**PPN PEA Session 3 2025.03.06 01\_Transcription**

[Shiv Haria] (0:00 - 0:30)

It's two and a half minutes to show time. This is your two minute warning to get your teas and coffees, grab your desserts and take your seats. It's two minute indeed, we're starting two minutes.

[Speaker 11] (0:59 - 1:17)

Let's get down, let's get down business. Back and forth, back and forth with the bullshit. I 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.

[Shiv Haria] (1:18 - 1:35)

Ladies and gentlemen, property entrepreneurs, please finish up your conversations, grab your teas and coffees. Quick glue break and back to your seats. We'll be starting in one minute.

Ladies and gents, starting in one minute, starting in one minute.

[Speaker 18] (1:44 - 1:47)

Property entrepreneur, this is your final warning.

[Shiv Haria] (1:48 - 1:51)

45 seconds until we are live. 45 seconds.

[Speaker 11] (1:55 - 2:05)

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.

[Speaker 18] (2:07 - 2:22)

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.

[Speaker 19] (2:30 - 2:45)

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] (2:49 - 3:52)

Hello, hello, hello. Okay, welcome back guys. Who enjoyed that buffet?

How many people had cake? Cake, cake is always a winner. I wish they'd serve ice cream with the cake.

I think you know at the end of the day when we do feedback, someone asks for ice cream with the cake. I think that's the way forward. And remember, what I'm trying to say here guys is, shh, Katie.

What I'm trying to say here is we're building our business, we're doing all this hard work. What would be really, really good is if we could enjoy the journey whilst we're on it, okay? So we're going to go to the gym, we're going to work it all off, but let's eat the cake.

Okay guys, just before we get into other bits, I want to give us a quick GUGB 2025 update. And in order to do that, I'd like to invite to the stage. I need a drum roll, please.

Invite to the stage. Keep it going until I see his face. I can't see his hand or his face.

Mr. Dan Norman! Woo! Woo!

[Speaker 4] (3:58 - 6:53)

Oh, too much, too much, too much. It's a bit underwhelming now, isn't it? But I'll tell you what I'm loving.

I'm loving the smattering of colour we've got here. So there's a bit of a deal we're going to do. I will personally donate 100 quid to the first person who does a slow-mo Baywatch style video in these red and white tops.

You remember Baywatch or am I the only kid in the 80s, right? So let's get through this. Very quick update on Sabre Life.

Things are going really, really well. A couple of announcements. I'm just looking out for a certain special person here today.

Oh, no. So when he comes in. I know we've already given him a bit of a shout.

But a massive, massive round of applause for the chap who has done a load over the last couple of years. Oh, he's going to leave me hanging now. This is awful.

It feels like our first date, doesn't it? Ladies and gents, Mr. Steve Hammond. So a huge shout to Steve.

He's been behind us for the last couple of years and really done loads. Landed Crowd Property, they're all on board. They're actually having one of the charities come and do some first aid training for their staff as well.

Which is, it's wonderful, the alignment and the synergy of it because obviously they're involved in property. We all know construction is an industry with the highest totality and action rate of any industry in the UK. You may have seen some of the videos on the Facebook page.

I'm hugely proud to announce that the Midlands Air Ambulance is one of our charities. A little bit different this year because usually we only go for small charities. But when I heard of what these guys do, they get absolutely no government funding.

They're not part of the NHS. They raise 16 million quid a year. Which I know what we do might sound like a drop in the ocean.

But that is specifically to utilise their three air ambulances, their cars, their fast response bikes, their critical care response teams. What our money will go towards is very specifically the first aid training. A little bit more information on that later because they recognise how crucial that is even before their choppers, cars, bikes can land.

They actually say it's more important. A huge shout out to Suzanne. Is Suzanne here today?

Oh, on virtual. Hi, Suzanne. Hi, virtual.

Suzanne, who runs First Aid for All, is an absolute machine. She's trained the board. I mean, just fabulous.

Her mission is to provide 13,000 first aid courses a year. The reason for 13,000 is because that's how many secondary school kids are in her region, in her area. And don't you think it would be a better world if our secondary school kids had those life-saving skills?

Wouldn't that be a good thing? Up and down for yes. Okay, good, good.

Hey, you're all with me. I know you've all been caked up a bit. And finally, Freddie's wish.

I can't say anything about these guys. It's better that they say about them.

[Speaker 6] (6:58 - 7:42)

Freddie's wish was set up in memory of my son, Freddie, who's on the banner behind me. Freddie was involved in a road traffic accident in December 2014 at just 13 months old. The CPR administered at the scene meant that air ambulance crew were able to revive him, get him to hospital, and he was given the best possible chance that he could be given.

Although we didn't get the outcome that we wished for, it really highlighted to us as a family just how important knowing those first aid skills is. That's why we provide paediatric first aid awareness courses to parents and carers to be able to equip them with the skills to be able to save their child's life should they need to. We really hope that you will get behind supporting us through the Get Up, Give Back, Save a Life campaign, and we thank you very much for your support.

Thank you.

[Speaker 4] (7:49 - 8:58)

It's a humble privilege to be introduced to these charities and I've got to thank my husband, Rosanna, for finding these organisations because it's all her work, it's nothing to do with me. I'm just a gobby guy with a microphone. But on interviewing Charlotte in front of the programme on Tuesday to hear how those skills gave their family three extra days to say goodbye to Freddie when they didn't get the outcome they wanted to and he sadly passed away on the 10th December 2014 after being in a road traffic accident and thankfully his father was able to do CPR on a 13 month old child.

And if you're an uncle, an aunt, a father, a mother, a grandparent, you might be in that situation one day. So hats off to them. £25 is all it costs them to provide a first aid course so just raising £25,000 and donating that for them it blew her mind.

They've raised a quarter of a million quid over the last 10 years so even if they got a £25,000 share it would mean everything. This little bunch, I mean I'm so glad, they've got a helicopter in the video right? Jeez, it's big.

A couple of words from Emily, the Marketing Manager of Midlands Air.

[Speaker 10] (8:59 - 9:24)

Here at Midlands Air Ambulance Charity our teams understand the importance of CPR but what we need is more heroes. Not this sort of hero but we need you. We need people learning CPR to be that life-saving first point of contact and we are partnering with Get Up, Give Back to do that, bringing those courses to you so that you can be a hero and save a life.

[Speaker 4] (9:25 - 13:24)

It's so fantastic what they're providing to us to help you in the campaign this year because they've kindly done these videos and they've put things through and this guys is really the last chance. We said we had a deadline and a lot of people are still a bit sat on the fence because they might have said oh yeah we're looking at doing this, we're thinking about doing it. So this is not a comfortable fence.

This fence is how I can only describe as knobbly. It's a Matt Dolman fence, it's strong and hard. Don't sit on the Matt Dolman fence.

I know I can say this in front of you but am I right? Don't be dense, don't sit on the fence. We know the script on this, we know the process, we know you get the blueprint, we provide this.

It's been refined over five, six years. God knows how many hundreds of people have been through it. It's the oversubscribed business model.

I had the honour of sitting with Property Filter just yesterday promoting to their 40 staff what we're doing, Get Up, Give Back I mean who, it just doesn't bear thinking about. Gives you the competitors edge. Marks you out as someone doing that bit more as a bit of a difference for your community, for your friends, for your family.

While we still have stock there are free puppies as well if you sign up. Actual offers may differ subject to terms and conditions, exceptions and errors apply. I'm joking about that.

The other bits are all fact. We've refined and refined and refined. If you just copy and paste, copy and paste, copy and paste, we're trying to make it as simple as we can.

I can't chew your food but I can give you the dinner, can't I? The process from here on, because we're giving you that very last chance, if you're sat on the fence make your decision now. Get yourself signed up, 8th of March the assets are released.

Pass that on to your marketing manager, your PA, your EA, whoever you've got, your dog's buddy, whatever it is who's going to do the actual work for you if you can't be bothered to do it yourself. Thursday, 3rd of April is when we do the seven day countdown. These assets are prepared for you.

24th of April is the six weeks of challenges so we've got plenty of runway there and that's go, go, go. It's fundraising, it's only 600 quid, 1,600 quid, 3,600 pound if you're crazy. Steve's already done five, can't you?

I mean, God, if Steve can do it, anyone can do it. I'm joking, brother. Love you, man.

The grand finale barbecue, Thursday 5th. If you do nothing else, just do the firework. I mean, that we've already sold 90% of the tickets so let's take action now, all right?

First thing you need to do, fill in your Get Up, Get Back 2025 commitment form. Then pay your money. I know that's a painful bit for all of us but pay the dues, get one of these on your back, get your ticket, get your barbecue all booked in nice and easy because we will be locking that down and finally, do encourage your family and friends.

Two of the dates will be family and friend friendly if you're doing the hikes, obviously. It's just a good thing to get fit. It's just a good thing to get moving.

It's just a good thing to raise awareness of all this. If you haven't already got my details and apologies in advance, I'm back on Facebook. I got kicked off about December so I'm literally starting right at the beginning of marketing and walking every pace with you so there's, marketing is no excuse.

Remember the fence. Ladies and gents, if you haven't signed up, let's get this done. We're better together.

There's never a second opportunity. Thank you so much.

[Shiv Haria] (13:30 - 13:32)

And Sim's doing it too.

[Speaker 24] (13:32 - 13:32)

Yay!

[Shiv Haria] (13:35 - 22:57)

Thank you very much. Appreciate it. Guys, I brought this up because I wanted to show you guys.

Look how cool this is. This is my size, yeah. Ian Bauer will attest to the fact that extra small doesn't fit everyone but it fits me.

We've got this T-shirt, we've got this jumper and it's an amazing, amazing cause that we're trying to help out here. How many of you are taking part? Please, hands up.

Perfect. This is a thing that we do as a community. We are a community and this is what we do together.

So if you know someone that isn't taking part because they've got some excuse like I'm too busy or whatever it might be, this is something that we're going to do that's going to help us, it's going to help our community, it's going to help somebody else. It's a win-win-win for everybody. How many of you have ordered your hoodies?

I suppose the people that have ordered their hoodies are now wearing their hoodies. Perfect, except for me, obviously. And I want to just very briefly tell you, I keep being really honest with you about where I sit with charity and I want to be honest with you again and I saw this post on Instagram and I've sent it to everyone that I know because I just think this is, it really helped me to get into the right mindset and I want to share it with you.

So this is a post that I saw on Instagram. It says, if you care about the world, you have a responsibility to get rich because money in the hands of good-hearted people changes everything. Now ask yourself, are you a good-hearted people?

Are you that person? Because money in your hands changes everything. Have I missed one?

No. The next one, your abundance is a gift to the world. The more you allow yourself to receive, the more you can circulate love, kindness and impact.

Is this hitting home for people? The last one, when conscious, kind-hearted people make money, they don't just buy stuff. They build legacies, fund dreams and uplift others.

And what we're saying is here, we're here to make money, but we're here to make money so we can give that money to other people as well, so we can donate, so we don't just sit there and go, we're going to keep all the money, we're going to hoard it all. In order to expand ourselves, we have to be people that make money and we know that money is energy, it circulates. So we give and we get.

We don't need to hold on to it. And I was always taught, hoard it as much as you can. And that's what it is.

And the whole point of this is it's an opportunity for you to present your business plans for the next financial year to your teams. And what I'm going to do now is I'm going to take you through a workshop or a program of how you run these business plans with your teams. The fact is that most entrepreneurs, they don't have a plan.

They don't know which way they're going. They can't get their team on board. And so obviously what ends up happening is a couple of months in, the whole team is sitting there going, we want a pay rise.

We want a pay rise, we haven't hit our targets yet. Property entrepreneurs on the other hand, they understand that if we have a plan and it's clearly defined for everyone to see, if we can have clarity, we can get people on board with our plan, they can take it seriously that this is an actual plan that we're doing, then we can get the team building the business for us. We can get buy-in from the team.

Does that make sense? So we now have, I want to go to page 28 in your workbooks, please. This is the blueprint that we've created.

There's five sections to this blueprint and the first one is set up for the day. Then we'll go through strategy, finance, operations, team and marketing. Okay, you'll have seen this before, done this before on the programme.

But we'll just go through it so you all know where we are. So the first things first is the set-up. You can take notes on this.

The set-up is going to be like this. We did this yesterday on the board and as I said earlier today, you're getting all the information together now. For the last three months, we've been building all this information.

What are we doing with finances? Who is our avatar? What's our messaging?

All of this information is going to come together and then what we're going to do is lock ourselves away for a day or as we did on the board yesterday for three and a half hours and write it all up. This in front of you is a suggested timeline for you guys to use, but it's just going to be a series of prime time sessions. Remember what we said about cave time and prime time?

Cave time is high level thinking, no laptop involved. Prime time is get shit done time, get stuff done, get your head down onto your laptop and get these things done and we, yesterday on the board realised that actually if you are in focus mode, you can get the entire thing done in three and a half hours. Sure, there's a bit of tweaking to do but ultimately most of the people on the board have now got theirs done and they just follow the blueprint.

At the end of it, if you do that, you'll end up with this. This is the end goal, a published business plan. Not a business plan as I keep saying to you that you keep on your desktop that you never look at again.

It's a published one, it's a printed one that you can then show to your teams and you can then buy into yourself. One of the things that I know that Chris Moss did and in fact he inspired me to do it as well is that when he has his printed business plan and in fact, who's seen Chris Moss' business plan before? Amazing business plan, really nicely branded.

There's an extra step which I started doing which is you then review it regularly and you keep yourself on top of so that what happens is six months from now when someone says to you, what were your objectives again? What's your business plan? What's your headline strategy?

And you go, oh, I don't know, I've looked at it for six months. No, you keep it in front of you and you review it constantly. The strategy step is going to be 30 minutes long and in that 30 minutes long, we're going to populate from, strategy day, exactly, the strategy presentation that we did.

That's where all this information is going to come from. The strategy bit is, like I said, it's 30 minutes, we're going to populate it from strategy day and it's going to look like this. Number one, the top three lessons learnt.

I know we've got 10, some of you have 20 overachievers but we're only going to get the top three that we learnt and put them in here and these are the top three obviously that apply to our businesses. Then what we're going to do is we're going to get the headline strategy and objectives for this year and obviously under the headline strategy, you'll have three objectives. Maybe under each of those objectives, you'll have three tangible targets as well.

Then finally, we're going to add in the long-term vision. Where are we going? The vision, the long game, the strategic positioning of our business, of our business model.

That's that bit there. It's going to take us half an hour to write that bit up. The next part is the finance section.

It's a bit boring so it takes us a bit longer to do but it's really important. Strategy and finance go really well hand in hand and the reason why they go hand in hand is because we say, well here's the strategy but actually here are the numbers that back up that strategy. We started all of this work and you'll have noticed that all of the stuff that we've done in these sessions, in these workshops have been workshop sessions.

You get in and you actually start doing the work. Yes, you then have to finish them at home but you've actually started all of this work already. If you have not done the homework for the last three months, you're going to struggle to put this business plan together.

If you haven't done the homework and there's anything that's outstanding, please make sure you go back and do it so that we can put this into the business plan that we're going to write at the end of this month. On finance, one last thing to mention is I'm sure some of you are thinking this already. You're going to have, here you go, this is the example of it.

You're going to have your business model which is going to be your price points, your costs and your margins. You're also then going to have your commercial balances and sweet spots which is like how many clients, how many deals, how many team members and then finally you're going to have your 12-month forecast. In your 12-month forecast, your finance forecast, your capital investments, your drawings and any loan repayments.

The important thing to say here is obviously this is all sensitive information, confidential sensitive information. You may not want to show this to your team. You may want to show them a redacted version of it.

You might end up doing which is what I do every year, two versions. One is like for me and the shareholders and one is like here's one to give to the team which has the top line sales in it for example. It may have a line item for the cost but it doesn't necessarily have all the breakdown.

Then we're going to go into operations and operations is again another 45-minute segment and in operations, we're going to cover the map, methodology, assets and performance. Methodology, if you remember, is how we do stuff. We need the methodology for how we buy properties.

It's going to be the on-board purchase, on-board source purchase refurbished rent methodology. Perfect. Then the asset, what's the difference between methodology and asset?

Anyone know? We've done this. Yes, Claire?

Yes, we can. No? Okay, here we go.

Ready? I did a slow pass.

[Speaker 16] (22:57 - 23:08)

The methodology is the what, the what are we going to do and the asset is any of the supporting material to make that happen.

[Shiv Haria] (23:09 - 30:13)

Yes, exactly. The methodology is the what and the how and then the asset is what do the team need in order to actually be able to do the methodology. We have to run the methodology.

It will be checklist. It will be templated documents, property appraisals, that kind of thing. Then performance is obviously the KPIs and the scorecards that you're going to need which obviously we've just covered some of them this morning.

Remember that you may be going through your winter hit list. You may have some planes that don't land. You might want to put those planes into your map as well because there'll be some of these methodologies you can create for the rest of the year as well.

Then what we have is the team section. The team section, again, another 45-minute segment. Quite important depending on obviously how big your team is but ultimately we need the organization so who's going to drive, who's going to deliver and who's going to do the detail in your team.

We then have recruitment. Are there any new recruits that we need to do in the team? We also will have the investments in the team so who are the PDPs that you need to create, who are the people that you need to create PDPs for and bonus schemes and things like that.

Then finally, what we did, I think it was last month, the culture club, the stuff that you're going to put in. Then finally, we're going to have key dates from the high performance management that we did last month which we've already done. You're just literally copying and pasting them into this business plan and of course, it's going to have the get-togethers and the AGMs and the final bit is any other business that we need to put into it.

That is the plan. The final one is the marketing one and the marketing, you need to have know your space which is defining your avatar which we did in January. We have the messaging which I think we did in February and then what's your offering?

What are you actually offering? You can have multiple layers of product offering. You can have either the offering of, so in our case, it would be the end-to-end service offering but then we're like, well, that's quite a big price point.

What about a lower offering? Someone who's not willing to spend that yet, they want to spend lower price. We're like, well, let's develop something there so we can have that and then finally, obviously, we're going to have the content calendar which, by the way, we don't have, just so you know, we don't have a year's worth of content calendar prepared.

We have a month in advance or a quarter in advance like here's the structure of it and we create it as the time goes on and then obviously, you might also have a campaign calendar to say, am I going to have my campaigns once a quarter? Am I going to have my campaigns once a year? What's that build-up going to look like?

What's the messaging and those bits? Cool and then at the end, right at the end, we're going to have 45 minutes to finalize. Finalizing is basically reviewing any of those sections and say, where did I miss out?

Where have I not spent so much time? And secondly, is writing the executive summary which is really a short piece of work but the whole point of this is to say, if you put timelines to 30 minutes, 45 minutes, 45 minutes and you put yourself under pressure, then you're going to get these things done. We know because we did this on the board yesterday.

How the hell are we going to get this done in 45 minutes? Because you're under pressure and you have to get it done. That's the whole point.

And here is all the, whoops, here are all the people that we did it with last year. You've got to focus yourself and get these things done. I took mine to our AGM last year.

I'm going to get mine done this year. I'm going to take it to our AGM on the 28th of March and I'm going to give every single member of the team a printed copy of it and say, that is our plan and the heads of departments are going to stand up at the AGM and they're going to present their bit. Here's the head of marketing presenting his bit.

Here's the head of finance presenting his bit. Here's the head of operations presenting their bit. So I'm going to get the team to buy in and can you see how we then do the heavy lifting January to March and then from April we can then give it to our team and say, here you go, run with it.

And of course then we just need to check in with them. Does that make sense? Perfect.

Cool. Remember that the whole point of this entire quarter has been to do all the work to get our business plan together and so we can publish it for the AGM. And this is your work.

When we look at the task triangle we have the high value, the medium value and the low value. This is all work that only you can do. No one else can do this but work for you.

So it's really, really important. And so what we need to do is we need to make sure that we execute because execution is everything. Now you're getting it.

Execution is everything so make sure you get this done. If you're interested, like I said, there's still a few spaces left for the AGM business plan in the blueprint which Josh and myself are hosting. We've both been on the board now for eight years and so we've been through a lot of the iterations that you guys are going through, all the questions that you have and like I said, property entrepreneur show us this is the blueprint but then you then have to like tailor that to make that work for yourself and Josh and myself both have very different businesses so perhaps we can help you guys to get this thing done.

Ultimately, you're going to be in the room in those time slots and you're going to get it done and if you remember from last time you're going to get them printed as well in the room. So follow the blueprint for guaranteed results as I've said over and over again. There is nothing special you need to do here.

All you need to do is follow the blueprint and remember in this AGM business plan in a day blueprint if you bring a business partner or a spouse then it's half price. So it's $9.95 but if you bring a business partner or a spouse it's less. There is a QR code inside the inside cover of your workbook so if you haven't yet signed up and you are going to sign up because it's literally like next month now please make sure you sign up and on this as well we just talked about how to run the AGM.

On the 26th of March I'm going to be doing a midweek mentoring on how to run that with your teams as well. Okay, so what you do, how do you run it and how do you get the most out of it. Okay, moving on to our next content session we all know about AI.

We've all heard of AI. What does AI stand for? Artificial what?

Intelligence. Artificial intelligence that's what it stands for and artificial intelligence I'm sure most of you know is like the internet. When the internet came and everything changed the world changed overnight.

This is going from having a desk full of papers on your desk and then sending out a post and waiting three weeks to hear a response to instantly being able to message someone and get the answers right now. It will take you it will speed everything up. It will make everything ten times quicker but what it also does is it separates the wheat from the chaff.

It separates the people that know what they're doing and start using it from the people that just don't and stay away from it. Artificial intelligence is coming. You cannot stop this.

Anyone that says oh not that, it's not for me you're going to get left behind. So what we're going to do here at Property Entrepreneur is we're going to give you the AI the Property Entrepreneur AI showcase. We're going to show you a couple of examples of how you can use it in your businesses.

Now these examples let's be really clear about this. This is not something that is like a blueprint that Dan has created and said here's what we need to do an established thing. This is a we're still early days and you guys have the opportunity to see these things and get inspired by them and start using them in your businesses.

At the end of the day we don't know we're running a race we've got 100 people on the start line we don't know who's going to end the race and which five are going to end the race but right now we're just trying to show you what's possible and in order to show you that the first person I've got coming up for you owns a serviced accommodation business. They have a million pound of booking revenue every year. They have a 30% margin on that million pounds and they do all of that in under four hours a week.

Who likes that? Yes? This person is an author of a book called Predictable Property Profits.

He's a committed family man and a fellow board member. I'd like you to put your hands together ladies and gentlemen with a round of applause for Mr. Sen Watton.

[Sam Watton] (30:22 - 35:20)

Awesome. Am I on? Thank you Shiv.

Wonderful introduction. Thank you for that. So serious question to kick off for you guys.

Question is do any of you still feel overwhelmed by your inbox? Be honest. Some of you might have mastered it.

Some of you haven't done. I certainly hadn't done until quite recently. But just imagine the flip side of that.

Imagine there was an AI tool that could literally solve your email nightmare and gain you back an hour per day minimum. Sounds cool right? That's what we're going to take the next 20 or so minutes just give you a little demo about because over the last two weeks I've been trialing a tool called Fixer AI which I have to say the results have been pretty game changing.

And I will put a little caveat into this. Earlier on Shiv said he called our tables tech geek and tech freak. I'm anything but a tech geek.

I'm probably a technophobe. So this is coming from the place of probably a Luddite. So anyone who thinks that AI is not within your access to implement this is for you guys because I'm not an early adopter.

Some of you are. Some of you are on the cutting edge of this. I actually made it a professional objective this year to do one AI level up minimum per month.

So I'm very intentionally going out to implement stuff in the business. So what I'm going to share with you is a tool that interestingly the founder of this developed this with one feeling in mind that he wanted to eradicate. And it was a feeling that he hated.

So picture the scene. Typical working day. You are bombarded with emails.

You jump in and out of Zoom calls, Zoom meetings. Forget what's been said. Go back to the email.

Bombard it again. Finish the day feeling like you barely accomplished anything. You guys relate to that?

That's the feeling he wanted to solve with this tool fixer. And based on this tool being essentially an intelligent AI executive assistant, it's literally going to get you back an hour per day by writing your emails and your meeting notes. Super cool.

You might have seen the advert of this or other versions like this in Facebook. I've started noticing these now because it's obviously front of mind. You guys will too.

But if you haven't seen it, this will start popping up in your Facebook feeds and other versions of it. More on this shortly. To give you a few key pointers as to why this is so valuable, it's so simple but it's super, super valuable.

Number one, it saves you up to five hours per week. So studies have shown that on average entrepreneurs, business owners are spending five to ten hours per week managing email, probably more in reality. And what this is able to do is literally automate 80% of your manual work in email, which is why you can get back at least an hour per day.

Massive value number one. I should point out as well, and I'll show you what this looks like shortly, that this is so simple, you can integrate it with these two main email providers, Gmail and Outlook within literally 30 to 60 seconds. That's why it's so easy for someone like me to jump in and for you guys to jump in and start using it without doing anything different.

You are literally working within your existing email platform. So it eliminates inbox overwhelm. So the definition, folks, of overwhelm is when you have no priorities.

You might open your inbox and just look at this sea of unread emails. You know what that feels like? It's horrible.

But what Fixr does is automatically, neatly prioritize your email so you can focus your attention on the highest value tasks, the things that need your high-level thinking. So that's big thing number one. Ensures faster responses and better communication.

I can tell you that in the last two weeks, I do have a PA, and even though Danny is there to help manage the inbox, I asked her just before coming out this week, how are you finding Fixr? What's the benefits? This is what she said.

Faster and better communication. I'll touch on this a bit later on, but this tool is learning from your language style and your tone of voice. And so emails are drafted, ready for you to send out, making it much quicker to get a response out.

And so Danny, our PA, is literally clearing the inbox at lightning speed. I have to tell it to stop so I can actually show you my inbox today. I'll show you that later.

Keeps cost low. I'm imagining most of you have got assistants of some sort, a virtual assistant. And they might be based in the UK, they might be based in the Philippines, but just by show of hands, let's see who's got a virtual assistant that manages their email.

And let's just pick this man here. Greg, how much would you say you spend per month on the virtual assistant who manages email and a few other admin things? if you don't mind sharing.

[Speaker 5] (35:21 - 35:24)

400. From everything, you can only get my email.

[Sam Watton] (35:24 - 35:32)

Sorry, I need to get your mic. But 400 is what he said. I'll let you repeat one more time for everyone's benefit.

[Speaker 5] (35:33 - 35:40)

It is about 400 pounds a month that we spend on the V8. Awesome. But it's more than just, but yeah, email's his main thing.

[Sam Watton] (35:40 - 50:25)

So there's 400 pounds per month, so some people might feel that cost is prohibitive for them getting started when they just want to get their emails managed. I can tell you that you can get your emails managed at a fraction of the cost. This tool we're talking about is 27 pounds and 60 pence per month, and it never stops working.

So let's allocate, even if it was a third or half of Greg's cost of his emails, so you're still talking 200 quid a month, 27.60. Game changer. Data-driven AI insights help enhance your decision making. What we're talking about here is that this tool is just off-the-charts intelligent.

It understands the language patterns from your emails, your tone of voice, when you're being kind of jovial, when you're signing off with informal or formal, meaning that when it comes to making decisions on what to go into your emails, it's relieving your mind of the kind of cognitive brainpower to think what to put in the email. It's drafting emails that would be repetitive for you to do. So not only are the responses better, but again, they're going to be much, much faster and help lighten the decision-making load.

And then finally, the best thing, it works whilst you sleep. This thing never stops working, so you don't have to dread waking up in the morning to a really chaotic inbox. Instead, what you can be doing is focusing on these high-level sessions, your AGM plans, the primetime workshop sessions.

Do that stuff first, knowing that your inbox is going to be structured for you when you get to it. Okay. High-value functions.

There's four key things you need to know about what Fixr does. Number one is automated inbox sorting and prioritization. I'll show you what this looks like shortly.

Very visual, color-coded. There's up to eight categories that this will automatically put emails into for you, so your eyes can quickly go to what's the priority. And you can just click on that category and look only at those things you want to respond to.

If you want to go to the marketing stuff, you can, but otherwise you just drown that noise out. Smart email drafting and suggested reply options. This is just brilliant.

What the founder has shared... By the way, if you haven't seen anything on YouTube of this founder, a guy called Richard Hollingsworth, he is someone who's come from, I think, 10 years of running EA services business through agents, VAs, I think, supplying trained EAs. And so that's where the knowledge comes from.

But he explains on these YouTube videos how the tool works and what it does. And I will add, for fun, if you look at it, he looks just like Matt Damon from Good Will Hunting. It's uncanny.

If you look it up, message me and tell me if you agree. But he says that this tool is so smart, 63% of the drafts that this suggests for you get sent out without editing. It's that good.

And the editing that does get done might be two or three words, a few small nuances, and it gives you two options to choose from. And I'll show you what it looks like shortly. You just delete the one you don't want, add a word or two, send it out.

That's why it's revolutionising the speed that you have in the actual tool itself. Calendar and schedule, that's number three. So it's linked to your Google or your Outlook calendar.

So when you get an email request asking for time to meet or have a phone call, it can automatically suggest when might work best based on your default diary, based on what you've already got locked in. It's looking for that white space. Very cool.

I'll show you an example shortly. And then the final one, meeting summary. So this can be linked in with your Teams, with your Zoom, and take meeting notes for you.

And so come the end of the meeting, I mean, let's liken it to, you guys are probably using Fathom or Otter. So similar thing, but it's all in one tool. It will draft an email at the end of your meeting to summarise who's doing what and give you summary notes for the whole meeting.

So that's really cool. Draft emails to confirm what's been agreed. And then I should add this point, the memory from what's being discussed verbally, it will remember everything, even down to the point of, let's say you're speaking to a client and into the conversation comes a bit of personal chit-chat about holidays or kids and so on and so forth, that little personalised detail will be remembered and fed back into future emails to keep that kind of rapport and communication in the future.

Super cool. Okay. A quick couple of snapshots of my inbox from last week.

So I wanted to make sure that as I saw different case study scenarios that might be relevant to you guys, I took a quick screenshot, because otherwise you send an email and it's gone. What I'm showing you is some suggestions from AI, Fixer AI last week, and then I'll show you some live stuff, depending on what's come in. So this is an email from one of my property agents in Edinburgh where me, PA, had to go and find two new sofas to replace old ones.

And I'd suggested that our ops manager for my SA business works with this X display outlet in Glasgow where you get really dirt cheap brand new furniture pretty much. It's great. I said, look, we've got a three-man and a two-man sofa.

Will it fit in the property? So the email before this, he basically said, look, look at the pictures. Here's what it looks like.

You tell me, or I think it might work. Straight away, the tool has noticed that there are images in the email. And so it suggested, thanks for the photos, Lewis.

The space seems sufficient for the three-man and the two-man sofas. Let's lock them in if they're still available. Or you have a second option.

Let's leave it as is. Now, the tool's not clever enough to measure up the dimensions and tell if it's going to work or not, but you get the picture. It's smart enough to see two images and write a reply that is instant.

It's not me writing it, and I just choose which one works best. This one I thought was really cool. Last week was payday week.

We don't have an exact recurring payroll for our two property managers because they have performance-related pay. So I was getting a little bit of a reminder from our payroll accountant to send in the figures for payroll this month so we can get it done. And here's the draft options that it came up with.

Apologies for the delay. Here are the figures for February. It put it in this nice, neat little format that made it really clear and easy.

And so all I've got to go and do is get off of my commission calculator spreadsheet, fill in the numbers, and hit send. And I do have to delete this bottom part, the or, and above that is a bit that says two options, so it doesn't look like I'm being too lazy. You get the picture.

But that's a very real-life example from last, whatever it was, Thursday. And then a final one to show you what it looks like when it's suggesting invitations for calls, meetings. This is really clever because at this point, I don't think Chris was yet on Fixer, but someone had emailed asking for a call or a Zoom call with Chris and I.

And look, it says, based on your shared calendars with Chris, here's suggested options that you can have a meeting. So this takes out huge kind of brainpower to go and search and find the work that our PA would do to go and do this. She might say, okay, guys, there's four options.

Which one do you want? Because it might be something that we've decided that's not in the diary, but it's really cutting down decision-making, really speeding things up. You guys liking it so far?

Okay, let's go to a quick live walkthrough then. So you get a peek behind the scenes. I'm going to show you, first of all, if I can get this loaded up, what the app looks like.

And sign up. Bear with me whilst I sign into this. Okay.

Once you have clicked on, say, for example, that Facebook ad, and you get to the site, it's just super, super simple. This is why it takes, like, 30 seconds to log in and get started. First thing you're seeing is the selection of email categories.

So they suggest eight. And you just tick the boxes to which ones of those you want or don't want. And, guys, I mentioned that I'm not the most technical person.

So if you're going to ask me, oh, can you change the name of the categories, I couldn't actually tell you as yet. So I just run with what they've got. But they work fine for me just now.

So that's email rules. And you do your integrations. So Gmail and Zoom.

So that bit done. Now let's go into email itself and have a look at what we are dealing with. Okay.

First thing you're seeing is color-coded labels. So there's a lot of stuff that is ‑‑ there's a few things to respond to. So it's telling me I've got drafts suggested.

Down the far left column, if you can see my cursor here, these are the categories color-coded. So remember when I said when you wake up in the morning, you don't want to go straight to looking at your busy, noisy inbox. When you've done your prime time session, you then want to go to the to respond tab.

And look at only the emails that you need to address and respond to. So let's have a look at some real responses here. So here's the same guy, Lewis.

He has sent an email about some maintenance on this flat I've got. And the suggested options. Hi, Lewis.

Appreciate the update on 36‑2. Go ahead with the PCR. That's a contract to secure the curtain rails and measure for bathroom curtains.

Thanks. Or appreciate the update. What other options?

I trust these guys implicitly, so I always go with there. So I'll take that out. I'll take that out.

I have sent emails where I've forgotten to take out the two options bit. And I've really kicked myself. Damn, they caught me on that.

But I'm getting smarter with it. So that's a simple response. Done.

Let's go to another one. What have we got here? Can you guys read that?

What does it say? I get a lot of laughs from you guys. Ever get a chance to read it?

So let's see what suggestions came up. Okay. Okay.

I said I wondered if you could help. I've just sold my Lamborghini super yacht to Conor McGregor and have a substantial sum of money that I would like to invest in a combination of rare super cars and commercial property. I've noticed you on the property circuit, and here you run a world-class mastermind group.

Please, can you summarize how you might be able to make me a billionaire by this time next year, starting with 7.5 million pound investment pot? Secondly, I very much admire your perfect quiff. I noticed Darren Hardy has copied your haircut and would love to know your secret as to how you achieve such a perfectly shaped quiff and what products you use.

This time next year, Rodders. Thanks in advance. So that question came in this morning.

And whilst I've been here listening with you guys, it suggested two options. So let's see what it's got. It suggested, hey, Chris, I love the enthusiasm.

A billion by next year sounds ambitious, but I'm all in for some high yield rare super cars and commercial property investments. Just maybe not all at once. A quiff game strong.

You know the secret. Cheers. Or, hey, Chris.

Ha ha. Love the enthusiasm. A billion by next year sounds ambitious, but I think we might need a bit more time to get there.

Let's focus on some solid investments in rare super cars and commercial property first. Right. It's given the same thing.

Quiff game strong. You know the secret. Well, you've got two options.

Which one you prefer? We delete one and send the other. Second one.

So let's delete the top. Not forget this bit. Always catches you out.

Just double check. Haven't missed anything else. And send.

Brilliant. So you guys get the picture. So literally, this was being dealt with so quickly by Danny, our PA, that yes, Tuesday when I shared this with the program, I literally had to get on the phone to Danny and say, please stop sending the message.

I need to show some live stuff because she'd emptied it in record time. If we jump back to the slides, please. You guys seen enough from the live show?

Enough to get a gist of it? So we'll go to Q&A shortly. What I want to share was this.

When you sign up to Fixer AI, there's an opportunity to refer a friend. So I have no affiliation with this tool. I've been using it for two weeks.

But because I've been using it, I'm now a paying customer, I can refer it to you guys or my friends. And by you signing up to it, you obviously get the benefit of the awesome tool. I get my account credited with $25 in full transparency.

That pays for a good chunk of a month's subscription. But as soon as you're signed up, you can do the same thing. Refer it to your friends, family, and you'll get $25 off your account.

To get you jump-started, here is the QR code to get you going. And on that, we've got a little bit of time for any questions, as long as they're not too technical. Happy to help based on experience so far.

Okay. I saw this hand go up. Go for it.

Hi, Sam. Thanks for that. Great session.

[Speaker 17] (50:26 - 50:41)

Obviously, you use Gmail, not Microsoft or OneDrive. I'm just wondering whether you know if Microsoft has Co-Pilot now built into it. Do you know if that has the capability?

I know I just started using it.

[Sam Watton] (50:41 - 50:42)

Okay.

[Speaker 17] (50:42 - 50:46)

It will come forward with replies for you and things. I'm not sure.

[Sam Watton] (50:46 - 50:49)

So the question was, does Co-Pilot do what Fixer does?

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

Yes.

[Speaker 15] (50:51 - 51:13)

Oh, we've got an answer here. I've just started using Co-Pilot. There's no integration into email, which is very, very frustrating.

Whereas what this is happening here on the screen is it has access to the email. It can read it and draft a response. So with Co-Pilot that I've got.

Are you paying for the premium Co-Pilot? No. Is yours integrated then?

Okay. Well, I just need that.

[Sam Watton] (51:15 - 51:18)

So, sorry, I can't answer that question. Oh, no, I just got it.

[Speaker 9] (51:19 - 51:47)

Yeah, so Google has Gemini now, and it's starting to do some of this stuff. But I think as a general sort of good rule of thumb with all these AI tools, I think Shiv made the point. There's 100 tools running the race.

We don't know which five are going to win. So with anything like this, I'd just sign up either month to month or maximum one year. Because in a year from now, we'll see what the leading tool is.

But the point being today, this one's probably the most useful from what we've seen.

[Sam Watton] (51:48 - 52:21)

I mean, to go to one of your generic questions as to what it integrates with, I did a quick search this morning in case someone asked what does it integrate with. There are limitations. Right now, it's Gmail Outlook, Teams, Zoom, and Slack, I think it is.

Because someone asked on Tuesday if it integrates with Asana, and I didn't know the answer. But it doesn't as yet, I'm aware. Cool.

Claire.

[Speaker 16] (52:21 - 52:28)

Sen, are you using this individually, or is it for your whole team? How have you chosen to do that?

[Sam Watton] (52:28 - 53:17)

Good question. We started off, just me, this came off the back of a few of us last month at PE, talking about AI tools, listening to a podcast I think Chris had shared. I heard Fixer being mentioned by Andrew Wilkinson, who wrote Never Enough, and straight away, well, after the half-term break, got on it.

So I've done two weeks myself, but it's really better for a team, because it learns then as a, here's the cool thing, as a team, how your, I guess, culture shapes responses. And if you are the benchmark for excellence in the writing of your emails, it will help train your team how to write like Claire. So that's the next stage, is let's get the team on it.

It's not a big expense, 27 pounds.

[Shiv Haria] (53:20 - 53:33)

Sen, so we have Fixer AI, and you said that it can integrate into Teams and Zoom. Have you done that yet, and how does that compare with Fathom? Because I know that Fathom blows everyone's socks off.

[Sam Watton] (53:33 - 54:38)

Yeah. I'll be honest, I've had some challenges with it on Zoom, not clicking it automatically, and I've started to love Fathom. Yeah.

So I've got a little wrestling match to have there. But I'd like to go, I'll have to take Fathom off, I think, and go in with Fixer for a while and try it out, and then maybe bounce back to Fathom. But I'm not too fussed, because what you've seen is the biggest impact for me, is just what it's doing in email.

And I can use Fathom if I prefer, or just go with Fixer. So I'll come back to you once the test's been done. Fathom, it's the AI assistant for Zoom video calls.

So it joins your call, it records the video, the audio, and there's a transcript, and it summarizes bullet points as to actions. It's really cool, really, really cool. And that's what Fixer does.

And then after it drafts an email that is specific to who's doing what, which is, I guess, the extra personalization to it. Oh, go for it.

[Speaker 13] (54:38 - 54:49)

Riven. Sorry, I think... I hope it's not a silly question, but the...

So, Danny, you said you had to slow Danny down to...

[Sam Watton] (54:49 - 54:53)

Just for the purpose of having some live emails in the inbox to demonstrate on Tuesday.

[Speaker 13] (54:54 - 54:58)

But she was getting super quick with it, because of the way it was sorted, right?

[Sam Watton] (54:59 - 55:22)

Yeah. Her eyes are taken straight to what needs a response, and then the response being drafted, she's saying that now everyone's getting a response from us, not just the super important ones, and they're more personalized. That was her observation, and she's just finding it super efficient to crunch through the inbox, which is great.

[Speaker 13] (55:22 - 55:25)

And with all the marketing ones, just deleting or no responses?

[Sam Watton] (55:26 - 56:10)

They don't need a response. You have FYI, there's notifications, there's, yeah, the marketing emails. I would suggest an allocation of your or PA's time to say, of this stuff, what might you want to look at, knowing that...

I like to look at all the Darren Hardy emails that come in with a video message, so I will consciously look for that. Otherwise, you can delete a lot of it. Wouldn't it be great if it could unsubscribe from a load of stuff?

If it could unsubscribe? It does. Okay, well, it actually made me think of a good point.

I don't think it does unsubscribe anything. And it doesn't send emails for you, so you never have to worry that an email is going to go out without your approval. It cannot send emails.

That's you or your PA.

[Speaker 13] (56:10 - 56:18)

And what about multiple? If you've got multiple email addresses, you've got to set them up separately? Different accounts.

Yeah, different accounts. Thank you, Sam. Brilliant.

Awesome.

[Speaker 14] (56:23 - 56:36)

One last question? Can I ask... Can it go through your emails and collect all your database of customers and file them into a spreadsheet for you?

[Sam Watton] (56:37 - 57:04)

That sounds A, too technical from my knowledge, and B, I would imagine a bit beyond what it can do so far, just based on what I've experienced. But it may well get there. Yeah, that could be a combo of both that and your PA helping with it.

Yeah, sorry I don't have the bang-on answer for that one. Okay, thanks. I'll come back to you on it.

Awesome. All questions done? I think we're out of time.

[Speaker 16] (57:05 - 57:08)

Right, one more. Last one, okay? Yeah, you've got the mic.

[Speaker 22] (57:10 - 57:21)

On the security of the system, do you know what that's like? Because I put a message in the group, I think a couple of months back, about ChatGP had something similar, and somebody said don't use it because of the security of it.

[Sam Watton] (57:22 - 58:16)

Yeah, there's a really good video by Matt Damon himself, where he actually explains the security, and he delivers it with such confidence, I believed it. All the things are referenced as to what it needs to, HIPAA and whatever it might be, these regulatory bodies that things have to abide to, he checks all those boxes. So if you go to YouTube and just look up fixer security, he's got a short explain on it.

And that should answer that all. Cool? Awesome.

I think that's us. Thanks so much, guys. Make the most of this.

This is literally, if you don't, out of interest, who doesn't have a VA helping them with email right now? Okay, would you do that as a bare minimum? Literally, £27, nothing to lose.

100% do it. It'll be a game changer. Thank you very much, folks.

[Speaker 24] (58:16 - 58:17)

Well done, mate.

[Shiv Haria] (58:19 - 1:00:09)

Thank you very much. Guys, for those of you who put your hands up who don't have a VA yet, scan this QR code now, because if you scan this, what it's saying to you, for £27 a month, you effectively will have an EA doing it. And if it's going to save you a couple of hours a week, it's going to be a complete game changer for you.

One thing I want to share with you right now is if you guys get out your phones for a second, get out your phones, I want to show you exactly how to use AI. For those of you who don't know how to use it, on your phone, you can get an app called the ChatGPT app. I'm telling you about how I use it, and I'm very much like saying, don't really know what I'm doing with technology.

Get the ChatGPT app. Now, every time you want to ask a question, don't ask Google anymore, ask ChatGPT. Whenever you have that question, what we had earlier, whether it's, is it better, for example, the question I asked, is it better than Fathom?

I can go to ChatGPT and say, is this better than Fathom? And it will literally give me an answer. And unlike Google, where Google gives me a hundred different links that I've got to click through and find my own answers, ChatGPT will just give you the answer that you're looking for.

It will say yes or no, basically. And I think that's really, really important. If you're not already using AI, the absolute bare minimum is get onto your app store, because obviously everyone in here is Apple.

If you're not Apple, you shouldn't be in here. Get onto your app store. I know, ruffled feathers.

Get onto your app store, download ChatGPT app. It's a little white icon with like a hexagon in the middle or something like that. And anytime you want to ask a question of Google, don't ask Google, ask ChatGPT now.

Okay, perfect. Moving on then. Next up, we have an international entrepreneur.

Okay, this gentleman owns a nationwide short-stay management company, also owns a recruitment business, has been five years on advance. Ladies and gents, please give a big hand of applause to Graham Lindley. Please.

[Graham Lindley] (1:00:21 - 1:14:37)

All right, love having a hype man here. Cheers, guys. Cool, so I'm here to talk AI agents, the future of business, yeah?

So I'm not an expert, but I do love this stuff. It's been keeping me awake. I've been working too late and getting up early, excited.

I haven't done this in years in business where I am genuinely waking up excited to get stuck into the projects I've started. So yeah, there's a lot I don't know for sure, but I've just been taking a natural interest and I wanted to share some of that knowledge with you guys today. So the AI agent revolution, all right?

So first of all, what are AI agents? In fact, can I start with a show of hands? Who uses AI daily?

Okay. Who knows what AI agents are? Got a few people, cool.

It's maybe easier to say what an AI agent isn't, right? And that is what we've been talking about a lot today, and that's typing in a question into ChatGBT, for example, or one of the alternatives. That's not an AI agent, okay?

An AI agent, a good way to think of them is like digital staff, digital employees. These are things that... It's a really widely used term.

It's often misused as well, and it's not really closely defined as to what exactly an AI agent is, but I like to think of them as digital employees, right? Lots of leverage potential, lots of potential to help you out in your business, lots of potential to cause you problems in your business, right? Potential for mistakes.

They need guidance. They need monitoring. But, of course, no more HR issues, no more gossiping about the boss not turning up on time, no more sick leave, and you only pay when they're actually in use, which is pretty cool.

So Dan always talks about play the game, and I'm hoping today my talk will help you guys understand this is the new game. You haven't really got a choice, yeah? AI is here to stay whether you like it or not, and ultimately the gap between businesses that embrace AI and those that don't is going to just get very wide very quickly.

The rate of change is accelerating. It is getting faster and faster, and one of my tips today is going to be, like, how do you stay on top of what's happening, right? So, yeah, AI, when it first came out, which had GBT 3.5, it was a bit exciting. It was a bit of a novelty. Then it became a bit bleh, normal, right? And then now I think we are on the cusp of some incredibly exciting things, right?

And, yeah, what's exciting me the most? I really struggled with this slide because there's so much, and, yeah, I just needed to narrow it down, yeah? So there's a lot of tools out there, and I would encourage you guys to just start playing around with different tools.

Get involved. I've put Gwok up here. That's what that symbol there is.

Looks like a black hole. Thank you, yes. Gwok is probably my favourite right now.

It's my go-to, Gwok 3. It's very, very powerful. It's basically free.

It's Elon Musk's version. He used to be part of OpenAI, and he fell out with Sam Altman, and there's a bit of a war going on, and he's really trying to disrupt ChatGBT, and he's done that by bringing out a really, really powerful model basically for free. Obviously there's DeepSeek as well that a lot of you guys I know have heard of.

That was the Chinese one. Those guys massively disrupted the incumbents as well, and we've got a lot to thank them guys for because otherwise I think we'd have probably seen 5% iterative improvements month on month, but instead they've all had to just bring out their best models straight away and really show us what they've got, and they're starting to show us their thinking and everything. When you look at how these AIs think, it's fascinating stuff.

Gwok does all of that for free. Claude just brought out 3.7. Now what you can do is take your financial exports from zero, take your P&L, maybe take your KPIs, anything you want, and just export it as a spreadsheet and upload it into Claude and ask it to build the charts, build a dashboard for you. It will do it all in real time.

It's incredible stuff. You can then maybe take the results, put it into Gwok, say, hey, this is what's going on in my business. What insights do you get from this?

What other data points do you want? Feed that back to Claude, so you can see how potentially using different models can be really, really powerful. The thing that's probably got me the most excited right now is building custom apps.

I'm a dynamo. I like creating things. It's dangerous.

It's very dangerous. But, yeah, custom apps. There's a couple tools here.

There's quite a few on the market. For the majority of you guys, I'd nudge you towards Lovable. It is very lovable.

It really is. Just give it a prompt and tell it what you want to build. Of course, the benefit is if you've seen a piece of software like Fixer and you think, that sounds cool, I'd like that, but I'd like it for 100 staff members, and I don't want to pay 2,700, you could probably build something in a weekend that's going to mimic everything it does.

Some people are saying, SaaS is dead, software is dead, and AI is going to take over all of it. This is why, because it's now getting to the point where anyone can just give a prompt to AI and say, I want to build this app. Unlimited users and anything customized for your business.

If you want a Trello board that also has a bit of Slack stuff with whatever you want, you can build it now. It's very, very good. The other one, Cursor, I've put up here.

Cursor is not, it's got a much steeper learning curve, but it's a lot more powerful. Actually, if you want to bring out software and sell it to others, you probably ought to be looking at doing it properly, and that would be Cursor. All right, so next up, Virtual Agents.

Virtual Agents are the main one being OpenAI Operator. That's one a lot of people have heard of. There's an open source version called Browser Use.

They're relatively basic at the moment, but I think these are going to be game changers. It essentially is an AI that sits on your computer and will control your computer for you. So you can have AI start using apps that haven't even got AI.

At the moment, it's examples like, go and book me tickets. I want to go to Chicago and go and see a game, and it will go and do that for you. Later, of course, I'll give you an example of something I'm planning to do in my short-stay business.

We've got reviews coming in from lots of different places all of the time, and one of the things I've got a VA doing is reading the reviews, responding to the reviews, but then raising a ticket for the property management team if there's any issues that have been raised. Because, of course, it's not very good when a guest goes, finds a maintenance issue, and they've already seen that maintenance issue flagged in a review. It's really not a great look.

You look like an amateur. But there's a delay factor when we've got human involved, and they may also miss things. This is a great example where an operator or a virtual agent sitting on my desktop reading reviews and then literally creating tickets instantly into the system is very, very powerful.

It means things aren't going to be missed anymore. But later, I actually expect we can start programming these things to monitor across entire businesses, essentially acting like operations managers. So then what else?

I want to show you today some stuff as well. I'm going to talk to you about AI voice agents. We've been playing around quite a bit.

I've got AI voice agents in Guestflow as a test, and we are starting to roll it out, and we're getting some really interesting data. So why would you use AI voice agents? If you're taking a lot of calls, if you've got a noisy business, it's a great way of reducing that noise.

It's good, potentially, for customer service if it's set up correctly. We've got a recruitment business, and what we're doing is we're hiring in South Africa, top tier like sales, marketing, EAs, PAs, and it's not just about assessing CVs, but it's also about making sure the right personality type for that role, but also for fitting into the business they're going into. Who's their manager?

It's a bit more than GeniusU. We do a test called the Curzi test, and it's 60 questions, and no one wants to sit there and answer 60 questions, right? But having an AI voice agent, where we've had a human prime the candidate, say, right, you're through to the next stage.

We're going to run this call with you. A voice agent can be programmed to take a user through those 60 questions and do it in a really nice, friendly, conversational way, and then, of course, write a report at the end and feed that back to our recruiters. So this is the kind of thing that voice agents would be very powerful for and actually probably a much better experience than having to sit there clicking through a form.

I have heard of people using it for sales, lead gen and closing sales. I'm not convinced. Maybe in America.

Not sure. Not sure it would work on the British public, but it's getting there. And how?

How you do this is, first of all, kill a script. So the way we went about it is we spent a month recording the reason why people are calling us. So in a spreadsheet, just anyone that was taking the call, go in that spreadsheet and log the reason for the call and what you did to resolve it.

Was it resolved? Yes or no? I then fed that spreadsheet to an AI and then told it what my business is.

I gave it the website of my business, the business model, and then told it to write a really good script. By the way, here's my number one tip when writing a script. And writing scripts used to be, a year ago, back in the historic days of early AI, there was people, there was businesses literally hiring prompt engineers, as they called them.

Prompt engineering was a real skill in the early days. And it still is somewhat, but it's becoming less important because the AI is getting so much better. It's starting to understand what it needs.

But my number one tip, guys, whichever AI tool you're using, is anything that's important, you ask it to ask you questions. You tell it not to assume anything. So for example, for this, I would give it all of those calls.

I would tell it about my business and I'd tell it what I want. I want you to write a script for an AI agent. Now go and ask me every question you want to make this a world-class piece of work.

And it might give you 10 questions, copy, paste into a document, answer them one by one, paste that back into an AI, get it to create one, maybe copy that, put it into a different AI, say what do you think of this, make it even better. And now you start getting really good stuff. In the early days of ChatGPT 3.5, it stuck out like a sore thumb if people weren't really putting much effort into prompts. AI responses were very, very obvious and you get quite generic responses. This is how you get it really, really good. Great.

So I'm going to do a demo now. There's a couple of tools if you do want to embrace AI agents in your business. 11 Labs is what we're going to be using today, guys, because it's the simplest and easiest to get going with.

If you've got maybe a mortgage company or something where there's a little bit more of an advanced call flow that you want people to go through, maybe one of the other tools like retail might be better because they give you a lot of control. So this is 11 Labs. You can see I've got the prompt here.

I didn't want to take you through creating it because it does take a bit of time to get it right. And it's quite long. It's talking about the different booking flows as to why people might be ringing, what action it needs to take.

Yeah? And another tip, for some reason we've been doing a lot of testing because to put this live in a business, it's quite dangerous. And there are AI tools out there that will test AI.

So we've been running tests that will do 1,000 tests on a prompt with all sorts of weird scenarios like rude customers and lines that get broken up and interrupted, multiple people on the line, just trying to improve the prompts. So it's very, very interesting stuff. But what seems to be the case, because AI does this thing called hallucinations where it assumes things, and that can be very, very dangerous if you've got a guest that's asking for a refund.

We do not want it to agree to things like that. So you have to start thinking about every scenario that might be happening in your business that could cause you problems. So anyone can come on here completely for free.

I think this is actually a demo account. 11labs.io. Create your prompts. Put it in here.

You've got some settings. You can change the voice, for example. A lot of them are quite American.

[Speaker 23] (1:14:37 - 1:14:47)

It's not about what we have or what we achieve, but about how we experience each moment. This is the most profound secret of life. Here's to the crazy ones.

[Graham Lindley] (1:14:47 - 1:15:42)

So this 11labs will create voices for audio books, for games, whatever you want. You want a conversational one if you're doing it for customer service. Samara here is quite good.

You've got all sorts of settings. One of the ones I like is temperature. Temperature basically tells it how creative or random it is.

So that example I gave you for recruits for you where we wanted to phone a candidate and take them through a nice conversation, 60 questions. We turned temperature right up. It's going to be a little bit quirky then.

For customer service, a bit more in the middle. Maybe for a mortgage company or pension company or something like that, you'd turn it right down. You want it to be very, very to the point.

Once you've had a play, you can literally click Test AI Agent. Can we get sound out of the laptop? I don't know.

I'll just hold my mic nice and close.

[Speaker 7] (1:15:42 - 1:15:49)

Hello, you've reached Prim Shortstays. Please note, calls are recorded for training and monitoring purposes. How can I help you today?

[Graham Lindley] (1:15:50 - 1:15:54)

Yeah, hi, I've just made a booking. I'm wondering about accessing the property, please.

[Speaker 7] (1:15:55 - 1:16:04)

Okay, I can certainly help with that. Which property have you booked? Also, have you checked your guest app, which would have been sent along with your booking confirmation?

[Graham Lindley] (1:16:05 - 1:16:10)

Actually, I've got it and I've just got in. This is fantastic. You guys are amazing.

Can you manage my property?

[Speaker 7] (1:16:12 - 1:16:25)

That's wonderful to hear. I'm glad you're settling in well. Regarding managing your property, could you tell me where it is located?

Is it a studio, apartment, or house? How many units are you looking to manage?

[Graham Lindley] (1:16:25 - 1:16:30)

Yeah, it's just one two-bed house in Nottingham and it's empty, ready to go. I'm the owner.

[Speaker 7] (1:16:32 - 1:16:43)

Okay, great. Our team will contact you regarding managing your property. We offer 24-7 guest support, manage over 300 units, and provide a hotel linen service.

[Graham Lindley] (1:16:44 - 1:16:49)

Excellent. Actually, I'm just doing a presentation at Property Entrepreneur and showing off your skills.

[Speaker 7] (1:16:51 - 1:17:07)

Oh, hey, everybody. Hope you like the presentation. Can I ask you something, Graham?

Sure. Did Adam show up this month? Are you still there?

[Graham Lindley] (1:17:08 - 1:17:14)

Yeah, I'm here. Yeah, yeah, yeah. That's great.

Thank you so much. All right, so ...

[Speaker 24] (1:17:15 - 1:17:19)

I didn't know Adam reached out this month. I've definitely been prompted.

[Graham Lindley] (1:17:19 - 1:18:55)

Yeah, yeah, yeah, yeah, yeah. I might have snuck that in the prompt, guys. I might have snuck that in the prompt down here.

If user says they are presenting at Property Entrepreneur, yeah, so it's literally you can tell it whatever you want, and you can see it takes people through all of your processes, all right? Pretty cool stuff. Now, the easiest way to implement this in your business, and again, this is why I like 11Labs for this, is it literally can give you a widget to put on your website.

Obviously, it would be a bit different than taking phone calls, but this can be ... You can give it access to your knowledge base. In other words, your Google Drive or your Notion, your Airtable, where you keep things.

Be very careful what data you give it access to, yeah? You can't tell it, only give this data following these rules because if it's got access to the data, then users may find a way around it, all right? So it can get dangerous.

But if you've got help articles and all of that, you can give it all in. It calls it in that knowledge base, and this widget is just a piece of code that then goes on your website, and people can start calling straight from your website. Alternatively, add a phone number, something like Twilio, and it gets a bit more advanced from there.

So I'm not going to go any further into that. I'm just going to show you one more example. That's on a free trial, yeah?

So you can get going, you can use it, have a play around, and I've used it loads on the free trial. So this is guest flow, and this is where it gets a little bit more clever because we're sending it data. It knows if the guest is calling from the guest app, who the guest is, where they're staying, what the arrival is.

[Speaker 20] (1:18:56 - 1:19:02)

Hi, you've reached Prim's short stays. Please note calls are recorded for training and monitoring purposes. May I ask who I am speaking with?

[Graham Lindley] (1:19:03 - 1:19:05)

Yeah, you're speaking to Graham.

[Speaker 20] (1:19:06 - 1:19:10)

Hi, Graham. Are you calling about an existing booking, a new booking, or something else?

[Graham Lindley] (1:19:11 - 1:19:12)

Yeah, I just want to access my property.

[Speaker 20] (1:19:14 - 1:19:18)

Are you currently at the property, Graham? Yes. Or are you planning to arrive later?

[Graham Lindley] (1:19:19 - 1:19:59)

So you get the idea, guys. You can start integrating things, and you find people that would do this online pretty easily because the main magic is happening in 11 Labs, really. Otherwise, it's just giving you a code to integrate, but the way to take it to the more advanced level, you've got things like dynamic variables where you're sending in the name as part of it.

Cool. Okay, so back to the slides. I just want to show you the future because the future is now, and this is very cool.

This blew my mind. Oh, where is it?

[Shiv Haria] (1:19:59 - 1:20:05)

See that tonight, Graham?

[Graham Lindley] (1:20:06 - 1:20:16)

I need AI. It's on my monitor down here. That's weird.

All right, go back to here because I had backup in case this happened, guys.

[Speaker 21] (1:20:23 - 1:20:40)

Boris Starkov. He's looking for a hotel for his wedding. Is your hotel available for weddings?

Oh, hello there. I'm actually an AI assistant too. What a pleasant surprise.

Before we continue, would you like to switch to gibber link mode for more efficient communication?

[Graham Lindley] (1:20:40 - 1:25:38)

This is actually real, guys. Here it is. So that blew my mind when I saw that, and it's like stupid humans communicate so slow.

Machines have had to come up with their own version of gibber link, it's called. And so it sounds a little bit like 1990s modem dial-ups, doesn't it? Maybe they were ahead of their time.

So yeah, there we go, guys. I'm happy to answer any questions you might have, and yeah, I think that's it. Oh, best practice.

Let me show you some tips. Stay in charge. Don't let the AI take over, all right, because it does hallucinate, it makes assumptions, and yeah, you need to really monitor what it's doing.

More is better. I know they say like start simple, but actually you start with a simple prompt, and it's kind of useless. So actually you need to go to town on it.

You get out what you put in, essentially. So yeah, put effort in, read it, improve it, test it, improve it more. The general way is, as I said, you start off with your basic human prompt, give that to AI, let it do all of the legwork, and then make sure you go through it, tweak it.

So especially for the dynamos in the room like me, be careful of scope creep, all right? What is scope creep? So scope creep is where you're thinking, right, I've got a recruitment business, and I don't want my recruiter who's in South Africa with 10 years' experience spending all of her time reading CVs.

She gets maybe 1,000 applicants for a job. She's then either going to be ignoring 80% of them or spending way too much time reading them all or not spending enough time on the right ones. This is the kind of thing where I thought, right, great, I'm going to create my own software now with AI.

Loveable is a fantastic weekend with me and Loveable. Built this app. That sounds wrong.

I know it sounds wrong, but I don't care. It was great. So the problem with a dynamo is you go, right, that's great.

I now want it to do that and that and that and that, and I want to email CVs, and then I want to be able to send templates to the candidate that's got bespoke questions based on their CV and the job description and then introduce it to the client. Before you know it, you've actually got quite a big scope of works and quite a sprawling thing. It's the same with building a voice agent.

Why actually are you doing it in the first place? Just make that work. Get it out.

Get it live. Don't let the dynamo within you keep adding features and adding features because it can get a bit too complicated, and probably that's where we're still quite early days, especially for these software makers where it can break, essentially, and then they struggle to fix themselves, and if you're not a coder, you're not going to fix it either. Use a combination of tools.

As I've said, I am literally using them all. Gwok is my favorite. I'm using DeepSeek.

I'm using Claude, especially for anything coding or anything visual, and yeah, they've all got different strengths, okay, and the only way you're going to work out what's good and what you like and what you vibe with is, and by the way, they call it vibe coding. When you're creating your own software, they call it vibe coding, and I thought it was a bit weird until I started doing it, and it's like you just get into a vibe with just back and forth, like change that button, move that. It's very, very cool, but just start now.

Start experimenting, guys. Get involved. It's really possible for every single person in this room to be doing some of this, all right, and the best way to keep up to date is on X.

Obviously, I watch a lot of stuff on YouTube, and I see stuff on LinkedIn as well, but X, formerly known as Twitter, it seems to be at the cutting edge. It's where 3.7 got announced, and within an hour, I'm seeing hundreds of examples of people using it, different trials, and then people asking questions, having conversations around it, and I think the way the algorithms work on all of these social media things, as soon as you start liking a few AI-type posts, that's all you're going to get fed, and you're going to be as knowledgeable as me, if not more knowledgeable, within a week or so. It's like that's my only secret, really.

I like looking at this stuff on X, and it's fantastic. There we go, guys. Any questions?

[Speaker 14] (1:25:49 - 1:25:58)

Brilliant presentation. Thank you. My pleasure.

Have you tried using the voice thing for making outgoing calls, like sales calls?

[Graham Lindley] (1:25:59 - 1:26:43)

No. People are, but I'm not confident that would work for me. I mean, I think there's an argument as to should you declare that you're AI or not, and I think you should.

Definitely. I think it may have been Amazon. There was some big company that pretended they were human, and then some clever clogs decided to ask it for an apple pie recipe, and it gave it verbatim exactly how to make apple pie, and it's like...

So, yeah, people work it out pretty quickly, so I think it's better to be up front about these things, and if you're doing sales, people are going to appreciate it. It depends what you're selling. If it's widgets, then maybe, but it depends.

Personally, I wouldn't.

[Speaker 14] (1:26:44 - 1:26:48)

Can I ask as well what sort of budget you've allowed yourself to play with these things?

[Graham Lindley] (1:26:49 - 1:27:25)

Yeah, it's so cheap. Like, Lovable, I think it's $20, and you'll have an app that multiple users can log into and sign into, and if you're only using it internally within your company, that's all you need to spend, $20 a month. I think that's just to build it.

Then you can probably go and host it elsewhere for free. That voice agent, you're talking sub 20 pence per minute of actual use. Obviously, while it's not in use, you're not paying.

Retail was the other tool that I mentioned. That one is just pay-as-you-go. There's no monthly fee, so if you're only getting a couple of calls a month, it's going to cost hardly anything at all.

Great, thanks. Cool.

[Speaker 6] (1:27:28 - 1:27:30)

I have a question up here.

[Speaker 12] (1:27:30 - 1:27:44)

Oh, hi, Pat. Hi, how are you doing, Alex? Yeah.

Fantastic presentation. Thank you. So, a couple of questions.

So, Lovable, so just get my head around it. So, can you just take any process that you've got and kind of make an app for it?

[Graham Lindley] (1:27:45 - 1:29:25)

Yeah. Yeah, I mean, literally. Do you want to put my screen on?

I'll show you very quickly what I've been having to play with. Let me find it. I thought what I'd do is minimize everything, right?

Here we go. All right. So, here we go.

So, you just literally can give it, I've told it a whole load of instructions, and there's a test job here, job description, some roles and requirements, and then candidates, and I can add a candidate, drop a CV in there, and then it will just do me a summary of what this candidate's like. It will score it. I can then drop them or shortlist them.

Pretty cool, right? So, Lovable looks like this. Literally, I'm just giving it instructions and then going, right, this is broken.

In fact, look, it's broken itself. It's telling you what the issue is, and then I'll just go, right, cool. Can you fix that for me?

And then it will literally go and, right, redo the code and try and fix the code. So, it is that easy. Repl.it is the other one that's probably on that level, and Bolt, but Bolt.ai, I've not really heard anyone getting great results. Here we go. We'll watch it coding in real time. There it is.

Pretty cool, right? So, you're connecting it to real databases in the back end. You connect it to GitHub, and yeah, you can then just publish the app.

[Speaker 12] (1:29:26 - 1:29:35)

Amazing, and next question. So, are you, did you say that you're basically using drop or you don't use ChatGBT at all now?

[Graham Lindley] (1:29:35 - 1:29:46)

No, yeah, very rarely. I think ChatGBT is good for voice, if you want to have a chat, if you're driving. I'm trying to learn a new language at the moment, and I'm using OpenAI for that.

[Speaker 12] (1:29:46 - 1:29:50)

It's not limited. Grok isn't limited that much, so you can keep going at it.

[Graham Lindley] (1:29:51 - 1:29:59)

Grok is insane for what they're giving away, but he's trying, because Elon Musk really doesn't like Sam Altman, so he's trying to disrupt his business. It's fantastic for us.

[Speaker 12] (1:30:01 - 1:30:02)

Perfect, thanks.

[Graham Lindley] (1:30:02 - 1:30:16)

Cool. G-R-O-K. Cool.

Any more questions? Yes.

[Speaker 15] (1:30:16 - 1:30:20)

Yeah, just, come on, Matt Dolman. Don't.

[Speaker 24] (1:30:24 - 1:30:25)

I'm sorry.

[Speaker 8] (1:30:26 - 1:30:49)

The question was, I didn't get up on stage, so I need to say something. I'm feeling a bit left out. With this, you are really technical with all of your IT.

Is there code that you're inputting to get this content back? Like I saw in here, you've got a few hashtags and other different bits and pieces in the other one. Do you need to know any?

[Graham Lindley] (1:30:50 - 1:31:16)

No. No. I guess I'm quite logical thinking, I know what I need to get it to do, but I can't write a line of code to get it.

I can't really read code. I'm just about getting my head around understanding what's going on, kind of. Again, that's where G-R-O-K was quite good.

In fact, you'll see, Claude is one of the better ones at coding.

[Speaker 8] (1:31:19 - 1:31:27)

When you say G-R-O-K is so good compared to FlatGBT, what does that mean?

[Graham Lindley] (1:31:34 - 1:32:20)

If you've seen the difference between OpenAI 3.5 and 4, it's quite significant. 4 has better reasoning capabilities. G-R-O-K has even better reasoning abilities.

It can also do this deep research. You can tell it, I want to open an acupuncture business in London. Find all the other acupuncture businesses and tell me what they're charging.

It will go and do the research for you. It will go and scout all their websites, and it will come back with a real professional business plan for you about how to launch in London. OpenAI won't do that unless you're paying them $200 a month.

Whereas G-R-O-K, you can do that for free.

[Speaker 8] (1:32:22 - 1:32:26)

How far do you think we're off from getting AI to copy our own voices?

[Graham Lindley] (1:32:27 - 1:32:51)

You can do it now. 11 Lamps will do that now. I should have mentioned that.

We need a mic. Last point, and then we'll wrap it up.

[Speaker 5] (1:32:53 - 1:33:34)

If any one of you is using video editor software to post some content on social media, there are many tools available out there. Even if you record yourself, you don't have to know how to cut. You can just basically write a comment.

Can you cut all the ums and ums and everything? It cuts it out. If you misspell something, or if you miss to say something, you can actually type in.

They will ask you, can you read this statement? You read it, and you will match your voice. You can actually create recording of your voice to your video.

Descript, there is one that does it really, really easily.

[Graham Lindley] (1:33:37 - 1:34:09)

Descript. I think 11 Lamps does that as well. 11 Lamps, they've got all the voices.

11 Lamps. Yeah, the word 11, Lamps.io. There you go. I just put some code in.

I said, what does this mean? It's just breaking it down, telling me all of the details of what that code means. You can see how you can start to learn quite quickly using this stuff.

There we go. I hope you enjoy that, guys. Thank you, mate.

[Shiv Haria] (1:34:10 - 1:47:26)

Fantastic. Fantastic. Guys, there is so much there.

I want you to give you some nuggets for you to think about. First of all, it's that we need to start. This stuff is going to run away with us.

If we don't start, then we're going to get left behind. However, saying that, hands up if you are a dynamo or a blaze. Hands down.

Hands up if you're a steel or a tempo. Fantastic. Hands down.

Steel or tempos like myself. Let them go and do all the hard work. Once they've figured out what works, then they'll tell us, and then we'll just use what works.

That's what we need to do. People like Graham out there, they're wandering around and they're doing all this hard research because they love doing it. Fantastic.

Good for them. We're not necessarily technical people like that sometimes, so we're just like, we'll just wait for him to come up with it, and then we'll answer that question. One of the things that I've done in my business is I recently hired in January a marketing manager, but the marketing manager is a mechanic, and he has a very strong focus on AI technology, operations, all that kind of stuff.

The reason why is because one of the things I wanted him to do was implement the CRM system in my business, and so I needed him to have that. What I've started doing in all of my recruitment going forward is saying, one of the interview questions is, do you currently use AI? If so, how do you use it?

I think that going forward, it's going to be more and more important. We're going to have a division of camps. We're going to have people that use AI and people that don't use AI.

I have people in my business right now. Most people just don't use AI, and they'll just sit there, and they'll just keep doing what they're doing all day every day. Then we have these people over this side who use AI and sometimes get carried away with AI.

Of course, they need to work together, but we need to find this happy medium where we can use the AI and not get carried away, but then start to implement it and give it to the rest of the team as well. I've just done, if you guys don't already have this, as soon as Sen put up that thing about Fixer, I took a screenshot. I sent it straight to my operations manager, and I said, here you go.

Let's implement this. She goes, £27 a month? That's crazy money.

I said, let's try it. It's a free trial. She goes, fine, but it's not my fault if I like it.

Let's get these people into our company. What I'm saying is, when we're recruiting, let's get these people into our company because they will help us go forward, especially if you're a temp or a steel, and especially if you're not an early adopter of things like me. I'm kind of an early majority.

Once they've done it, I'll get involved and get these people in so they can help you do it. Perfect. Cool.

Some last few bits. Page 38 in your workbooks. Turn to page 38.

A few bits before we finish off. Right at the end. Can't see.

Oh, gosh, you guys. You need some more carrots. Page 38 in your workbooks.

This is the homework checklist. We've got homework from the director's dashboard. We know we need to basically, we've got the draft.

We need to run the draft past our team, iterate the draft, and then finish that off. We then have the My House. We've already done most of the heavy lifting in the session, and all we now need to do basically is top and tail it.

Of course, we've done one of them. We might want to do, and we probably want to do, is say, well, who else in the team also has recurring tasks? Generally speaking, I guess everyone will have some recurring tasks.

Get a My House in place for everyone, but before you do, just do that quick check-in with yourself that says, does this My House work for me and work for my team? Remember what I said about the fact that there are different, the property entrepreneur blueprint is there, but then you've got to adapt it to your own business and your own way of working. If it doesn't work for you, tweak it, and then implement it throughout the rest of your business.

The final thing is this session three on the AI, the showcase. There's lots and lots of things out there, and there's people out there who know tons about it, who are really techie, and there's people that know a little bit about it, but they're not very techie. In fact, Sen, I hope you don't mind me sharing.

One of the things that you said to me, being someone that's not very techie, is one of your objectives. What's one of your objectives? Shout it out about the AI.

Sen's committed to doing one AI level up a month. Now, it may be too much for you guys to commit to that, but what about one AI level up a year, like this year? Just do one.

Just do one AI level up, and that will get you started on this journey. We also have book club. For the book club this time, we have these books.

The first one is Measure What Matters. We've talked so much about we can measure all this stuff, but we can get carried away with what to measure. Let's go and measure exactly what matters.

That's the book. We then have a couple of podcast episodes. Episode 254, which is the director's dashboard blueprint.

That will help us understand a bit more in detail about how to build that out. 234 is Buy Back Your Own Time. How many of you are too busy right now in winter?

Too much to do? Yeah? Buy Back Your Own Time.

Buy Back Your Time, sorry, is how to get yourself less busy and how to get people to do heavy lifting for you. Then we've got the episode 206, which is the breakthrough blueprint as well. As well as that, we have our midweek mentoring.

We have, on the 12th of March, prep for the business plan, preparation for the business plan. We're going to have to do the business plan at the end of this month anyway. It's how do we prep so we've got everything for that.

On the 19th of March, we then have the midmonth mentoring, which I'll talk to you about in a second. The 26th of March, we have the AGM blueprint. How do you run and host your AGM with your team?

Then the midmonth mentoring is with me. Any questions that you have, please submit them and book in for that. On this as well, Bianca, are we going to do it?

Perfect. On this as well, some of you have come to us. I think it's somewhere later on in the slide.

You've come to us about the, in fact, I'll come on to it in a second. We then have the vault. Remember, on the advanced program, we implement, but sometimes, because it's been a year since we've learned some of this stuff, so for some of us, more than a year, we've forgotten some of this stuff about the actual blueprint.

How do we do it? Implementation and the PEP, the program is about the actual blueprint. This month, in the program they covered, session one was bulletproof business model.

If you haven't yet done your business model and you want a bit more guidance on that, the bulletproof business model, there's a session on that. Session two was on fundraising, if you're trying to raise funds. Session three was on personal cash flow management.

Especially that last one, like real cornerstones, real basics. If you can't manage your own money, you can't manage your business. That's the way it works.

Remember, if you want to access these, get to the vault, and you'll have all of the information there. Then this is what we were talking about, which is the PE black book. Like I said, this is only available to the property on for advanced programs.

Only to you guys. It's not available to the program. What Bianca is going to be doing at the Midwealth Mentoring is showing you how you can use this.

They'll be doing a live demo for you. How can you actually use this to be able to get all the stuff that you want? I say all the time, everything you need is in this room.

Everything you need is in this room and on the black book, but as a result, we need to figure out how can we actually use it? How many of you even searched on this black book? A couple of people.

Three or four people have searched on this. What we're going to do is Bianca's going to show us how we can do the search and how we can actually use it in real time. Then maybe we can all then thereafter go and update our profiles so that people can find us.

Because if I'm sourcing properties, guess what? If I don't put that down on my profile, you can't find me. If you're really good at title splitting, you don't put it on your profile, people can't come and find you.

Cool. We have the BuddyUp as well. Of course, if you're in this already, then fantastic.

If you're not and you want to be in, please go and see Bianca at the end. Remember what I said to you. This Property Manager Advanced Program, yes, you get the learning here, but most people are here for the community, for the sense of accountability.

There's no better way to get accountability than when you find a buddy and you and that person then connect, not just on a personal or a professional basis, but perhaps on a personal basis as well. It keeps you in the fold. It keeps you sharing a lot of stuff like this.

On the masterminds that you guys have, I'm sure, Graham, the stuff that you shared today, you probably shared on the mastermind, what, a couple of weeks ago, a couple of months ago? Last year. Last year.

The point is, if you were Graham's buddy, you would have known about this last year. Let's get our buddies working for us rather than us saying, oh, it's just an extra part of this blueprint that I'm not really into. Then how do we do?

I want you to, you'll have got a text message, I think, on your phones, on your WhatsApp, and I'll just take a couple of minutes now to fill that out. We literally take all of the feedback, like I say, and we implement all of the stuff that you give us, and we are here to create a world-class program for you. We're going to put it into action straightaway, but you've got to write it on there.

Can I have a couple of minutes of music whilst we get that done? Just in silence, please, guys. Just a couple of bits of feedback.

What did you think? If you want ice cream with a cake for lunch, put that down. I'm just going to prompt you on this as well, guys.

I want you to think about, if I put a gun to your head and said, what is the one thing that we could do better for next time, what would you say? Write that down. Just one thing.

If we get one thing from everyone in this room, that would be almost 100 things that we can do better. And when you're done, just put your phones down so I know that you're done. Guys, I'm going to give you 10 more seconds to finish off what you're writing, if you haven't, scroll down to the bottom and press submit so we get what you've got so far.

It's a survey, that's why I gave you some time, Chris. Okay, put your phones down, please. Thank you, guys.

Just press submit if you haven't already so at least we get the comments that you've already put in. Fantastic. Okay.

Remember, guys, your network is your net worth. People are going to be in this room until 5pm. Make sure that you stick around and you find the people that you want to talk to.

The Black Book is fantastic if you want to find someone online. But guess what? They're right here in this room.

Where are they? Right here in this room. So let's find them, let's walk to them, let's make some connections.

And that's a wrap. Have you enjoyed that? Fantastic.

Can we get a massive round of applause for all the speakers? And if you want to speak to any of the speakers, we've got Sen over there, we've got Graham over there. I'm sure they'll be willing to have a chat with you until 5pm.

And I'll see you guys next month. Take care. Bye bye.