**25.01.09 PEA Session 2 01-converted**

[Speaker 6] (0:23 - 0:25)

Ladies and gents, it's your two minute warning.

[Shiv Haria] (0:25 - 0:28)

Get your coffees and make your way to your seats.

[Speaker 6] (0:30 - 0:37)

We've had a million, million nights just like this. So let's get down, let's get down to business.

[Speaker 17] (0:39 - 0:50)

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this.

[Speaker 6] (0:50 - 1:30)

So let's get down, let's get down to business. Back and forth, back and forth with the bullshit. You know I said it before, I don't mean it.

It's been a while since I had your attention. So it might hurt you a little. Dreams we had don't ever fall away.

[Shiv Haria] (1:31 - 1:42)

We can't leave them if we stay the same. Property entrepreneurs, it's one minute till we start the session. Finish your conversations, get your drinks and take your seats.

[Speaker 6] (1:43 - 1:57)

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this.

So let's get down, let's get down to business.

[Shiv Haria] (1:58 - 2:05)

Let's get down, let's get down to business. Give you one more night, one more night to get this.

[Speaker 17] (2:06 - 2:13)

We've had a million, million nights just like this. So let's get down, let's get down to business.

[Speaker 18] (2:21 - 2:37)

Ladies and gentlemen, property entrepreneurs, please clap your hands. Give a huge round of applause and welcome to the stage, Mr. Shiv Haria.

[Shiv Haria] (2:44 - 4:25)

Keep it going, keep it going. Come on. Fantastic, fantastic.

Are we ready for session two? Yes. Okay, before we do, a few announcements to go.

First things first is, how many of you have been to a supper club before? A supper club? So we've done these on property entrepreneur...

Oh, the sexy people. We have done these on the property entrepreneur programme and they have been exclusively for the programme. But right now we are about to introduce a special supper club.

Who's interested for a special supper club? The special supper club is going to be, get your books out, on Wednesday the 4th of June. Wednesday the 4th of June, it is the night before the property entrepreneur championship season super event.

So it's the night before the super event. You're all going to be here anyway pretty much. So Wednesday the 4th of June and the price of the supper club is going to be £150 or £99 for a partner place.

Now here's what I want to tell you, the importance of a supper club and these kind of events that we run. You all know that you're here for the content and the workshop, but where the real value is, is where? In the community.

We're here to get to know people. You can't get to know people in the break time, because here's what I'll tell you what you do, it's exactly what I do. I go to meet the person that I already know.

So you're not meeting new people. When you come to these additional activities that we do, things like the supper club, things like the game of four quarters, game changers events, that's where you get to interact with the community and meet new people. So the booking link is going to be sent out on WhatsApp and Facebook and it's on a first come first serve basis.

Hands up, show of hands, show me if you're interested in this supper club event. It is going to be, I'm telling you, one of the highest value things and something I said to Adam... Say again?

[Steve] (4:25 - 4:25)

Who's holding it?

[Shiv Haria] (4:26 - 6:05)

And I guess who's holding it? Well, Rachel and I have an informal competition going on at the moment, which is how many people can we get to our supper clubs. So I'd really like it if you could help me out on this one.

This is going to be a real game changer. And I said to Adam earlier that, honestly, the people that come to these supper clubs are the people that end up on stage at the end. And I don't mean they end up on stage winning the awards.

I mean that they end up on stage having hit their targets. Does that make sense? Yes.

Fantastic. Perfect. Next thing is, you know, this open mic.

Every month we have the opportunity to share with the rest of this community. And what I'd like you to do already is invite you to queue up to the right. Start coming up over here.

Round of applause for the people that are going to come up. Come up, come up, come up. This is, just to be clear, it's accountability and sharing and celebrating successes.

What this is not is this is not a plug for your business. I'm not looking for business. It's accountability and celebrating successes.

It's going to be 30 seconds each, as we know. And you're going to come on from this side. And when you're finished, you're going to go off from this side.

So, so far we have one person. I think we need another round of applause to get more people on board. Come on, guys.

Those of you who are still in the community, I told you that this next three months is going to be your time to shine. And I'd really, really encourage you to take this opportunity. Don't just let the dynamos and blazes come up.

The still people, so the dynamo gets up. The still people, use this as an opportunity. There is a mic here.

You don't need to shout. There's a mic here, and you come up and share your successes. So, first.

[Ben] (6:05 - 6:33)

I mentioned it last time. I've been weight loss. For my strategy last year, I said I wanted to be a 32 waist, and these are my new 32 inch waist jeans.

Round of applause. Across the whole of last year, I averaged 9,345 steps a day, across the entire year. So, I'm going to do over 10,000 a day.

[Shiv Haria] (6:33 - 6:41)

Fantastic. Well done, Ben. Thank you very much.

Next. Remember, guys, this is 30 seconds. Sharing your accountability and celebrating your successes.

[David Bailey] (6:43 - 7:07)

Hi there. My name is David Bailey. For those of you who don't know me, I've got a large barn conversion project on, which has just been all engrossing for the last two and a half years.

There's some delays on that, but we have got a date for completion on that. We're going to have one sold, one rented, and our own home moved in on the 11th of July, 2025. So, I'm putting that out there for you to hold me to account.

11th of July.

[Shiv Haria] (7:07 - 7:08)

Thank you, David.

[David Bailey] (7:08 - 7:09)

Round of applause.

[Rupin] (7:12 - 7:34)

Here we go. The blazers are here. Yo.

Just a quickie. It's only more accountability. Still on the fat burn.

As you know, from last year, I was at nearly 40%, down to about 34%. My goal for this month is to see a 1% drop. So, to 33.

Peace. Fantastic. Thank you, Rupin.

Well done. Well done. Come on, Steve.

[Steve] (7:39 - 8:00)

Hi, everyone. One of my objectives for this year is to get my body fat down. I'm going to do monthly challenges, quite physical challenges.

So, this month, I'm doing 140K bike ride. Next month, I've got a half marathon book. So, this is to keep me accountable.

If anyone's got any ideas for the rest of the year, high rocks, hikes. Marathon. I knew he would say that.

Valencia's in December, I think, isn't it?

[Shiv Haria] (8:00 - 8:00)

It is.

[Steve] (8:00 - 8:04)

Yeah, exactly. Yeah. So, anyway, any ideas, any accountability, any support would be great.

Thanks.

[Shiv Haria] (8:05 - 8:07)

Fantastic. Round of applause. Perfect.

Well done, mate.

[Iridge] (8:17 - 8:53)

59 consecutive days of cold showers. Day one, I didn't want to do it. Day 59, today, I didn't want to do it.

These Belfry showers are really cold. So, every day, get something done that I don't want to do. After the first few seconds, settling into it.

Such a good metaphor for all the stuff we don't want to do. Get something ticked off. It's doing wonders for what's happening up here.

I only recommend it. Well done, Iridge. Well done.

Iridge, how long are your cold showers? On day one, it was about five seconds. Now, I'm up to about a minute.

[Shiv Haria] (8:54 - 9:03)

Makes me cold thinking about it. Come on, Grant. Grant, you've got to do this one as if you're a steel.

Because I said steels and you came up.

[Speaker 8] (9:04 - 9:04)

Oh, okay.

[Shiv Haria] (9:04 - 9:05)

Be very steely.

[Speaker 8] (9:05 - 9:47)

I can't do that. So, Niraj, once you get to 120, I'll challenge you to an ice bath. So, this one is, I'm going to share with you my two biggest goals that I have this year, which is, one, 15% body fat.

I did 20% last year, so this year is another 5%. So, I want all of you to ask me how I'm getting on with that every single month. And the second one, you all know that we've been through a massive case of fraud within our business, so I want to pay off the £120,000 loan that we had to take out to support our clients with their financials.

So, if you could just ask me about that every month, it would be much appreciated. Fantastic.

[Shiv Haria] (9:48 - 9:53)

We want to see proof, Grant. We want to see proof of that body fat. A topless photo next time.

[Speaker 5] (9:55 - 10:47)

Last month, I said we were having problems with our big 48-bed HMO and they were trying to get us to negotiate ending the lease. In December, they didn't pay rent, so we're £14,000 down for last month and negotiations kind of stopped. We've learnt over the last month that they let tenants move in with dogs, plural, cats, plural, and guinea pigs, which I don't mind too much, but there's no pets.

It's a city centre tower block, HMO rooms for 48 rooms. It's not good for animals to be in there, let alone letting tenants move in with them. Chris and I are going into the building tomorrow morning to repossess it.

The charity we've got, who are going to take it on, are going to start managing it tomorrow for a few weeks to get all the co-op members onto AST and hopefully fix it before they then take it onto a five-year lease with a 30% increase in the rent they're going to pay us. So, it's been problematic over the last month, but it's still moving in the right direction. Just a quick update.

[Shiv Haria] (10:47 - 10:54)

Fantastic. If you need any help with how to get tenants out, Grant and Kay have just been through that process.

[Speaker 11] (10:55 - 11:18)

Hello, everyone. Accountability for me is it's really hard for me to get off my phone at least one hour before the bed. I tried hundreds of times.

I failed even more than that. So, the accountability is to not use my phone at least one hour before the bed, because I really need to, you know, level up my sleep.

[Shiv Haria] (11:18 - 11:19)

Is there a specific bedtime that you have?

[Speaker 11] (11:19 - 11:28)

It is usually about by 10 o'clock. I like that. So, why don't we just say from 9 o'clock onwards, you're not allowed.

From 9 o'clock, it is. And it's specific?

[Shiv Haria] (11:29 - 11:38)

Specific. Fantastic. Well done.

Round of applause. Yes. What have we got here?

[Suzanne] (11:38 - 11:40)

Sorry. I didn't realise it was stills only.

[Shiv Haria] (11:41 - 11:41)

I know.

[Suzanne] (11:41 - 11:42)

Partly still.

[Co-facilitator] (11:42 - 11:43)

Fair enough.

[Suzanne] (11:43 - 12:19)

Hi, everyone. I'm Suzanne, for those that don't know me. My objective for this year is to find referral partners on two of my businesses.

So, trade to developer, we want to find referral partners that deal with loads of tradespeople. So, I'm talking to Howdens at the moment, for example. And on my interiors business, I'm looking for tradespeople...

Sorry, not tradespeople. I'm looking for property people for my interior packages, but people that are dealing with lots of property people. So, if anyone knows anyone, has ideas, please let me know and please hold me accountable.

[Shiv Haria] (12:19 - 12:27)

Fantastic. OK, brilliant. Thank you very much.

And last but not least, we have Matt Dorman.

[Matt Dorman] (12:28 - 12:55)

I have to come up here every month. It's part of my accountability. Otherwise, we would forget who you are.

That's exactly right. And you wouldn't be able to hear me. So, last month, I came up here to make myself accountable for launching my new habit-building app.

I launched it on 2nd January. I'm really excited. Thank you very much.

So, if you're looking to get better sleep, learning to be less stressed, or even lose weight, get in touch and we can work together on the app. It's absolutely free of charge.

[Co-facilitator] (12:56 - 12:56)

What's the app called?

[Matt Dorman] (12:57 - 13:14)

The app is called 14 Days of Focus. So, you only have to commit to 14 days. If you can stick to that habit for 14 days, we have another call to see if you can then get to 30 days, 60 days, or maybe 90 days.

So, good luck. Amazing. Well done, mate.

Well done.

[Shiv Haria] (13:17 - 14:33)

Guys, remember, this is the best way of keeping yourself accountable is by sharing it with the rest of the community. And you want to share any successes that you've had or anything that you want to keep yourself accountable to. Next month, again, the same process is going to be here.

So, stop thinking about it right now. Don't leave it to next month. And remember, this is not a plug for business.

This is, I have had this success in my business, or here's something that I really want to do and I want you to keep me accountable. Does that make sense? Yes?

Perfect. Okay, brilliant. And I mentioned earlier that the next port of call, if you remember, at the end of March, is going to be our business plan.

Our AGM is going to be there, and as a result of that, we need to create a business plan. Just the same way that your strategy presentation locks in your strategy, your business plan locks in your business. Your AGM locks in your business plan.

So, let me rephrase that. Just the same way that your strategy presentation locks in your strategy, and you now feel like this is what I'm doing this year, the AGM locks in your business plan. And what is your business plan?

Your business plan is your plan of action to achieve all of the goals and targets that you have. So, it's exactly the same as your strategy day, but it's going to be even better, because you're going to have every single thing that you want to achieve, and you're going to have a plan for how to achieve that. Does that make sense?

[Co-facilitator] (14:33 - 14:34)

Yeah.

[Shiv Haria] (14:34 - 17:48)

So, most of you on this programme have done business plans before, but most people out there, they don't know what they're doing. They don't create a plan. They don't know what the plan is to get there.

If you have a printed business plan, then you can refer back to it every week, and you understand exactly on a weekly basis, on a monthly basis, on a quarterly basis, what you need to do to keep on track. Here's mine from last year, and I review this every single quarter. I take two days out of the business every single quarter.

I review the business plan. I review it against where we are right now, and I make sure that I'm moving myself forward. So, one day of those two days is let me review, and one day is what do I need to do going forward.

And the fact is that this helps me so much because it keeps me on track with where I'm trying to go. And what we want to do with all of you, now that you've made your strategy, is make sure that you can also keep yourselves on track with where you want to go this year. So, we want to make sure at the end of this that you have a printed business plan yourself as well.

And as a result of that, I wanted to introduce you to the AGM Business Plan in a Day Workshop 2025. This is going to be the most valuable 24 hours that you spend working on your business. It's going to be the day before the April workshop, which is Wednesday the 9th of April, and it's going to be Josh and I that are going to be taking that workshop.

I'm going to run you through very quickly what's included. It's a full day from 8.30 in the morning until 6 p.m. A full day workshop, including lunch. You're also going to have Josh and I and other trainers that are going to be there helping you to build this business plan, to understand exactly what needs to go into it, to follow the blueprint, to answer any questions that you have about what needs to go into it, and ultimately to get stuff done.

The fact is, and I've been in this same place myself, where I've thought, and I just shared with Adam actually just before I got on stage, I said, Adam, you know what? I've always been such a skeptic about these things. You see these, they're gone now, those affirmation boards.

Six years ago, they said affirmation boards. I said, you know what? And I took a picture of it and I sent it to my marketing manager.

I said, here you go. Make that up for me. And she made it up for me.

And it sat on my computer. But the reality of this is it's printed. It goes on your wall.

My business plan, same thing. Business plan, there's a blueprint for it. So I wrote it all out, sat on my desktop.

Didn't finish all of it because I didn't really get around to finishing all of it. Just sat on my desktop. No one actually got it.

It was only when I came to the workshop and I got it printed that it meant that I could hand it out to people. Does that make sense? So you're not just getting stuff done.

You're really putting a line in the sand, a milestone of here's where we are, here's the plan, and we're going to give it out to people. And at the end of the day, we're going to send it to the printers. So you are going to get it done on that day.

You are not going to leave that day without a business plan done. And to prove it to you, here is all the people that were on the business plan workshop last year. And you can see that every single one of these people on this picture have printed their business plan.

As in, they were not allowed to take a picture and they were not allowed to leave the room until they had finished their business plan and pressed print and ordered it. Does that make sense? Hands up, how many of you were on this business plan workshop last year?

A few people. Can I have just a couple of people to tell me a little bit more about what it meant for you? What was it like for you?

Chris, I know you were on it last year. Can we get... Oh, sorry, catch box.

Chris, my throwing is not as good as your catching, so...

[Chris (AGM feedback)] (17:50 - 17:51)

Yeah, it was...

[Shiv Haria] (17:51 - 17:52)

Stand up, stand up, mate.

[Chris (AGM feedback)] (17:52 - 18:23)

It was a really good day. It was just a chance to sort of be in the room, be held accountable to actually getting it done there and then. Because it's one of these things, in my experience anyway, that you can dip into, you can do it to an extent, but actually having the structure to follow and having you guys there to guide us through some of the questions was really, really helpful.

And just being able to get to the end of the day knowing that was done, dusted, and I was able to go back, share it with the team the following week in our team meeting, it was great. And it just meant that it was a sort of North Star for everything we were doing going forward from there.

[Shiv Haria] (18:23 - 19:02)

Yeah, fantastic. Brilliant. Round of applause for Chris.

Anyone else want to share? Someone on this side of the room? Can we have the catch box sent over this side, please?

Fire it over. Whilst we're doing that as well, I'll let you know that we took the feedback from last year's AGM workshop and we said, actually, we need to implement all of this feedback and this year, we're going to make sure that we give you a whole bunch of stuff, a prerequisites list of things that we need to do so that, for example, when you come to the AGM workshop, you don't have the picture of property entrepreneur at the front of yours. You have your picture at the front of yours. It's going to be your business plan.

Go ahead.

[Speaker 4] (19:03 - 19:04)

Yeah, so I am...

[Shiv Haria] (19:04 - 19:05)

Stand up.

[Speaker 4] (19:05 - 19:56)

Sorry. I'm like a star, so I'm very dynamo blazy and this is something... We've never, ever had a business plan in our business for five, six years of running a business.

Never had a business plan. We just wing it. And if I tried to write a business plan at home, I probably would have got about 10 minutes in and be like, no, this is not for me.

I'm confused, and put it away. Also, we have stuff on our laptop all the time. We don't review it.

We don't go back. To have a physical printed copy was like a game changer for us because we actually have it on our desk, visible every single day when we work. So, it was a massive game changer for us.

Never had a business plan and we never would have wrote one without this because other than Jacob, who's a steel, who absolutely loved it, but it was his first year in the business with us, it was just like, oh my God, we actually have a plan of what to do. And we achieved most of what we set out to do, which would never have happened without it.

[Shiv Haria] (19:56 - 26:00)

Fantastic. Thank you very much. Round of applause.

Hands up if you're a dynamo or a blaze. Dynamos and blazes, this is for you because if you don't have this, you will not get this done, I guarantee you. Hands up if you're a steel or a tempo.

You guys, honestly, you're going to do what I did. Here's what you're going to do. You're going to write it and it's going to sit on your desktop or you're going to do what I did the following year, which is print it on my printer.

I printed it on my printer, sat on my desk, didn't go anywhere. Never looked at it again. You know why?

Because it's not professionally printed. I cannot give it to other people. I'm not proud to show other people because it's not on thick card, it's on pieces of paper.

So trust me when I tell you, whether you're a dynamo, a blaze, a tempo, or a steel, this workshop is for you and at the end of this, you are going to get a printed business plan. I want you to turn to page 21 in your workbooks right now. Page 21 in your workbooks is going to have all the information in there and the price for the in-person event on the day is 750 pounds plus VAT, but, oh, brochures on the desks, on the tables.

Can you also have brochures on the tables? Just get a hand around the brochures so you can have a look at those. Sexy brochures.

By the way, guys, these brochures are really like what your business plans are going to end up looking like. Nice and professional and it's going to have all the information in there. So the brochures are there.

The price for the in-person event is 750 pounds plus VAT, but, of course, because you're the advanced program, we have to give you a discounted price. So for the discounted price, the discounted price is 450 pounds plus VAT, but you have to sign up by the end of this month. You have to sign up by the end of this month.

If you fail to sign up by the end of this month, you will pay 750 pounds plus VAT. And what you need to do in order to get that is the discount code AGM25PEA. If you are someone that can't attend because you're on holiday or something like that, this is still a really important milestone for you.

So if you can't attend, there is also a virtual option that you can see behind me, and that one is 350 pounds plus VAT. And to sign up for that one, you need to enter the code AGMVIRTUAL. So these are the two options that you have available for you, but I'm telling you this is one of the most high-value things that you'll ever do.

For those of you who want to level up, how many of you consider yourselves a VIP? VIP? If you want to level up your experience and you want to actually not just come along to the day, but you want to have a whole experience, we have the AGM experience.

And here's the AGM experience. It's an overnight experience. We're going to have walk and talk.

We're going to have pre-dinner drinks, social. We're going to then have supper club, and there might be two supper clubs depending on the number of people that come. They're all going to have accommodation for the night.

You're going to have full use of the Belfry facilities for 24 hours. And then in the morning, before the workshop starts, you're also going to have breakfast with the trainers as well. So you get a whole overnight experience.

Why is this important? Remember what I just said to you. This whole thing is about community.

You can learn all you want over here, you can do your work, but you're not going to make the 10-step leap unless you are part of the community, unless you get to know people. And that's why we have this overnight experience. The overnight experience, the price is £1,500 plus VAT.

But for you guys, again, for the AGM, for the advanced group, we're going to discount that to £750 plus VAT. And let's just see. Yeah, this is the code that you want for that, EXP25VIP.

So there's three discount codes that you need to put. I'll put them up on the next slide. But the real value here, like I said, is to build those connections.

The strategy has been the project for autumn. All of autumn, you've been working on the strategy. The project for winter, which is now these next three months, is the business plan.

So the whole point of everything that we do over the next three months, basically, is to create that business plan. If you want to guarantee results, if you want to guarantee that you're going to get that business plan done, you do need to get that booked in. So these are the three discount codes.

Oops, sorry. These are the two discount codes you want for AGM25PEA and for the experience. And there's obviously the virtual one as well, AGM Virtual.

The workshops are ultimately, or these workshops that we do are accountability spikes for you. And it makes it easy for you to succeed. All you have to do is turn up.

Turn up, and we will do all the rest of it with you. Does that make sense? Perfect.

Who wants guaranteed results? Perfect. I want you to realize, and I say this all the time, I am the example.

All I have done is follow the Property Entrepreneur Blueprint. That's all I've done. I've not done anything else.

So I want you guys to do the same thing. Now, who's ready for session two? Yeah?

So most entrepreneurs, they find, and this is exactly the same as where I was, you offer the whole world for pennies to anyone that will buy. That's what most entrepreneurs do. However, property entrepreneurs understand that to generate the sales that they need to have, to have clients coming out of their ears, lining up to work for them, they need two things.

They need to have, operate in a niche, and secondly, they need to have a clear offer that people feel silly saying no to. Does that make sense? Yes.

Perfect. The next session is going to help you build out your own offer, and it's going to give you five elements of marketing that you can also do so you can launch your own campaigns over the summer. To tell us more, I'm going to introduce you to our guest speaker this month.

Our guest speaker is a marketing genius. What is he, ladies and gents? Marketing genius, and he's run marketing companies for the last, over 10 years now.

At 24, he had a team of 20 people and an office in Oxford Street. How impressive does that sound? Yes?

He has run marketing campaigns for some of the world's leading brands. Brands like Domino's Pizza, brands like JD Sports, and brands like O2. He is the Property Entrepreneur Program of the Year 2020.

He has won that award, and he also completed his financial fortress at the age of 31. Ladies and gentlemen, this speaker is worth his weight in gold. Please give a massive warm welcome Property Entrepreneur, welcome to the one and only Chris Moss.

[Chris Moss] (26:03 - 37:32)

Hello, everyone. Happy New Year. Happy New Year, everyone virtually, as well.

And thanks, Shiv, for a very kind introduction. I think we've all seen from what Shiv said in terms of the AGM that it's worth its weight in gold. It might be worth just sharing my thoughts on it.

So I was on it last year, and while Property Entrepreneur had told me for a number of years to do a business plan, do a business plan, I never got around to doing it. I had parts of it, but I never properly pulled it together. And as a result, it just never happened.

Last year, by just being in the room and forced to do it, I actually got it done and actually got it printed. And there's two key things that I've sort of observed being on Property Entrepreneur for six years, between the businesses that are crushing it and the businesses that are still trying to figure it out, and the two key things I've observed is, one is the ones that are crushing it have a business plan that actually makes sense, and a business model, sorry, that actually makes sense so their numbers stack up. And then the second thing is that they're just relentless executors. And I think the AGM and the document that is created really pulls that together was sort of my experience with it.

So yeah, thought I'd just share that. Going to move on to this next session, but before I do, who here has made some big decisions in the autumn? There's a show of hands, any big decisions?

Yeah, fantastic. I've made an absolute massive one, which I'm going to share at the end of this session. First though, some of you might know it, first though, I'm going to move on to the campaign strategy blueprint.

So most entrepreneurs spend their time running around, not really knowing where the next sale's coming from, and just hoping that they actually make the sales that they want in the business. As a result, more often than not, they miss their targets and end up being disappointed, or even worse, they do run a campaign and they do do something, but they start it far too late, and because they've started late, they find it very, very difficult to actually execute effectively, and they're kind of chasing their tail, and then before they know it, again, they're disappointed and miss their target.

That's absolutely not what we want. We want to be highly strategic, and we want to go in fully prepared for our campaigns that we've got this year, so we can have our best year on record. Does that sound good?

Yeah. Amazing. So there's five parts to this workshop that I'm going to take us through.

I'm going to run through them very quickly now so you can get the overview, and then we're going to deep dive into each one, and then as I go through it, it is going to be a workshop, so in our workbooks, we're going to go through each section of it and actually build it out in the room so we can do the majority of the heavy lifting here. So the first is product. So what is it exactly that we're selling?

The next is person. Who is the avatar? Who exactly is it that we're selling to?

The next is the pitch. How are we actually going to get their attention? Then the package.

What's actually included? And then finally is the promise. What do they actually get from it?

So I'm going to run through these now in order, and we're going to go through it. I'm going to give the information, give some insight into it, and then we're going to build it out. Some of the sessions that we're going to do, these five sessions, will be short.

Some of them will be a little bit longer because they'll take more thought. So the first is product. So what is it that you're actually going to sell?

So it might be that this year you're looking to raise finance, get clients, get customers, find new deals. Whatever it is, you're going to have something that you have to sell this year. Before we go into this workshop, what I want to be clear on here is that this isn't everything.

It's what one single thing for one campaign is it that you're going to sell this year. It might be that you have multiple campaigns throughout the year, and you build this out for multiple products, but for this session, choose one product that you're going to sell. So as an example, for property entrepreneur, every year they have one thing to sell, and it's the blueprint events, the three-day blueprint events.

So you want to equally be able to choose that single thing that you've got to sell, and then when we build out the rest of this, it'll make a lot more sense. As an example, for oversubscribe last year, ours was build a brand. We had a build a brand bundle, and that was our key single.

It was made up of multiple products, but it was a key product and a key campaign around that. So this is what we're going to answer. What is it that you have got to sell?

This is only going to be a couple of minutes that we put on the timer for this, so in your workbooks, on the page, just write very clearly what is it that you've got to sell. Hopefully, this is pretty quick and easy, and you'll all know what it is. So yeah, if we can put a couple of minutes on the timer, please, and any questions, raise your hands, don't talk, don't distract your neighbor, and yeah, any questions at all, raise your hand, and I'll come and help.

Start to round that up. Just as a quick show of hands, is everyone pretty clear as to what the product is that they've got this year? Awesome, cool.

So the next part of this is we know what we've got to sell, and now it's who exactly are we going to sell it to? So most entrepreneurs and most business owners never really nail this. They kind of roughly know who they're selling to, but we want to be very clear on who exactly is the avatar with this particular campaign that we're looking to engage and sell to.

Most of you, I think, will know what an avatar is at this point, so just so we're all on the same page, it's very clearly who is that person, so things like their age, their income, demographic data, essentially, so you know exactly who you're talking to, which is why this is so important because if you don't know who exactly you're talking to, when you build out your campaign, your marketing material, and all of the other points, you're going to miss the mark. You won't get the leads you hoped for because it won't be resonating with that person.

We're on advanced, so we're going to take it a slight step further, so I'm going to take us through some sort of more advanced avatar planning, but first, just as a quick example is, Phil Carroll was one of Property Entrepreneurs' first mentees, one of Dan's first mentees, and he then became an avatar that they used for a number of years, so he met a certain sort of criteria. He had a portfolio. He was very much working on the business, not in the business.

He was in a certain location. He had a young family and wanted to leave a legacy for those, so we want to have a very clear picture of it. It can be someone who is a real person.

Maybe, as a top tip, would be your best client. If you're not sure, you could think about who's your best client. If you just had 100 of them, the business would be better, and really build your avatar out based on that person.

Equally, you might not need it to be a real person. You could just give it a name, and you know what that means. In this next workshop, we're going to take this a little bit further.

Most of you will probably have a pretty good idea on some of these top ones, age, gender, location, perhaps, income, occupation. What you want to be able to do is be able to fill in this for as many of these as possible. Some of the real key ones, just to draw your attention to, is their values and beliefs, their potential lifestyle, and then these two are the biggest ones, which I'm going to loop back around to later on in this session, is their goals and aspirations, and then their challenges and pain points.

They're two real big ones that will mean when you build out the communication, it will make sense as I go through this, but they're hugely important. Some others to think about as well is possibly the social media platforms. Where are they actually hanging out?

Influences, what influences them, and what communities are they in? What information sources do they use? What decision-making process do they have?

Is it that they'll make a decision quickly for whatever the product is that you have, or is it a 12-month buy-in cycle, as an example? Then what are their potential key motivations that they have? The more detail you can understand on this person, the better the communication will be.

Depending on your product, some of these may or may not be as important, so location might not matter. It might just be the UK. It might not matter, but depending on your product, you might just choose the ones that make the most sense, but goals and aspirations and challenges and pain points are definite for everyone.

We're going to put on five minutes on the timer. Hopefully, a lot of this you've got. You might not finish this all in this session, so it will be on your homework.

Any questions, raise your hand. Again, don't disturb the person next to you. If we can put five minutes on, and, yes, any questions, raise your hands.

[Speaker 3] (37:32 - 42:44)

If you finish off the point that you're on.

[Chris Moss] (42:50 - 1:23:35)

You'll probably need to finish that one off in your homework. The more depth you can go on that, the more understanding you can have, the better, and then once you've got it, I'd recommend putting a name on there. I don't know if Property Entrepreneur still is, but at one point they had an avatar called Shiv Superstar, I think it was.

Sorry, sorry. Superstar. So, yes, it just allows you to resonate with it a little bit easier.

You've not got to sort of think through it, or you've just got that visualisation that you can easily do, attach to it. Once we understand what we're selling and exactly who we're selling it to, now we want to think about what is the pitch, what is the sex appeal, and what is it that we're going to do to actually gain that person's attention? And most people don't think about this, they don't think about...

They know who they're going to target potentially, but they don't think about how exactly can I talk to that person, how can I gain their attention? The way in which we do this is with two things. One is through the sex appeal, and one is through the sound bites.

Just to quickly recap on the differences between them, so the sex appeal... In fact, I'll use examples. The sex appeal is the headline.

It's that big attention-grabbing part of what it is that's going to draw them in. Profit entrepreneurs' examples would be don't talk to tenants, was one that we probably all will have seen. Prior to that, the pitch for the year before was the bounce-back boom, and it's coming up with this sex appeal, this headline that's going to draw your potential client in.

Why I said the aspirations and the challenges and that side of things were so important in understanding it is that this is where you can potentially tap into that. You can possibly look at what are their pain points, what are their aspirations, and it might be that you have a headline... Basically, you can try and tie it in, so it wouldn't necessarily very clearly say to them, are you struggling with X?

We can solve it, but you're creating a tagline or something that sort of pulls into that and create that sex appeal. This is just for this campaign, so what we don't want is to run this for three, four years because it becomes like wallpaper. With the pitch, we want it to be something that you use for 12, maybe 18-month tops, and then you come up with that new thing.

Some of the other things you can tap into is obviously their aspirations, their goals, things that are going on in the economy potentially, cultural things that people are talking about or industry-specific changes, so it might be, for me, in marketing, it might be AI. It might be something around that as an example. So that's the sex appeal, and then the second part of it is the soundbites, and these are the sort of drumbeat, it's the little phrases that are said during the campaign that you use to enhance your message.

So an example on the Financial Fortress campaigns are things like seven-figure net worth, six-figure income, or the art of living off the steam, or others that you might have heard is things like be the owner, not the operator, work on it, not in it. It's these little soundbites that you'll use. For oversubscribed, we'd use things like perception is reality and own your space.

It's not the sex appeal, but it does support it, and then when you're building out the assets for this in the winter, you'd get it included in those similar to this. I'm going to have a little bit longer for this. This isn't easy to do, is the reality of it instantly.

Some of you will find it easier than others. However, it's well worth putting the time in, and a little bit like your headline strategy and your objectives and your year of, when it lands, it lands, but it'll probably take at least a couple of cave sessions outside of here to be able to get this nailed for most of you. If you ran a campaign last year and it didn't really take off, maybe you can refine that and work on that again.

If no one really saw it, it's not going to become like wallpaper yet, so you could build on that possibly. That being said, in the next 10 minutes, try and do as much heavy lifting on this as you can, similar to what Adam said. You understand it.

You're in the room right now, so make the most of this next 10 minutes and try and get it done. Equally, any questions, raise your hand, and I will come to you and potentially be able to give you some ideas as well. Thank you.

If we start to bring that to a close and then just add to your action lists for this to finish this off in your homework. This is one of the most important parts of the campaign blueprint, and getting this right will be the difference between gaining attention and converting people or not, so I highly recommend really putting the time and effort into this. The next is the package.

This is what is actually included. What do people actually get? What is the value stack for this particular campaign?

What do they actually get? An example of that would be property entrepreneur, so it's three days training, five-star accommodation, three-course dining, full use of the spa, three days full immersive training, the blueprint to take away with you, and that's actually what's included. That's what we're going to go through in this next workshop is what's actually included.

Top tip here with this to think about is you'll probably have your core thing that you have, that core product or service, but then is there anything else that you can include around that? Maybe it's a free review, a survey, some form of asset that doesn't cost you anything to create and can easily be replicated and sent out with everything. What you're not looking to do here is add a whole list of things that are going to take you loads of time, cost you loads of money, but that's not the aim.

The aim is how can you increase the value for this particular campaign, again, to get their attention and to create that sort of call to action potentially. As an example is the blueprint, this one, so five-star accommodation, three-course dining, and they've got that full list. For us, for our Build a Brand campaign, you've got the three core products that we have, but then you've also got the content calendar blueprint, you've got the Know Your Space blueprint, you've got an oversubscribed hoodie.

It's like all the other things that are included. For you, Umesh, it could be that you do a wealth plan for them and you map out what does the next 20 years look like for them on their current trajectory and then potentially their trajectory after working with you as an example. Does that make sense?

Awesome. Any other questions? We're going to have five minutes for this, so any other questions, raise your hand, and I can come and help.

Brilliant. If we bring that to a close. The final part of this, of creating this blueprint, is the promise.

We've told them what's included, or you're very clear now on what's included. What's the actual promise that you give them? What do they actually get?

You've listed what's included, but what do they actually get? This is what's the no-brainer offer. Just to remind us all of what a no-brainer offer is, it's someone feels more stupid saying no to it and they want to say yes, because it's just such a no-brainer.

This, as an example, using the Financial Fortress training as what is the promise, what's the guarantee that you're going to be giving your clients or customers or investors, is Financial Fortress training, the promise was 10 times your return on the cost of the course, and 100% refund guarantee as well. That's the promise. It's very heavy-hitting.

It's very clear as to what you actually get. What mistake a lot of people make with their campaigns is they'll tell people what's included, they'll list everything, but people don't necessarily care with the blueprint events that they get all of those things that I just shared. It's a great value stack, but what they actually want is what do they leave from the blueprint event with, or in this case from the Financial Fortress training, what do they actually leave with?

They leave with a plan to 10x their net wealth. Does that make sense? Amazing.

We're going to put on a five-minute timer. This one hopefully will be pretty straightforward, potentially, because you just need to think about what is it that you actually deliver. Any questions, though, raise your hand, and I can come and help.

Okay, brilliant. If we start to bring that to an end. That's the full overview of what the campaign blueprint entails.

You will need to go and finish this off in a couple of CAVE sessions. In the next three, four weeks, you should be able to nail this and get it really clear. The aim is that once you've got this and you've got it documented, whether it be a designer, whether it be someone on the team, you can then very clearly communicate to everyone this is what we're selling, this is who we're selling it to, this is the campaign, this is the pitch.

Then when you go and build out the assets, the communication strategy, and the second part of this is very clear as to what that is. Most people skip this step and they just start building the stuff, and then obviously it doesn't work. A couple of examples and places that you can see all of this being pulled together.

If you were to look at their living off the steam.co.uk URL, which is the Financial Fortress training, you'll see all of this in action and pulled together. Equally, if you go to oversubscribe.co.uk forward slash brand, you'll again see all of this in action. A top tip with this just to think about, which you will have heard me talk about before, is this concept of having a leaky pipe in your business.

One of the things, and we're at the right time of year to think about this, we're going into the winter, is that the reality is with these campaigns, it's going to be quite easy to gain attention of your potential audience for most of you, but actually converting them is the hard bit. You'll have this group of people here that they know who you are. They may be on your mailing list.

Maybe they've interacted with you at an event and you've in some way got their attention. Maybe they're on your socials, but then they start to interact with your business and for whatever reason, they get into your sales pipeline and then they slowly fall out and you're left with a lot less clients than you ideally hoped for. There's lots of reasons that can be and I fully encourage you to think about this ahead of running your campaigns, is what are those leaky things that you have in your business that's causing people to fall out?

It will be very specific for every business, but if you stop and think and analyse it, you should be able to see at every level from that first ad or that first connection all the way through as to where is this going wrong and then the aim is, obviously, you want to plug those gaps as much as possible. One of the biggest ones, which again you will have heard me talk about, is the perception that you're leaving with the potential market. When someone looks on your website, if it's not fully up to date, if it doesn't give the perception that they're expecting to see, it's going to make them probably click off the site and never think about you again and then as they go through every part, it might be that they're happy with that, but then you send them an email and your email is just all over the shop, doesn't look very professional. It might be you send them a product brochure or whatever it is in your pipeline. The easiest win here is making sure that everything just looks good and gives the perception that you want.

Most people don't actually know what you're like to work with because they've probably never worked with you and the only thing they've got to go by is the perception that you leave them and obviously a big part of that is the assets that they have. As an example, we've oversubscribed, is we make sure at every touch point, our website, our socials, marketing material, email signatures, everything looks as good as it possibly can. Hopefully you all agree.

That's the campaign strategy blueprint. We are on advanced, so we don't want to leave this until we get to the summer before you need the sales or whenever your campaign season is. You don't want to leave it until then.

We want to make sure we do this heavy lifting now so we're well prepared going into that championship season so we can have our best year on record. I said there was a big announcement that I'm going to share with you all. During the autumn, as we all have, I went through and did a number of the different pieces of homework to try and understand a little bit more about where I'm at and where I want to go.

I was at the end of my five-year plan. My first five-year plan on property entrepreneur was just finished. Before I went and just carried on pushing forward, I wanted to really analyze where I was at more than I have done in the previous years because I kind of had a rough direction of where I was going.

As a result of that, I did the exercises. The hourly rate exercise was a big one. One that really hammered home or a quote that really hammered home to me was something that Dan shared in the last session which was a quote that was, in order to make significant change, you need to make drastic decisions.

That was something. It wasn't a quote on the screen, but he just said it throughout one of the presentations. It really hit home to me as to what is that decision I'm not making that's holding me back.

I've been super fortunate. It's not a sob story. I've been super fortunate that in the last year made about 500,000 pounds and multiple six figures for a number of years, but I've been heavily pushing to try and make seven figures, and I just cannot do it for some reason.

That was a big thing in the back of my mind. Why is it not happening? I'm working every hour.

I'm doing everything I need, but I'm just not getting to the level I want to. The reality is I've been flying a couple of kites and not launching any rockets, and my focus just hasn't been where it needs to be. I've been focusing on the cash flow, been a bit of a hypocrite.

I've been focusing heavily on the cash flow side of things which I haven't needed to do for quite some time and not as much time in the profit and the asset section. I made a huge decision during the autumn that really got, over the last few weeks, really got finalised, I suppose, and that is to stop oversubscribed so that I can move that time into those other areas. However, what I was conscious of, that there's lots of people on the winter hit list that potentially wanted to work with us, people that I've had the conversations with over the last three, four years that were waiting for the right time, so I didn't want to just totally stop it dead.

What I wanted to do is give them one final opportunity to work with us for anyone that's thinking that they may want to. We're not stopping it instantly. It is going to be later in the year, so we've got plenty of time to continue to deliver what we're delivering, but I just wanted to share that with everyone.

We'll have one final intake, which is this month, where we'll have capacity, like we normally do, for five projects that we'll have, and it really is now or never if anyone wants to work with us. The reality is it's not going to make huge... I'm not doing this final campaign to make any real difference.

I just think, to me personally, I just think that if you haven't got this stuff sorted, it's not that easy to go and get a designer to just do this stuff for anyone who's tried. We've built the full system and the structure for it, so I want to offer that for anyone that wants to take advantage of that. Who is it for?

It's for anyone that's still putting out stuff that looks like this, whether that be internally, externally, where it just doesn't look as good as it could do as opposed to having world-class marketing material. If your email signatures are still looking a little bit closer to this versus something that looks a whole lot more professional, then I think this is for you. Equally, if you've got logos that perhaps look like these, which we all have to start somewhere, not judging, but we want to end up with something that's a custom logo, it's either going to drag everything up you do or drag everything down, so we want to make sure it looks as good as it possibly can be.

Great example of this, Katie didn't know this was coming, so I should have told you, is Katie. This was their logo beforehand. This is what they were using.

Again, no judgment on it, but it wasn't as good as it could have been. We then rebranded it to Haynes Homes, did a load of work around that, and then created all the different assets they need so they've got all the different touch points. That being said, Katie took it to a whole other step, which is absolutely fantastic, and this is what we want our clients to do, and I pinched these off Katie's social, so they were public, so I hope you don't mind me sharing.

Bit late if you do. She then took those assets, and with what we create, we give them in a format where you don't need to work with a designer again. In theory, you can create everything yourself through Canva because you've got those professional designs created.

This was one example I saw. We didn't create this. She used the templates and created it.

It was a tenant brochure for anyone that moves into the properties. They have a brochure, and as you can imagine, the impact that that leaves to a potential tenant when they've moved into a room, it sets the scene in a way that nothing else would. Same with this one.

I made note of this one. We send flowers and chocolate, so I was like, we need to up our game. This is for a new team member, a box branded, different things in it, uniform in it.

It's not necessarily about what's in it. It's the impact and the perception that that leaves with a new team member. Then, finally, it's obviously signage, which there's huge benefits to that, whether it's people nearby that see what you're doing and want to get in contact.

Yeah, amazing, amazing work, Katie. Yeah.

[Speaker 4] (1:23:36 - 1:24:16)

APPLAUSE To add to that as well, with the team member box, that was inspired by Tench and your team, so thank you for that. That was actually for our new maintenance guy, and we had an onboarding form and everything, which was inspired through the whole community. He actually commented and said that he was completely blown away.

He'd never had anything like that. He'd never been supplied with a welcome box. The onboarding form asked him when his birthday and stuff was, and he was just like, I've never seen anything like this, so it really does make an impact.

Even though you don't see the results straight away, once you start building on it, it's amazing.

[Chris Moss] (1:24:17 - 1:24:21)

Yeah, fantastic. And what was it like working with the team to build all this stuff out without a subscriber?

[Speaker 4] (1:24:22 - 1:24:54)

So smooth. For people that are very busy as well, like us, sometimes things got pushed to the sideline, and they were constantly reminding us that we needed to put things forward. And the quality, they took all the feedback onboard, anything that we didn't quite like, they literally made it exactly how we wanted it.

And they just saw... They took what we said and turned it into something that we just couldn't quite do ourselves. We couldn't visualise it the way that they could, so they were absolutely amazing to work for.

[Chris Moss] (1:24:54 - 1:28:10)

Fantastic. Megadeth here. Thank you.

And you were an absolute delight to work with. So another example that I think you will all be familiar with is Strada Properties, and again, it was just building out all their assets, giving them everything so they can then just totally level up their perception. A non-property example of Tom's, one of my all-time favourites, is taking the old Direct Pets and then turning it and transforming it into a totally different feel.

Sometimes it's a tweak, sometimes it's a total rebrand. In this case, it was something in between, probably. But yeah, hopefully you agree it is world-class.

This is what we're trying to ultimately shoot for, is that everything that goes out the door just looks as good as it possibly can. And the best way to gauge this is look at your competitors, even use Property Entrepreneur as a benchmark, and say, is what you're putting out as good as the best person in your industry? If it's not, it's a pretty quick and easy win to level up that perception that you've got.

Don't take my word for it. These are all people on Property Entrepreneur, so make note of any names of anyone that you know. It could have been two or three pages from the amazing Property Entrepreneurs that we've worked with, so feel free to reach out to any of them.

If you are thinking about working with us but you don't know if we can deliver, hopefully you don't think that, but feel free to speak to them. Just to really quickly remind you as to what is included in our Build a Brand bundle and how it works, is we have three elements to it. We have the brand pack, which is the logo, level up, colors, fonts, that whole piece.

We then have the branded brochure, which is the highly strategic marketing material. It's based on three different frameworks, and we guide you through the creation of that. Then the final thing is the stationary stack as well.

The stationary stack is all those other assets. Within that, it gives you full control to then be able to go and build out all the things like Katie did. There's hundreds that you could potentially build out off the back of those assets.

As I say, we've got five spaces available. I've opened up in my calendar, I think it's 10 slots, so hopefully off the back of those 10 calls, there'll be at least five people that will want to take us up on it. We normally fully sell out on this.

We have every intake for the last two and a half years, so I don't see why this is going to be any different. Feel free to schedule a call. If you're not sure it's right or you are, just schedule the call, and then I can help you understand exactly what is included and if it is right for you or not.

There's a QR code in the workbook. It will be done on a first-come, first-served basis. Then after the weekend, I'm going to offer it to the program as well for anything that's not available, but I know you've all heard me talk about this quite a lot over the last few years, so I wanted to offer it out first.

Fantastic. Hopefully, that gives you everything you need in that session across those two pieces to really level up your campaigns going into this year, and then hopefully your branding as well. The aim, obviously, as always, is that we can have our best year on record.

Fantastic. I'm going to hand back over now to Shiv, but before I do that, I wish you all the best of luck with the awards later. I'm really looking forward to seeing everyone.

It's one of my favorite days of the year, so best of luck. Thank you.

[Shiv Haria] (1:28:21 - 1:28:35)

Thank you, Chris. Thank you, Chris. Chris, before you shut down the company, are you going to give us all the opportunity to buy an oversubscribed hoodie, because they're going to be in short supply, I reckon.

Absolutely. Oh, fantastic. We're going to be bored soon.

Perfect, perfect. Did we enjoy that session?

[Co-facilitator] (1:28:36 - 1:28:36)

Yeah.

[Shiv Haria] (1:28:36 - 1:37:32)

Perfect. Guys, I wanted to just talk you through how it worked out for me, the same sort of thing. We were a normal company selling the same as all other sourcing companies, selling 20%, 30% return deals for three grand a pop.

It was £2,700. Akash, remember, £2,700? It was just such a small amount of money, and then one day we were like, let's go and get branded up, because we had that deal sheet that Chris showed, Excel spreadsheet we send out to people, and then we upgraded that to a PowerPoint presentation.

It's still the same thing. Then we branded up one day, and all of a sudden we were able to start charging much, much more. In 2016, we were ultimately catering for each client individually, and like I said, whatever price they wanted to pay, we would just go, yeah, that's cool, we'll do that for you.

Ultimately, now we're in a position where we've standardised the offering, we've reduced the ROI, and it just makes it so much easier for us to source. We've gone from that to this, and ultimately we have more clients willing to work with us. This is the crazy part of having a sourcing business.

The lower your return, the more clients you have wanting to work with you. It just makes no sense whatsoever, but I think part of that comes down to because we have a professional brand and a professional reputation. We've increased our prices every year.

Here's the thing that you can see behind us. Over the years, ultimately, our prices, which is the fee at the top, has increased from £2,700 to £12,995. Our returns have decreased from offering 30% returns, or 20% returns, to offering a 5% gross yield.

These are net yields, gross yields. Our refurb fees, we used to do 2,000, 3,000 pound refurbs, now we do 17,000, 20,000 pound refurb, and we used to charge no PM fee, and now we're charging 20% PM fees on these things as well. All of this has come as a result of understanding our product, our pitch, our person, our package, and our promise.

Does that make sense? This is how we level ourselves up. There's some homework for you guys.

It's all on your action list already, and they are over here. Decide your product, define your avatar, draft your pitch, design your package, and define your promise. Okay, cool.

A couple more bits before we head to lunch. Game change is leadable. This morning, we asked you to take a little scan of your workbooks, and tell us how many you got done.

Shall we have a look? Have a look how we're doing. Let's see who's at the top of this leaderboard.

Here's how we're doing at the moment. There we go. Right there, these are all the people that are in green.

Got some names over there. Chris Moss, right at the top, you see. This is how you become a speaker.

Then over here, we've got some people that are also a little bit further behind. At the end of the day, the point is, this is practice. December was practice.

Then we're in January. Who attended the game change workshop in December? The one that was for January?

Perfect. You attended, and then you're going to be here with your 10 game changes. We're going to do the same thing again next month to see how many you get.

You're not here to try and get perfect. You're trying to get progress. Was it you, Ted?

Progress. What was that line that you have? Practice makes progress.

Not practice makes perfect. We're doing this every month, and every month, you should be leveling up and getting better and better. Does that make sense?

Amazing. The next game changes planning session, get your diaries out. It's Monday the 27th of Jan at 10 a.m. Rachel is going to be taking that. If you go to page 55 in your workbooks, you can scan the QR code right now to register. I clarified this with Bianca earlier. If you have already registered, you still need to go back.

It's the same link, but if you want to put it into your diaries, you need to put it into your diaries yourself. It's Monday the 27th of January at 10 a.m. with Rachel. Okay, perfect.

All of this stuff that we're doing, guys, we're not just doing it for the fun of it. We're doing it because it all counts towards the PE accreditation. Why are we doing the PE accreditation?

It's just another thing to do. The things on this list over here are going to help you to achieve your results. They're going to help you to achieve your targets.

The more of these that you do, the more you're going to achieve the goals that you have at the end of the year. Let's see how we're doing on those. These are all the people that are in green currently on the accreditations.

If you see our name up there, can we get a round of applause for these guys? These are the people that are in amber at the moment. Amber's, there's still all to play for.

You can still get this accreditation, but you need to pick up the pace and we need to make sure we don't miss any Sunday Sanities, game changes, and all of that kind of stuff. We're going to post all this on the Facebook group so you can actually have a look to see where you are on this. If there is anything that's wrong that you find there's a mistake there, please do get in touch with us and we can sort that out for you.

Cool. Did you enjoy the strategy presentations? Yeah?

It's been a good day. What it's now time for, guys, we've been waiting for, it's time to announce the finalists. Okay?

These guys there, I'm going to announce to you right now, are the top performers of everyone sitting in this room and these are the people that we want to watch. Now, what I want you to do is figure out who these people are and we're going to go to lunch soon. I want you to go, these are the people that need to sit next to you because they're doing something right.

Like I said to you at the beginning of today, when you're watching these presentations, I don't want you to watch and go, oh, that was a nice presentation. I want you to watch and go, what do I do with this information for my own presentation, for my own strategy? What can I take from this?

How can I learn from this? That's what we're all here to do and I'm saying to you that if you go and sit next to these people at lunchtime, you're going to be able to get the golden nuggets from them and then implement them into your presentation. So, are you ready for this?

Okay, cool. So, there was five rooms. I've got five names I'm going to call out.

I'm going to call out them one by one and we can give them all a round of applause. How many of you were in room one? Room one?

Perfect. So, that's room one over there. So, the finalist from room one, can I have a drum roll please, is Mr. Akash Desai. Akash, you want to stand up so Bobby can get a picture of you? There you go, look. Perfect.

Perfect. Room two, hands up. Perfect.

Okay, room two, let's get a drum roll for room two. The winner for drum roll for room two was Mr. Steve Cowgill. Well done.

Room three, put your hands up. Room three. Okay, the finalist from room three, drum roll please.

Miss Anita Cowra. Stand up, stand up. Are you taking a picture?

Okay, and then we have room four, hands up. One person. Two people.

Was there only two of you in that room? Three, okay, we've got four, fine, fantastic, okay. And the finalist for room four was, drum roll, Rosanna Meyer.

And the finalist for room five, hands up, room five. Room five, the finalist was, drum roll please, Finn Mowat. Yes.

Finalists, please make sure you give your presentations, come to the back of the room, give your presentations deck before you go to lunch so we can get those all sorted for you. Perfect. So, now just going over to lunch, we've got private dining for you for lunch.

You've already been sent a text message, so you should already know where you are. The topic of conversation for all of you for this lunchtime is, what is your biggest challenge as you head into this next quarter? As you head into delving into your strategy and building out into a business plan, what is your biggest challenge?

There are going to be three tables for private dining. There's going to be the superstars, with Shiv, superstar Shivs. The superstars, you know who you are, but I'll read them out anyway.

It's Amit, Ashley Lindsay, Chris McDermott, Dan Norman, and Jackie Goodman. The all-stars are going to be with Chris. The all-stars are Brendan, Finn, Grant, Lindsay, and Jonathan.

And the Jammie Dodgers, Jammie Dodgers, you're going to be with Adam. Where's Adam? He's with the Jammie Dodgers already, that's why.

Jammie Dodgers is going to be Hema, Jamie Sanford, Kay, Janet, and Mark Reed. Okay? And remember, get some steps in at lunch if you didn't manage to get them in at the break time.

Here's another top tip. I gave it to you last time, I'll give it to you again, guys, because it helps me so much. Make your investment in PE go further.

How do you make your investment in PE go further? When you come back after lunch, don't be asleep. And the way to do that is to have salad over carbs.

Have salad over carbs, don't be lethargic over lunch, but do me a favour, let me get to the salad bar first, because last time I went, there was no salad left over. Perfect, guys, it's time for lunch now. Back in the room for 2.30. Did you enjoy the last session? Get a round of applause for Chris Moss, please, and I'll see you at 2.30. Peace.