jargon and long words. I think we all agree that's just probably not the way to go. Another top tip for communication is actually getting used to silence.

Strategic silence is very powerful. It can really emphasise a point because if I'm not filling the room with more hot air, you're thinking, wow, what he said must have been really important. I'm just going to reflect on that for a minute.

So we use it a lot in public speaking. We'll build it up, stop, and everyone goes, because it's, and you can do the same one-to-one. So don't be scared of silence.

When we're dating, when we're young, we're dating, all we want to do is talk the whole time. You know, we're like, we're really scared there's going to be a moment of no conversation. So two people are just talking at each other for three hours.

And you know, what success is, there was no awkward silence, you know? Do you remember that? There was no awkward silence, it went really well.

It's complete nonsense, two people just talking at each other. Why don't you just embrace it? Why can't you just sit there with it and process what's actually happening and think about it and get comfortable pausing?

I actually think that if you're prepared to pause, you come across as a more impressive person in the same way you could pause and ask questions, just thinking, let me just think about that for a minute. I think that like this person is taking me seriously, and I think it actually validates the whole communication. When else can pauses be really useful when you're communicating?

Nice, Tracy, when you're trying to get information for the, exactly, because if you stop, it's almost their cue to speak, isn't it? So that's really good in negotiation as well. So not only are you trying to get information out, you could ask them a question and just stop speaking.

Who else in negotiation has heard the tactic and then just shut up? Has anyone heard that? Yeah, you just say it, this is what it is, and just stop talking.

And there's literally in negotiation, it's like whoever talks first loses. Has anyone ever tried that game? We did it when we were selling the business with Capital Living.

It was like, we said we were going to say this and then just shut up. And we all knew what was going on. I swear to God, it went for over a minute.

It was like, everyone knows the game. But if you speak at that point, you're probably going to concede ground. You're probably going to give up something.

So silences can be incredibly powerful. The other thing around empathy and trying to build this relationship is, and I am trying to practice this more and more, is try and put yourself in the other person's shoes. So rather than you trying to convince someone of something, why don't you try and see it from their side?

Now, where I use this a lot, you know, we try and create this win-win-win scenario. We always want a win-win. Well, in order to find a win-win, you know what wins for you because it's you.

What I try and do now is I know, say, what I want as a base. And then all I'm now trying to do is ask the other person what they want, like be inquisitive about what they want and try and put myself in their shoes. Okay, they want a bit more base or, you know, they want this or, you know, they want some more time or, and I'm like, okay, that's where they're coming from.

Now I can create a win-win. And looking for empathy and understanding doesn't always come in the words. It comes in the body language.

It comes in their tone. You know, how are they speaking? What emotions do you think they're going through now?

Are they nervous? Are they scared? Are they excited?

Are they cautious? Like, I think like if you can start to unravel some of this in people, then you can really start to actually understand them and then start to communicate with them much more effectively. I'm going to give you three other things as well that I found really useful over my, over the times that I've been trying to perfect my communication.

There's three things that I like to use. One is to use logic. So I'm an enthusiastic man.

Okay, I will sort of raise my voice and get more excited in an attempt to convince someone of my argument. That's my style. And I, because I'm a blaze, I just expect people to agree because I'm excited.

Other blazes will get, if you're a blaze and I get excited, the other blaze will also get excited and we'll go running off the cliff together like lemmings, all right? That's literally what blazes do. It's like, why aren't you excited?

I'm excited. You should be excited, but I'm excited. And then that's it.

But it doesn't work on everyone. Again, you might not have enough rapport to do that. So that sort of strategy only gets you so far, all right?

But actually what you can do is you can use logic. So what you can try and do is actually just present facts. Actually, rather than using emotion to get people excited, which is the next point, you just present facts.

So these are the facts. You started on this, you did this. This is where we're at.

You're currently earning this. If we're having a conversation about money, it's quite emotive. It's like, well, actually, you started on this.

A year ago, we raised you to this. Now you're on this. It's like, okay, now I'm talking about facts.

I'm presenting facts. It would make sense that we raised your salary to this kind of level, right? That's one way of doing it.

The other way is to use models. So you could say, well, everything happens in cycles. Or you could say, Dan says this a lot.

He says, it's human tendency. It's human tendency to want this. It's human nature to want this.

So you start like, it's not about you versus me. It's like, well, it's human nature to want, I don't know, more money this year or whatever. It's like, it's human nature.

It's human nature to get bored. Okay, well, it's human nature. Yeah, it's not just me.

It's like, it's human nature. So you start to use logic a little bit more. That's very useful.

That's the first thing. Second thing is you've got to connect emotionally with people. You do have to sometimes tell a story.

Maybe you're telling a story. Well, remember when we met and you were begging me for this job. And you tell the story.

You tell the story of someone else, of another customer it happened to. Rather than me trying to convince someone at the blueprint to sign up because I just tell them to sign up. Why don't I tell the story of Matt Dolman, who was at the start of his journey and he wasn't sure.

And now he's just done his first back-to-back lease within two years. Or Shiv Harrier, who went from four deals at 3K to 400 deals at four million pounds a deal. It's much easier just to tell a story about someone else that someone can listen to, because that's going to conjure emotion.

That's going to start them to see pictures and feel things. And using vivid language and getting people excited is also important. So facts, figures, storytelling, and then credibility.

Like you've got to ooze credibility. Because if you're presented with facts, and you can inspire someone, make them feel something, and they believe you because you're honest, you're credible, you're demonstrating trust, then you are much more likely to get your point across. And it's to be bought by the person that you're trying to convince.

Because they may have their guard up. They may not trust you. But actually, if you can do all these things, it will work.

So you need to demonstrate integrity at all times. This was how I built my rent-to-rent portfolio in London. I was thinking about this a lot.

I was like, right, the logic is you are going to make more money if you rent your house to me. You're going to have no voids for five years. I'm going to take care of this.

You're only going to deal with us. You're never going to have a screaming tenant at six in the morning on a Sunday morning. None of that's going to happen.

So the facts are, we are a better bet. You're going to make more money with less hassle. The emotion behind trying to convince a landlord to give me their house for five, their two million pound house in Fulham.

Give me that house. Let me chop up the walls, install a bathroom downstairs, and put an HMO license on it, and rent it to a bunch of 24-year-olds. How I would convince them to do that, facts and figures.

And then emotion. So all these young people want to do, these are the top of the creme de la creme young professionals in London. They just want to live in a nice house.

They just want to have a cleaner all the time. And they want to have TVs in their room. They want to have a good place.

They don't want to live like everyone else. They want quality of life. They want to live on a fancy street.

They want nice neighbors. Like, don't you remember when you were that age? And lots of the landlords were maybe in their 40s or 50s.

They're like, yeah, I remember when I was 26. I'd have loved to live in a house like this. Like, yes, exactly.

Emotion. They're like, I get it. That's cool.

Some of them would say to me, when my son grows up, would you rent a room to him? I'm like, sure, absolutely. Sign up for 10 years.

Use emotion. Make them relate to you and get it going. And the credibility, right?

So the credibility just comes across or it doesn't. I would use anything I could. When I started, I was an army officer.

I was a banker. And then we've been in business for five years. We've won these awards.

We've been in the newspaper. Then it was 10 years. We've got 50 houses.

It was anything I could do to get credibility. You've got your property entrepreneur logo on your business cards. You've registered for the ICO.

Who's got that one on their business cards? It's like whatever you can do to ooze credibility, but also just be honest and have integrity. And people pick up on that, right?

People are like, you're either honest or you're not. So you're just straight up, straight shooter, like what Jay was saying earlier. People will be convinced by Jay because he'll be really honest about what he's doing.

Yes, I am putting asylum seekers under the age of 25 in this property. That's what we specialize in. Okay.

Always be very upfront about that. He's a very upfront guy. And it's like, all of a sudden, like, you know, this person has turned the truth.

They're not trying to hoodwink you. And bringing it to a close then, adapt your style. So the art of communication is definitely like the language of leadership, okay?

Now the same language is not appropriate for me now to this group of 80 as it is to my mastermind group when we're, you know, in Bali, all right? I will adapt my language to the situation I'm in. And it's very important that you do the same.

There's no good being formal in the pub. So you want to speak completely differently to people in different contexts. That's very, very important.

And obviously also consider their wealth dynamics profile. And lastly is around emotional control. If you lose your cool in a heated conversation and negotiation, an argument, the moment you lose your cool, you've lost.

I've seen lots of good quotes about this. It's like the moment, argument weak, shout loud. The moment you've lost your temper, you swear, you know, you have completely lost the high ground.

Even if you were completely right, what you're saying was genuine. If you lose your cool, you've lost, in my head, you've lost that communication completely. So you don't want to get too carried away by your emotions and get frustrated because then you have, you've definitely weakened your position.

So that's advanced communication. And I think we can definitely all do better at that. Don't we agree, all right?

There is no doubt that we're not perfect. But if we master this genuinely, if you think about leadership and taking yourself to the next level, you'll engender much deeper relationships with your team. They will trust you more.

You'll be a clearer communicator. You'll get empathy from listening, from asking questions. You'll validate what they're thinking and what they're saying.

And even if you hear them and you don't necessarily agree with them, they're more likely to accept your reasoning if you've listened. If you just sit and listen first, they're like, you know what? You really listened to me.

And it's like, yeah, we went in a different direction, but I actually feel heard. Often it's more about feeling heard and the trust of having that type of relationship than ever it is about who's right and who's wrong. So I think this is skills we could all take forward into our businesses.

Hopefully we can use them this month as a trial and start practicing these communication skills to get going. Any questions about communication? Good, okay, fantastic.

Well, we're almost done for the day. The next section is gonna be back to do with capitalizing on our margins. So this is called money on the table.

Let's not leave any money on the table. And let's give Daniel Hill another round of applause please ladies and gents. And welcome to the fun.

[Josh Keegan] (1:07:18 - 1:26:19)

Thank you very much. So on that advanced communication piece, a real sort of game changing element of that that Adam talks about is what I would call active listening. And it's very often that people will say to me, do you know what?

I remember the first time I met you nine years ago at a pin meeting. I'm like, oh, wow. Like, you know, I don't necessarily say why, but their emphasis is always that when they spoke to me, I was genuinely interested in them.

So like they'll start talking and I'll actively communicate. So or actively listen, they'll say something. I've been building a portfolio around Birmingham.

It's like, oh, which area of Birmingham? And you're sort of actively listening and you're repeating parts of the conversation, just showing that you're listening rather than sitting there, just waiting to talk. That's definitely the way to do it.

And it 100% works. And to me, it's just the way I communicate now. But I can tell you it's very effective.

The way definitely not to do it is when you get the opportunity to speak to someone you want to speak to, an investor, an agent, someone like me at an event, the worst thing you can do is walk up to them and just talk in their face. If you're lucky, you might get five minutes with an investor. And if you just spend four minutes, 59 seconds, talking at their face about, I'm doing this and I'm doing that, they will not get any value from it.

You will not come across well and you will ultimately get nothing out of the conversation. You want to open the conversation. You want to engage in something that's interesting.

You want to take a genuine interest in what they're talking about, make them feel important, make them feel listened to. This is how you actually develop rapport. It isn't getting on the phone, doing a sales call and opening up with 10 minutes of this is what we do and how we're so amazing.

That's not how communication works. Last month, we talked about money from nothing. And we had a few really good examples of where people put this into practice.

Chelsea being one that put this on stage. And we had a couple of people that spoke to us in private and said how valuable it was to understand this focus of not necessarily like more revenue doesn't mean more profit. So I want to take you through today is something that we're very actively always doing in our companies and something that we've focused on since the beginning of the new financial year in April.

And what we're going to look at here is money on the table. And what this means is in this session, by the end of it, you should be able to identify and acknowledge money that you're just leaving on the table that between now and the next workshop, you can go and make. No more sales, no more deals.

Who if they had the opportunity would like to increase their profit by between 25% and 50% without doing any more deals, any more sales, any more revenue? Fantastic. And this is money on the table.

The reality is you've done the hard work. But the easy bit is actually making the money in this capacity. So if you think about how business works, a business goes out there all day, every day and makes revenue.

So you've got this block as revenue. This is your business. So for us, it might be 100 grand or it might be 5 million, whatever it is.

That's your revenue. And that's the hard stuff is getting the tills to ring. What we then do is we think, well, what's going to be more lucrative is more revenue.

But actually, of all that money you go out and make, all those sales, all that rent you collect that comes in, if you're doing 15 to 20% end of year net profit in the UK, you're considered to be in the country's elite for profitability. So let's say you're in that category and you're making 20% end of year profit. Of all that work you go out and do to generate sales and collect rents and tenant properties, 80% of it goes out to other people and you don't see a penny of it, which means actually only 20% is left for you.

What we want to do is the simple part is how can we reduce the amount of money that we give away out of every penny we earn so actually we can increase our profit without increasing our revenue. And if you're working on a 80% cost base and a 20% profit, if you can reduce your costs by 10% and go from having 80% of your money going out the door to other people to just 70%, if you're on the country elite's profit, some of you might be on less than that and you're making 20% profit, 10% saving off the top line is the same as a 50% increase on the bottom line. What you can go from is 10% going from 80% to 70% cost is the same as a 50% increase in profit because your profit will go from 20% to 30% just by reducing your costs, not necessarily increasing your revenue.

This is just a mindset piece. It's a fantastic task that you can delegate to your team and it's a really easy way to create money from nothing by taking that money that you're just leaving on the table. Last month, we talked about money for nothing.

This month, we're gonna talk about money off the table and here's a few examples of how you can do it. So the first one is your utility bills. We're all aware utility bills, they're not at their peak but they're significantly more expensive than they were when you set your properties up.

If you've not already put them all onto one contract and then gone out to the market for a commercial lender, you're leaving money on the table. If you're still paying EON or OVO or whoever, these individual domestic suppliers and you're spending 20 grand, 50 grand, 500 grand a year on utilities, you are literally pouring money down the drain. The second is your insurance policies.

The rule of thumb nowadays is if you can renew your insurance policy and it's the same as it was last year, that's deemed to be a success. However, if you task one of your team, ideally a steel profile who's very savvy and gets it, they can actually, and the aim of the game is to get it less, if they either go and take all your properties in bulk and get you a portfolio insurance rather than a product insurance, that will bring it down. And also the thing that most people don't do, go out and actually read the terms of the insurance because often you'll be over-insured for like rent-free periods.

You might have landlord guarantees. You might have 100 grand over contents insurance and it's an unfurnished property. Go through the policy and see if the cover you're paying for is actually needed or excessive.

Anything you can do to pay up front. So if you pay monthly on your insurance policies, cars, homes, landlords, insurance property, investment properties, the standard interest rate is between 10 and 20%. An insurance policy with close brothers is like 12, 13% premium to pay monthly.

If you're liquid enough or you've got access to cheaper debt, pay up front and then draw it back. You'll make 10 to 20% on your money just from paying for a year's worth of rent, subscription, insurance up front. What can you negotiate for paying up front?

Rent increases, talked about this earlier. If you're not actively increasing rents between tenancies and at every renewal, whether it's six or 12 months increasing rents, you're leaving money on the table. Any loans you've got.

If you're in a fortunate position that you've got lots of liquid capital around you, we actually talked about this in the board yesterday. If you've got lots of cash around you and you're still servicing, hopefully not, but credit cards, probably in many people's cases, high rate investors, pay it off. If you've got an investor at 12% and you've got cash in the bank that's earning you minus 2%, there's a very easy exercise there to balance the books.

Negotiate everything. If you look at that 80% that's going out the door every month, what are those big spends? We've talked about some utilities, insurance, but when you're looking at things like cleaning, we used to have, for multi-let, we used to spend 10 grand a month on cleaning.

Rather than spend 10 grand a month on cleaning, we put it all into one contract, put it out to a national tender for a 12-month contract, and ended up making the difference, which was like, I think it was about £1,800 a month, which might not sound like a lot of money, but, well, it is a lot of money. It's money for nothing. And then you end up with one supplier who's, you know, you've got one throat to choke rather than eight different cleaners.

Anything you big spends, even like, I know people laugh about this, but like toilet rolls. I did a podcast or something a couple of years ago and everyone was like, I can't believe, you've got so much money, why would you buy toilet rolls in pallet loads? That's why I've got money, because I don't waste it on eight rolls for five quid.

I'll go and buy 800 rolls for like, you know, it sounds silly, but it's like, that's the game. And when you're doing developments as well, we'll always go to bulk buyers. That's just part of the game.

And you can go to all sorts of places to negotiate those big spends. Unreturned items. Some of my team are like really, really good at this.

We have stuff left on site, insulation, plasterboards, all sorts of bricks we had at the last one. They will go and list it on Facebook marketplace, Gumtree, even return it to the suppliers. It's only a hundred or a thousand pounds a go, but you add all that up, it's just money that you're leaving on the table.

Who's got Amazon parcels or closed with tags in the house that they've opened? Absolutely, it's so easy to order, it's so hard to send back, but it's money you're leaving on the table. And overpaying and undercharging.

You will probably have got sloppy with suppliers or something like that. You might find that there's a VA that you used to use on a fixed rate contract. You've taken your eye off the ball and actually you're probably not getting good money's worth, or you've got a operations person or a designer who works for you.

And that rate's crept up from like £30 an hour to 40 to 45, 50, 60, and you just got comfortable. And then actually you stick it on fiverr.com and you get someone in for £15 an hour, who's just as good, and you've saved 75% of the cost. And those bills can easily be hundreds or thousands of pounds a month.

So who are you overpaying? And by overpaying, not like world-class people, world-class packages, you're just overpaying because you've taken your eye off the ball. You clean as £25 an hour and they're average, get someone new that's £20 an hour and they're good.

You know, who's playing that game? My solicitors. My solicitors, Wilkin Chapman, have always been expensive, but really good.

Now they're really expensive and really slow. So I've just moved to another company and an option agreement that I'm doing has gone from £18,000 to £4,000. And my service has gone from like 72-hour response time to seconds on email.

Overpaying. And then as Chelsea was saying earlier, where are you undercharging? What are you doing for free because you're a good person, you're good service levels, but actually you should be charging.

You know, all those little extras, people do respect it if you start charging for it. And actually it's a bit of a double-edged sword because if you don't charge for it, they don't respect it. And then you get like scope creep and it just gets bigger and bigger and then nobody wins.

Outsourcing or going overseas. We see this a lot. Josh talks about this a lot with the companies he works with of Ultimate FD.

You can get, you can go overseas and for the same rate you would pay for an average unperformer in the UK, you could get a specialist, qualified, 30 years experience, world-class person. And if you're running a remote business where it is WhatsApp, Slack, emails, it doesn't actually matter if they're in this country or another one. English speaking, most are on the same time zone, whether that's their local time zone or not.

What can you outsource or what can you go overseas for? And then finally is wastage. Again, it depends what business you're running, but you will just have wastage.

And those who've been in hospitality or specifically catering will know one of the biggest problems you have is managing your wastage. And that's where ultimately your profit goes. And for those businesses and industries that aren't making any money now, you literally are not just leaving money on the table, you're pouring the money down the drain.

So we're gonna do a little workshop now for the last five minutes or so. And what we want you to do is just make a list. Go back to that, I'll stick that back on the screen in a minute, but go back to that mindset there that every penny you're going out and working really hard for, every pound or every thousand pounds, 80% of it is going to somebody else.

Have a think about all those big things you spend on. And let's see if we can add another 10%, take 10% off your top line and add 10% to your bottom line, which would be the same as going from 20% profit to 30% profit, which is a 50% increase. So I'm gonna stick some music on.

Working through those and any other ones you can think of, where are you leaving money on the table? And what can you do in the next 30 days to make more money from doing less? Okay, so I'll give you a few examples and then we'll see what you guys have got.

So here's a few that we've done recently. So we did, so Mancor House Insurance got renewed. That's that policy is about 15,000 pound a year.

And rather than it go up, it went down to 13,000 because we removed, shut the guys up, there's a bit of noise outside. What we did was we got it as 15,000 and normally we would expect it to go up or if we could get it the same, it would be, that would be exceptional. Actually, we managed to save 2,000 pounds because there was a clause in there which covered the tenants for relocation and a loss of rent or something.

There's basically two clauses. So it was double insurance for the same thing. And that actually pulled the policy down to the same rate and then down a further 2,000 pounds to 13,000.

And then I paid it upfront. So I basically got it down to 11 and a half thousand by lending the money from my holding company to Mankore House, paid it 11 and a half thousand pounds and then paid my holding company the 13% interest. So I'm saving money in the business.

I'm earning money on my funds that are in the holding company and it's just money for nothing. Another one is, and this one might sound crazy is my Rolls Royce is very expensive to maintain. Very, well, it wasn't actually meant to be supported.

I wasn't actually, that was like a, it costs a lot of money to maintain. And anything that goes wrong with it is just like the drink holder in the back, the spring's gone. It's 1,800 pounds to replace the spring.

Yeah, yeah. I've not replaced it, I refuse to. I've got two drink holders.

I just leave a can in one so it keeps it open.

[OMFD Contributor] (1:26:20 - 1:26:23)

And then that, and then- You never meet your heroes.

[Josh Keegan] (1:26:23 - 1:31:12)

Oh yeah, never meet your heroes. But this is why I'm telling you this, right? So Les, who was my hero when I was coming up like you guys and he was my mentor.

He sold his company for like eight figures and he was my business partner. And the first time we did our joint venture agreement, I sent him a quote. I said, our solicitors is going to be about 1,100 pounds.

Is that okay? Expected him to come back. He said, cool, that sounds expensive.

He says, get him down to 800. And I was thinking, you got so much money. Why do you want me to negotiate him for 300 quid?

And that's where I understood the reason he has so much money is because you compound that up over enough transactions, deals, years, and decades. And it becomes a lot of money. So the Rolls-Royce, why do we take it to Rolls?

And Andy, my driver and my estates manager, he's from Yorkshire. And like anyone in Yorkshire, everyone's like tight as it comes in Yorkshire. Anything to save money.

And obviously he's doing it for me. So I'm very grateful for it. What do we actually want from Rolls-Royce?

We want the stamped service book. What do Rolls-Royce actually do? Anything they can at 300 pound an hour.

Like literally, they will anti-dust your dust caps for 300 pound an hour labour. So then what Andy did was he spoke to the lady there, found a list of all the things that they do. And then the things that don't need to be done in the service, he did privately to go and like went to a local garage, got the bits and pieces changed.

And the bits that had to be done, like the oil has to be Rolls-Royce pressurized oil. They have to have a special tool. He got that done at Rolls-Royce.

And that took the service down from about 1,800 pounds to 600 pounds, which is just no brainer. And then Rolls-Royce said, oh yeah, we recommend you get some new tyres. And Andy said, you put new tyres on this car six months ago.

They said, oh yeah, you don't need to put new tyres on it. We just recommend you do. And they're like 800 pound a piece.

And Andy was like, oh, okay, no worries. So we ran them flat for six months. And then before we took it to the next service, he found the garage.

So when you go Rolls-Royce, they say, we recommend you do this. Most people take it to no notice. So they change your tyres at 800 quid a part.

I think the legal limit's like two mil. You still got six, eight mil left on it. But then obviously just chuck them to a secondhand car garage.

Andy's found the secondhand car garage and bought four runners, or it's actually just two, two runners, two of the tyres that have come off the cars that have been ripped off by Rolls-Royce for 50 quid fitted. And they're now on the Rolls-Royce. So it's like nothing has happened there apart from getting savvy, not getting ripped off and looking after the pennies rather than the pounds.

You can, but it's really difficult because it's only got three doors to like throw in the back. It's like, I've not actually tried it yet. So another one.

So when I did Wycliffe Mill Business Centre, that was, you know, 7,500 square foot, it's 12 flats. What we did on that is the interior walls, which have different sound compliance to the acoustic test between the units, we made smaller. So if you think you make a normal standard construction wall is like that thick, the internal walls we made two inches thinner, which because they're just normal standard head height, if you went and pushed them or like really banged them, you might notice, but they're completely compliant, they're completely legit.

And you do that over 20 apartments, the cost that comes down in timber materials and insulation is significant. Agent fees, we did an audit on all of our agents. We use loads of letting agents around the country and did an audit over 12 hours.

What do they actually charge you? And because it's 20 quid here and 60 quid there, you don't really clock it. When you add it up, there's some that are like fair and good value for money.

And there's others that are absolutely expensive. We've gone to the expensive ones and now negotiated them down to a standard rate. OMFD we work with, and Adam alluded to it earlier.

I used to have a significant size finance team in the UK, like six figure finance team. UFD with Josh have outsourced all of that overseas. And having bought in all the new expertise, all the new team members, which has taken it all to the next level.

We've got better standards, better service, better performance, but actually a lower cost, which is bonkers, but it's just that arbitrage that you get. And then finally, like I said, buy your toilet rolls in bulk and you'll never get caught short again. So hopefully that's given you a few ideas.

And it really is like, don't look after the pennies and the pounds will look after the sales. Don't let money go down the drain and equally don't leave money on the table because more revenue doesn't mean more profit. And there's easy money for you to get in the next 30 days.

Have you had a good time today? Lovely. Let's welcome Adam to the stage.

[Daniel Hill] (1:31:18 - 1:31:39)

Giddy, giddy. I think we're all guilty of this. All right, this is like literally like 101.

It's not how much you make, it's how much you keep. We can all do better. You know, Rachel found five grand down the back of the sofa.

Okay, so how much have you found on the back of the sofa? Go for it.

[Speaker 15] (1:31:39 - 1:31:56)

One that we've had recently, which I think is worth sharing is we had tax money that we were just had in like an account that had no interest on it. Company corporation tax. It doesn't need to be paid for a while.

We transferred it to a high interest account and it's making at least £200 a month that just wouldn't have got otherwise. Yeah, wow. I've never done that before.

[Daniel Hill] (1:31:56 - 1:37:18)

Yeah. One of my friends is selling his business for quite a lot of money. I think it's about 8 million.

And Coutts have taken him on as a customer, obviously. And they're putting the tax that he's going to pay in capital gains. They've got a special scheme they put it in because you don't have to pay it for 18 months after you sell your business.

And it's going to make back like, because it's locked for that because you know when you're going to pay it, right? June in two years, they're going to make back like 30% of the tax they're going to pay from Coutts just by locking it in that account. So yeah, it's like, we can just be smart with our money.

This is obviously a really good one for winter but we need to just look after the pennies. Good. So let's run you through the homework and get you set up for the rest of the month.

Execution is everything, okay? This month's mid-month mentoring is the 14th of August with Josh, all right? There are four slots available.

If you want to get one-to-one mentoring with Josh for a 15 minute slot, there are slots available. The QR code is in your workbook, 14th of August, midday. Book it, ask a question, get some feedback.

Like why would you not use that resource which is there ready to get some one-to-one help with whatever you need because Josh has a wide range of experience in all our blueprints. For those people that want to go a bit deeper in terms of the midweek mentoring in relation to the blueprints that we taught on Wednesday. So week one is Martin's going to be...

So Martin, as you heard a couple of months ago has doubled his net profit from his training company, his Facebook group. Is it on Facebook, Martin? It's Martin.

No, it's not on Facebook, is it? Some of it is streamed on Facebook but Martin has a community, all right? It's very crusty waves, leveraged information products, selling training and he's managed to double his net profit and a lot of it has come from just perfecting his funnel and running better campaigns and real taking responsibility in everything that we've been teaching him.

So if you are going to run a campaign or you want to learn how to run a campaign Martin's going to take you behind the scenes in what he's done. So a super high value midweek mentoring there and then Suzanne is going to be running through any questions, concerns around the awards. Okay, so if you do want to tune in as a motivation kick up the bum or a question then you've got that in week three.

So that's the end of your presentations with Suzanne. So yeah, this was what's on the vault in store for you. This was the content we delivered on Tuesday.

So six figure funnels from Chris, advanced sales from Josh and then content and campaigns again from Chris. So all sorts of marketing knowledge and information in there and all our updated blueprints. The book club for this month is Wealth, Health, Life by Design as Normal.

So you may have heard this title before, Buy Back Your Time. I wonder where you got that one from Dan, that's very original. Buy Back Your Time, okay.

Episode two, three, four, wealth, okay. Breaking through, investing, paying to get things done so you can get your time back. Health, grace of gratitude, okay.

Being grateful for things like mental health, awareness, episode two, three, six and a day in the life of Dan Hill, two, two, eight. Holding your drinks holder open with this can in the back of the Rolls Royce, okay. That's Dan's Life by Design book club recommendation for this month, episode two, three.

All of these are live now on the pod, download them, listen to them when you're on your steps, listen to them on the way home, in the car, get inspired, understand what Dan's up to because there's so much learning within these podcasts. Some people last month on the feedback asked for some more book clubs, some actual book books. We've got some recommendations for you, some additional reading if you'd like.

So the first one is How to Sell 10 Million, okay. How to Sell 10 Million by William Brown. Has anyone read this book?

Good, okay, that was our intention. So this is an advanced level KPI strategy, okay. So if you wanna be in that space where you're developing your profile and you wanna sell big, this one is for you.

Mine, I think that would be a good one for you actually. Next one, They Ask, You Answer. Anyone read this?

A couple of people, okay, good, no. Good, well, that's excellent. Marcus Sheridan, okay.

This is advanced level marketing for those people looking to go even deeper than the whole mosey stuff, which is quite beginner in lots of ways. That is gonna take you to the next level. So there's your additional books, additional reading, make sure you've written those down.

They're in the homework as well. Buddy up those people who've opted in. Hopefully you know your buddies, you've swapped numbers, you know who they are and you can hold each other accountable throughout the month.

So ladies and gents, the final thing to do for today is to get your phones out please and help us by giving us a score for the month. How's it been over the month? How's the event been?

How's the content been? Could you give us some feedback, some tips? We would really appreciate it.

It's on WhatsApp now. It's been sent to you via WhatsApp, not SMS. There you go, WhatsApp. Sorry, Ashley, it's on WhatsApp.

[Speaker 20] (1:37:20 - 1:37:27)

I'm only pulling your leg. So thanks for your feedback, ladies and gents in advance.

[Daniel Hill] (1:38:32 - 1:39:57)

Our score and some tips, please do put your phones down. Then we'll let everyone get off. Cool, phones down when you've done the feedback.

Thank you, we'll leave it there for music. Thank you very much. Just final sentiment for me, just a reminder, if you want to join the Promoters WhatsApp group or you're in the Promoters WhatsApp group, we'll post those images in case you do want to refer someone.

There is that £1,000 referral fee available until the 6th of September, until the next workshop. Just keep it in your back pocket. Feel free to send it to people.

We would appreciate it. This is the package. They're going to get £1,000 off the cost of the programme and the whole package and there's a £1,000 referral fee.

So it's there. It's there if you want to use it. Have you had a good day?

[Speaker 8] (1:39:57 - 1:40:08)

Let's have a massive round of applause for all our speakers. For Chelsea, for Jay, for Dan. Thank you very much.

Enjoy the networking and I'll see you for awards day. Absolutely.

[Speaker 3] (1:42:33 - 1:42:59)

Give me your love babe, give me your love babe, give me your love babe, it's Friday then, then

[Speaker 9] (1:43:03 - 1:43:33)

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 a while, I'm counting down till Friday comes, I'm gonna, I'm gonna do too much, you know I'm all in my bag that's clutch, every Friday, Saturday, Sunday, and last weekend all the way, yeah, it's Friday then, then,

[Speaker 3] (1:43:33 - 1:50:51)

it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, why, when it comes like, we want that weekend, we want that weekend, we want that weekend, we want that weekend, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, Sunday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday then, then, it's Saturday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, why, it's Friday, I said, I wish I said no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no, no , no, no, no, Let me take you