**PEA Session 1 250410 01\_Transcription**

[Speaker 5] (0:00 - 0:14)

A million nights just like this, so let's get down, let's get down to business. Mama, please don't worry about me. I'm about to let my heart speak.

[Adam Goff] (0:16 - 0:22)

This is your two minute warning, ladies and gents. Get your teas and coffees and make your way to your seats.

[Speaker 5] (0:23 - 0:38)

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 9] (0:39 - 0:51)

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

[Speaker 5] (0:51 - 1:10)

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

It's been a while since I had your attention. So in my heart you're with it.

[Adam Goff] (1:12 - 1:24)

Ladies and gentlemen, property entrepreneurs, please make your way to your seats. Grab your coffees, pee breaks, anything you need and take your seats.

[Speaker 15] (1:38 - 1:45)

This is your final warning. 45 seconds to showtime. 45 seconds to showtime.

[Speaker 5] (1:47 - 1:58)

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 9] (1:59 - 2:14)

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 11] (2:19 - 2:38)

We've had a million, million nights just like this. Ladies and gentlemen, property entrepreneurs, please clap your hands. Give a huge round of applause and welcome to the stage, Mr Shiv Haria.

[Adam Goff] (2:42 - 11:13)

Oh, I got a little whistle and everything. How are we doing guys? Yes, here we are.

Before we get started, let's have a little wave to Virtual. Hello, Virtual, how are we doing? Fantastic, fantastic.

If you're not already Virtual, please turn your videos on so we can see you throughout the day. That'd be fantastic. Okay, great.

Let's get started, guys. We are at Property Entrepreneur. We are at Workshop 7, and Workshop 7 is a high-energy workshop.

We've got so much content planned for you. Workshop 7 is the set, deck my slides, please. Workshop 7 is the set and forget workshop.

Please take your seats, guys. Set and forget. So everything that we're going to be doing today is all about set and forget.

You have spent time creating these plans. It's taken you six months now to create these plans, and what we're going to do now is we're going to try and figure out a way that we can get these set into your diaries and make success inevitable. All you now have to do is execute.

Remember, the normal drill, guys, as always, is we don't want distractions in the room. You have taken your time to be here. You've made sure that you have the brain space to be here.

You need to put your phones on silent or, even better, turn them off because you're going to hear to work on the business, not in the business. Phones are going to be off, and that means that you can focus. As well as that, just give us, whilst we're here, give us a little elbow to your neighbor.

Do that right now, a little elbow. Give them permission to nudge you. So, if anyone sees anyone on their phones or not concentrating or on emails or whatever, please give them a nice little nudge to be in the room.

Thank you. Nice little nudge to be in the room. Perfect.

Virtually, are you guys here to commit as well? Can you give me a thumbs up, Virtual, if you're going to commit to this? Nudge your neighbor virtually.

Fantastic. I'm sure it won't have escaped you guys, but we have now had all two weeks of the summer that we're going to get in this country. This has been two amazing weeks of sunshine, and I know we're supposed to move from winter to spring, but I think that we've currently moved from winter to summer.

So, the seasons have definitely shifted, and I don't know if you guys noticed as well that this workshop is normally on the first week of the month. This workshop's on the second week of the month. So, what was happening is, there was so much stuff going on during winter, and I don't know why, but it was almost like we were crawling out of winter to try and get into spring, and so they gave you an extra week of winter, but now, as a result of it, God, I am so proud and pleased to be in the spring with the sunshine.

How many of you are hearing the birds in the morning? The air smells better. The world is brighter.

Everything Jeff sees better. For those of you who are not Steel, honestly, it's been a tough summer. I discussed it with a couple of people on the board.

It's been a really, really tough winter, sorry, and now we're ready for the rest of the race. So, everyone else is going to come alive now. Steel, you can go back to sleep.

Fantastic. We know where we are now. We have done our, hopefully, done or are about to do our AGMs, and we have just finished, and we're coming into spring, and it's now about building the dream team.

That's what we're going to be talking about today, and we know that we've got a full day of content for you guys. It's a packed day. You'll see it in a second when I put these things up.

You guys have spent a long time working on your year of and your headline strategy, and in session one, what we're going to do is we're going to show you how you can set and forget your tangible targets to make sure that you lock them in, and we get these done. It makes success completely inevitable for you. In session two, we know that this is the time when we start doing recruitment.

Spring is here, but in terms of recruitment, it's not just about hiring. We know that you can't just hire the people and then expect them to get onto it. We've got to make sure that we also do some onboarding, and as a result, in session two, we've got a great session for you.

It's called the Set and Forget Welcome Aboard. It's our property entrepreneur onboarding blueprint. We're going to give it to you so you have it in your arsenal as you start hiring.

In session three, we know that we have to keep talent, and in order to keep talent, it's not just about how we manage. It's about how we lead. We have to become world-class leaders, and so in session three, we've got a session for you called Set and Forget Next Level Leadership.

Does that sound like a good day, yes? Fantastic. Now, this is a really important thing.

I was just chatting to Bianca earlier today, and I was saying, you know what? One of the really important things that I learned is that in property entrepreneur, they just chuck a lot of content at you, and there's so much to remember to do, and the one thing that I think that I learned, which I'm going to pass on to you guys, is make sure that as we go through today, you're looking out for those actions and then adding them to your action list. It's going to make, at the end of this, implementation so much easier because instead of having to look through 40 pages of content, you just look at your action list and say, what were the important bits?

Yeah, so anything that you need. I used to do this in my work before, to star it or highlight it, but you've got an action list, so just make sure that whatever you're doing, make it easy on yourselves. When you go away from today, you don't need to look through the whole workbook.

You just look at the actions that you've got to the end. Cool, before we get started, yesterday we had the AGM business plan in a day workshop. Can I see a show of hands how many people from this room were in it?

There's lots of people from PEP on it as well. It was a great day. Have a look at this.

This is how it went. It was in the Worcester suite, a new room that we've not been in before, and we had lots and lots of people finishing off their AGMs. We had one, two, three, four, five, six, seven, eight, and there was a few more than that as well, and one of the things I want to tell you, it was a little funny, so I had to run three quarters of the workshop, and then I left the last bit for Josh to run because the last bit's about finances, you know, he's really good at that stuff, so we get the experts in to do those bits. Now, when I left the guys at lunch, I've got to tell you, they were really excited, they were really happy, they were like, wow, this is a great workshop, and I'm telling you that when I came back afterwards, people were crying in the room, guys.

Were people crying? Valerie, people crying? Sure, but there was one lady that was crying.

The whole energy had seeped down a little bit, and I thought to myself, gosh, we need to restructure that, maybe get a new trainer in, but it was a great day, all in all, and the most important thing, and honestly, for myself, I find this completely ridiculous every single year because I've been doing it for eight or nine years now. When I finalise everything into my AGM, and I print that brochure, it's like it's finally fixed, you know? There's no more editing.

It's PDFed, it's sent to the printer, it's then printed, and now I know that that's my plan, and it's crazy because we do all of this work to make a plan, but it's only when it's been printed that it really comes alive for me, so if you haven't already, please make sure you do that, and then the next thing after that is you want to make sure that you have your AGMs, so not only have you got the business plan, but your whole team have got the understanding of what you're doing this year, and you can bring them along for the ride. Okay.

Behind the scenes, what have I been doing this last month? I am really, really, really glad, hopefully you can tell, that winter is over. God, that was a long winter.

How many of you found that was a really long winter? Yes. I don't know why it seemed to last extra weeks compared to other winters, but now I am loving life.

Now I am having a great time, and honestly, I'm out there doing my steps, making my videos, out in the sunshine, talking to clients. We had the first four days of April, I don't mind telling you because we're really transparent here. The first four days of April, I was like, I need to get in and make some sales so we get ahead of the curve.

I want to make sure that by the time we get to the end of April, we're like, yeah, we're definitely going to do this year's target. So our new sales guy starts on the 14th, and I wanted to make him a bit jealous because I wanted him to start on the 1st of April, and he said, no, no, I need two weeks holiday after I finish my last job. I said, are you sure?

He said, yeah, yeah, yeah, and I said, you should start on the 14th. No, no, I need the 14th. So I thought, I'm going to show him.

So I got in there, and for the first four days of April, I made £133,750 of sales. Thank you. And for our company, thank you, and for our company, that money lands in our bank.

So it's not just future sales, that money's in the bank right now. But of course what I did was I made sure that he knew that he's missed out on £13,000 worth of commissions there. So good way to start the year, but at least he's now motivated.

[Speaker 14] (11:13 - 11:20)

We also know that there is, you know, it's all a game.

[Adam Goff] (11:20 - 24:59)

It's all a game. We've got to incentivise our team, guys. We know, guys, as well, well, we know that the main project for this last quarter was winter hit list, okay?

And I've got to say that it started off really slow. Do you remember month one, month two, I was a little bit behind on my winter hit list. Here's how we did for the end of March or the end of the quarter.

We managed to end on 83%. Now, I know we could have done better, and frankly, you can see that I did 100% of my winter hit list. So I did really, really well on my winter hit list, but what I keep telling the team, because we want to bring the team along, we don't want people to feel bad.

We want it all to be a game. So I keep telling my team, guys, it's progress, not perfect. There is always going to be a couple of items, you know, we're optimistic by nature.

There's going to be a couple of items that don't get done. So what we've done now is we've said, right, winter hit list 2026, let's move them over. Whatever we haven't done that we're not going to do, move it over so that it's now not lost, it's recorded for next year, and we already have something started for next year.

And this is us doing the AGM. So I did the business plan for myself and for the team. And with the input of the team, by the way, if you have a team that's more than just yourselves, one thing I do every single year is I basically send each head of department their section, and I go, I need your input on this bit.

So I get them to write it. Why? Obviously, then I go and rewrite it.

But ultimately, I get them to write it, because then they feel, I have a stickler for spelling and grammar and stuff. But then they feel like they've been part of it. And then here's the important bit that I did, which, again, if you guys are doing AGMs, even if it's just you and two people, I get the heads of departments.

This is our team over here. We hired a meeting room, which we never do. We normally just do it in a restaurant because we're an easy-going company.

But our head of marketing, who we hired in the middle of January, he flew in from Alicante, he lives in Alicante. He flew in just for this meeting, and he said to me the day before, Shiv, why don't we just have it in a meeting room? And I've never even considered a meeting room.

And he looked, and I said, oh, you know, I don't know, my PA was off that day. And I was like, oh, it's gonna be too much effort. And he said, I'll do it.

He looked it up, 45 quid an hour, two hours, 90 quid. Perfect, let's do a meeting room. We've got a nice big team now.

It looked amazing. We've got loads of pictures for social media. Everyone knows that we've got a big team now.

So when we look and talk to our clients, that's how we differentiate ourselves. We're not a one-man band. All the other sources out there are a one-man band.

So this is what we did. But what was really, really important is I got the heads of departments, three of them plus me, so four of us, to present our own little bits. And one of the instructions that I gave them is you have to mention every single person in your team during your presentation.

Why am I doing that? Because I want their buy-in. I want their buy-in.

I want to say, oh, and this person's gonna do this, and that person's gonna do that, and you're gonna do that thing. And everyone's like, yes, I'm bought in. So every person in that room has been completely bought into this business plan.

And this is one of my objectives for this year is to be from captain to coach. What does that mean? That means I'm not the one that's leading.

It means I'm now handing it over to the team. They're gonna lead the entire thing. The next thing, another objective of mine is to get a life.

That was one of my objectives. And it was because I find so much of my time, I was talking to Valerie about this, I just spend working. And I say working loosely, that term.

But I spend my time thinking about work all the time. And what I wanted to do was just get out there and have some more date nights, some more mate nights, et cetera. These are my mate nights.

You can see on the left-hand side is a picture of us at dinner for some of the board members. And then on the right-hand side, obviously, because I'm really, really good company, Garrett was missing me. And he said to me, Shiv, I know this is really hard for you, but do you wanna go to Valencia with me?

I'll pay. So I said, well, hey, listen, if you're paying. No, he didn't really say that.

So I went to Valencia for a couple of days with Garrett. And here's the best thing I can say every time. You're building a business, which is really, really amazing.

But more importantly, you get to go on holiday with people that you like. And we spent four days drinking coffee and walking around and doing runs around the place. That's all we did.

We did one session, which we called the QGM, the review of last year. And we asked ourselves three questions. It took us 45 minutes, 15 minutes of question.

The first question, write these down, guys. This is what you need to be doing every single quarter. Question number one, what did we do well last quarter?

This is really, really simple. For the blazes amongst you, you can just write well, question mark. Well, question mark.

What went well? What did we do well? That's what you wanna write.

Number two, question number two. What, what do you reckon it is? What could we have done better?

Blazes, better, question mark. What could we have done better? 15 minutes each.

And the third question we asked ourselves is what do we need to change for the next quarter? What actions do we need to take in the next quarter that's gonna make last quarter different, okay? And because of that 45 minutes that we spent, this is now a business trip, okay?

So definitely, definitely worth doing. As well as that, my last objective was to lead with love. And one of those things was about being, you know, meditating more, but I've been seeing the signs, guys.

Who doesn't know what I'm talking about here? Who doesn't know what the hell this is about? Paragliding.

Not paragliding, guys. This is seeing the signs. Why have I posted four of the same picture?

Yes, it's the one, one, one. It's the 11, 11s. These ones over here.

So these things over here, I've been seeing the signs. This is another picture. This is another lot of them.

I'm seeing the signs. Every single day for some reason, I'm seeing these 11, 11s. If you don't know what this is, this is my synchronicity.

And I wanna talk to you about one quick thing, which is the force versus the power. I mentioned it to Matt yesterday. The force is me, like trying to make stuff happen all the time.

Yeah, we're gonna do this, we're gonna do this, we're gonna do this. I don't know if I've said this to you before. The power is going, no, I don't need to make stuff happen.

I could just sit back and go, let this happen. Let the world come to me. Let me magnetize myself.

And when I say I've made these sales last month, it's because I was not worried about it. I was like, let me magnetize myself so that all these things just happen. And when you live in that place, everything is effortless.

One thing that I've been saying to myself every morning, and I think you guys, if you want to, you could say something similar. You're gonna think I'm cuckoo, is I heard this from an American motivational speaker. I am blessed and highly favored.

As you can see, it's a very American term. I'm blessed and highly favored. But I see this every single day, and I'm like, yes, okay, fine.

I'm leading with love. That's my third objective, and we're moving forward in objectives. Sunday sanity.

Now, I want you to do something different with Sunday sanity. I heard it from Rachel on the Procter & Trayer program. She said, when I do my Sunday sanity, I don't just do Sunday sanity.

I also do a review of last week. And I was like, oh my God, yes, I used to do that. I completely forgot.

I haven't done that for the last year. So here's what I want you to do. I want you to realize that when you're doing your Sunday sanity, it's an opportunity for you to review your last week and ask yourself two questions.

One, how did last week go? Number two, what will go up next week that I can delegate? Because this is all about do nothing, delegate everything.

We're advanced now. We're not at Procter & Trayer program. We need to get other people to do stuff.

So what can I delegate? I ask myself that question every week and then every single day. What can I delegate?

What am I doing that I don't need to be doing? And if you don't already, guys, you should absolutely 100%, if you have not got it yet, listen to me. You need a PA or a VA.

You need someone, okay? And hopefully later on today, Rich is gonna be telling us a little bit more about that as well. Okay, turn to page four in your workbooks, please, quickly.

We're just gonna do a quick check-in of the March objectives. I need you to scan the QR code on page four. Deck a little bit of music, please, if you don't mind.

Page four, scan the QR code and let us know how you did with the March objectives. Remember, guys, this is all part of your PEA accreditation, but more importantly, if you break down your objectives into quarters and then months and then weeks, you are going to make success inevitable. Put your phones down when you've done it.

Gina. Okay, guys, put your phones down, please. The next Game Changers Workshop is on Monday the 28th of April.

Please make sure you're on it. If you haven't been to any of these yet or you've only been to the first one, come get a refresher. You are paying for this.

You might as well get the accountability. Get there, do the game changes, and then you don't have to worry about them. Monday the 28th of April, 10 a.m., next Game Changers Workshop. Then we've got, we've just done the AGM, and now we're in spring, and spring is a time where we're gonna be testing systems, testing the new processes that we've just made, testing new team members. And the next thing that's coming, the next port of call is the summer AGM. And at the summer AGM, we're gonna check in just before we start the championship season.

So before we start the championship season, we've gotta have a check-in to make sure our mindset is correct for the championship season and to make sure that we have full clarity on what we're gonna try and achieve. Remember, the championship season, here we go, is all about achieving more in 12 weeks than you're gonna achieve in the whole year. And if you're not already running like this, if you're kind of like, well, I've got this many to do, so I'm just gonna break it down every single month, that's the wrong way to do it.

We're gonna try and get all of the things that we want done, done in these 12 weeks. Whether we wanna sell property, whether we wanna buy property, whether we wanna find leads, make sales, it's all gonna happen in this championship season. And because of that, it means that it's gonna be your best year ever.

And the reason why we do this is because then it becomes all a game. And games are meant to be fun. Who wants to have fun whilst they're building their business?

Yeah. We wanna have fun, and as a result of that, that's why we've got this championship season coming up. Great, getting into the first session then.

Set and forget tangible targets. Like I said, most people sit there, they create a plan potentially on the back of a napkin, they then create some targets. Oh, I wanna do this, I wanna do this, I wanna do this, and then what happens?

And then someone new, or sorry, a team member comes to you and says, oh, I want a pay rise. And you're like, well, we just said pay rises, what's going on? Or, I don't know, you get a HMRC tax bill.

Or there's a client that's unhappy. Or a refurb that's gone over budget. And all of these things start to happen, which means that the urgent takes over the important, and we forget about all of what our objectives were.

However, in this room, we know, as property entrepreneurs, as smart people, that in order to step change, in order to level up, we need to create a system to hold us to account on what our objectives are. And if we do that, then we will make success inevitable. Here's the kind of systems that you have.

So one of my objectives is to look after the goose. And you can see, I build everything into my calendar here. So you'll see I've got in there, I've got my run, I've got my gym, I've got my steps.

I've also got my lunch and dinner times, my breakfast times. I was just asking Bianca at the beginning of today, do you have your breakfast at the same time every day? I do.

Do you have, I've got, as you can see, on Friday, tomorrow, I'm going to Champneys, because once a quarter, I go and have a little spa, do a little QGM by myself. I have my holidays booked in six weeks in advance. I also, the second objective is to lead with love.

One of the things I want to do there is I want to meditate every morning. So now I put meditation. Now, of course, this is a particularly busy week because I'm here with you guys.

So my meditation varies. But usually it's like, go to the gym, come back, have a shower, get ready, meditate, and then start work. And actually, you'll see that over here.

This is my meditation board. My meditation board, what does it say on the left-hand side, the punishment is? No work.

I find myself, the problem with me was, I was like, ah, but I need to start work, I need to start work. And the punishment was, you're not allowed to start work until you've meditated. And it doesn't mean that you've got to meditate for an hour, or even half an hour, or 20 minutes, or 15, five minutes, two minutes, doesn't matter, just got to do something.

As well as that, I said I want to get a life, and that was part about booking my date nights, my mate nights. You'll see on my Saturday, I've got my brunch, and I've got my date night. And then also, I want to do, my other objective was to get on a mission, start doing more of this speaking, mentoring, whatever.

And so Procter Entrepreneur have kindly offered me the opportunity to do speaking and mentoring. But of course, because they want to be efficient, they put it all into the same week, don't we, Bianca? I'm going to do all the speaking slots on Tuesday, Wednesday, Thursday, you're going to have no time to breathe.

So that's what we're doing. But the point is that we're going to schedule all this stuff in, and we're also going to have trackers. So whether it's tracking your meditation, or even tracking, as I do here, my Duolingo, 550 days streak, yeah, hey?

Cool. So now what we're going to do is to help us understand how you yourselves can get these tangible targets locked in for yourself to make your best year yet. We're going to get a big round of applause to our lead speaker this morning, and that is Mr. Adam Goff!

[Speaker 14] (25:06 - 25:06)

Boom!

[Speaker 2] (25:11 - 43:44)

Good morning. Are we good? Say yes.

Most of us are, most of us are. Nice to see you all. I love how busy and packed this room is, it's good, hello, nice of you to join us.

So, hands up who wants to work for Shiv after that? My job is to motivate my team. Really?

Here's what you could have won. Yeah? 13 grand.

Can't have that anymore. Missed it. I love it.

Brilliant. Certainly a very unique leadership style, Shiv. So have we had a good month?

Yes. Who's relieved that winter is over? Definitely.

Yeah. Who's relieved winter isn't over? Most of the room is lying.

Yeah. We're not all the way there, are we? So we will get there.

But it's definitely important for us to stress that it's a shift in the seasons now. To make the most of winter, we did actually go snowboarding. Some of the board members, mastermind members.

It was a good laugh. Anyone in it? Who was on the trip?

Yeah. Neeraj, unfortunately, didn't make it at the last minute. But we had a really good time.

Now, it was a lot of fun. And it was really good to get to know the guys, most of the guys there. But I was a little bit embarrassed, I'm not going to lie, a little bit disappointed by someone on the trip.

Can anyone guess who it was? Josh. Why, you say?

Why was I embarrassed? Well, because Josh, much to my dismay as a very cool snowboarder, decided that he was going to take his man bag every single second on the slopes. A backpack.

He's the only snowboarder I've ever met who takes a backpack snowboarding. What did he have in his backpack? Water for everyone.

Sandwiches. Snacks. Layers.

His makeup. I was like, dude, why do you need this backpack? Anyway, it completely ruined the trip for me.

I was super upset about it. I didn't want to be seen near him at Apprae Ski. He had to go and stand over by himself.

Anyway, that's just Josh there, isn't it? He's just a little bit weird, isn't he? So he's ruined the AGM, he's ruined the ski trip, and he's not here, so he can't defend himself.

He's like, I fucking love it. I'm getting my own bag. Anyway, that was a good laugh.

By the way, if you are thinking of applying to the Mastermind or the board, or you're on the Mastermind or the board, this is only for intermediate skiers and above. I have to stress that, because unfortunately one of the chaps did actually break a rib on the first day. So you need to be at sort of all of our level, not Josh's level.

How did we get on with the ... It's so easy, isn't it? It's just an easy target.

How did we get on with the winter hit list? Well, you'll be pleased to know it was all greens. Even Josh managed to do his one task, which took him two and a half months, but he did manage to do it.

So we're there, apart from Yolanda, who has now ticked that off, I'll be happy to announce. Has Lauren done it? It's hard.

No, but Lauren ... We're not singling out Lauren. Lauren's done an amazing job, and actually she was winning, but that task is recategorising all of the vault to make it easier for you guys and girls to find things.

Yeah, so it's like ... Yeah, let's give her a round of applause. Yeah.

She's over there. It's a thankless task, and it is a monster, but ... Yeah, it's a beast, isn't it?

It's a beast. It's not easy, actually, as well. Kajabi's not the easiest, but we do already have some of that live, so if you start searching for some sessions, Bianca and I were talking about it.

I think we're going to demo it next month, or is it this month? Next month, yeah, we're going to do a little demo. It's been improved a little bit, hasn't it, Bianca?

So yeah, there's already some improvements in there, but we're hoping to do another improvement, so we're not quite done. Anyway, so that's great. Fantastic, and frankly, we should give Bianca a round of applause, because she did most of this.

So thank you, Bianca. Bianca was like chasing team members, even managers, calling them out in the group. You've got to get it done.

You've got to get it done. Denying Josh any love hearts until he got his done. You think I'm joking, but it's 100% true.

Yeah, and ultimately, that's what you need. You need a very strong gatekeeper who's going to try and deliver this stuff for you, because I'm also trying to develop the business and write the business plan, and we need to also deliver what we've got to deliver, and this is where we all need to get to. This is what Shiv was saying.

So I've been busy landing planes. I have landed not only the plane that I landed in on here on Tuesday, but I have landed a lot of planes over winter. My business plan is done, so those people on the AGM saw it.

Be early. Storm to norm. The most comprehensive business plan we've ever done.

Two and a half pages. No, I'm joking. This is good.

This is really good. You know the best thing about this? Dan didn't even see it until I sent it to him, and it was published, so that was the best thing from his point of view.

Yolanda's PDP is done. Bianca is close to accepting her PDP. She's still kind of thinking about it.

I think it's a good thing, but Bianca's PDP is on her desk and ready to go. I've reinvented all ... We did a whole new business model for the Blueprint events.

Everyone's on new packages. Everyone's got different incentive schemes. It's a win-win-win.

Everyone's going to get paid more if we do better. It's like everyone now is super motivated. We have rebranded our Blueprints.

We are now calling them the Blueprints Summer Retreats. You like that, don't you? The word retreat is like, ding, isn't it?

Sex appeal. Why didn't we do that before? I don't know.

It was a great idea, but it wasn't mine. We've rebranded those. Shiv's going to talk more about that in a second.

We've got some amazing brochures for those. We're going to launch the PE Promoter Campaign today, so those people that want to earn money from their network promoting those retreats. It has been busy.

Do I get a bit of a round of applause or anything for that? Yeah. It has been stressful and deadlines coming out of my ears, but that's how it should be because that's what building a business is.

All these things I just mentioned, they're like bricks in my house, aren't they? In my business house. Once they're laid, they're done.

It's like we can move on. Now we can start moving on to the roof and the sexy stuff. That's me, by the way, with the new brochure.

I'm so handsome, aren't I? I just can't help it. Anyway, talking about handsome, I also want to give this lady a massive shout out.

She came on open mic last month and told everyone that she'd finally, after two years, secured her first Rent to Rent deal, do you remember, in her new business. She did that, which was unbelievable, but she also has a massive fear of public speaking. I know if you saw her presentation at the end of last year where she told me to pipe down at the back of the room, you wouldn't believe that, but she is actually very intimidated being on stage.

She hasn't got the most confidence in the world, but Valerie actually stood up on stage here on Tuesday and shared her experience of the last few years on Property Entrepreneur and really, I hope, inspired a lot of people in that room who are just starting out or maybe a little bit older in life and trying to start out and the different challenges it has of being a woman, for example, in business and in this community. People came up to you afterwards and they thanked you, didn't they, for how great you were.

I just want to say, Valerie, thank you because I've been telling you for years I'm going to get you up on stage and you're like, no, no, no, no, no. You did it and I just want to say thank you. Can we give Valerie a big round of applause?

Yeah. She killed it. Absolutely killed it.

Thank you, Valerie. It means a lot to me. Thank you very much.

Let's get on to this. By the way, hello, virtual. I haven't said hello to you.

You all look sexy, all two of you with your cameras on. Hi, Rakesh. Hi, Rachel.

Sharon, Anita, Sarah, Sam, Ross. Get out of bed. Time to get out of bed.

No, listen. We've been setting some targets. Strategy Day, we set our targets.

We know what objectives are in our lives and in our businesses and we've got six to nine targets plus. Correct? Yeah?

Cool. In January, you knew where 2025 was going. Now, you've spent winter working on the detail and you'll have done a budget or a forecast.

You'll have thought about the systems that you need to put in place. You'll have done all the things that I've just been talking about. PDPs, who have you got to hire?

What have you got to pay them? The detail has been done or should be very close to being done. Now, when you publish that business plan that I've done, that Shiv's done, that everyone on the AGM yesterday has done, that's carving it in stone, isn't it?

Because now you've got 12 months from a business point of view anyway to say, right, actually, this is what we are doing. Correct? Now, we've said what we want to do.

We've figured out we can do it and what we're actually going to do and maybe we've made some adjustments. Now, how do we make sure that we execute? Because as Shiv said, it's very easy to set targets and then get distracted because ultimately, this is the number one trap that catches us all out.

Everybody, without fail, there is no one that is immune from this and that is the urgent versus important trap. Because at the end of the day, you've got a business to run. You've got to keep it afloat and things are always going to happen.

Shiv gave a couple of examples, but the phone is always going to ring. There's going to be something that comes up. There's got to be some disaster, some fire.

We're trying to keep our businesses on the road, right? That's what we're trying to do on a day-to-day basis. If you get caught in the urgent trap, then the important gets left behind.

You'll be in the day-to-day noise and you'll be wondering, where the hell did my year go when it comes to the end of August and you're having to put together an end-of-year presentation to tell everybody how you did. Sound familiar? This is the biggest threat now that we have to achieving all of those things that we set out we're going to do and now we know we can do because of the business plan.

The whole point of this blueprint, which we've never delivered before by the way, this is a new one, is to give you a framework to make sure that we can set this up so you don't forget. All you've got to do is turn up and like Shiv's got all those things booked in his diary, which was a good example, as long as he follows his calendar, he is going to meditate, walk the dogs, do the work, turn up to the program, all those things he said he was going to do. He's going to go on a date night and meet his mates and things like that because he's planned it.

That's his little system and we're going to take that to another level with this. You have got this in your workbooks. There's a nice little table, which I'll talk you through in a second.

Now, I just want to say, we can do this with our company targets, which are the examples I'm going to give you when I take you through the table, but we can also do this with our year of and personal and professional objectives and targets. Is everyone following me? You need your own little systems for both.

What is this blueprint? Well, the first blueprint is obviously the set part. How do we set it?

The what, when and the who. We need a system that means that we are ... What are we actually setting up?

You pick what needs to be done, for example, like a scorecard. I need a scorecard to track sales. When does it need to be done?

Well, I need to track them every week, every month, every quarter, every year. Who's going to do it? What, when, who?

Who's going to do it? Not you. Not you.

That's the key. If you can answer all those questions today for your three, for example, just company targets, now you can go and put that in place and it won't even be on your desk. It will just get done.

Is everyone following me? This is what we need. That's step one.

Step two is once you put those systems in place, like for example a scorecard, all you've got to do is turn up. All you've got to do is turn up. Your EA's just got to do the scorecard and you've got to turn up to the weekly or the monthly or the quarterly meeting and the scorecard is there and you're not going to ignore it.

You're not going to miss it because it's been published by somebody else and therefore it's going to get focused on. This is the system that we need. Many of you will do this already.

Not to confuse things, but I'm going to use some year of examples because it will apply to everybody now just to talk you through some and then I'm going to show you my company examples, which you can write down in your workbook. Then we're going to go to a prime time workshop where you are going to have some time to do your own. By the end of today, you'll have your what, when and who for each of your company objectives.

If you've got extra time because you're Speedy Gonzales and you can nail it, then you can start doing it for your year of or for your other companies. Is everyone with me? Good stuff.

All right, cool. Some examples. We set some goals, but how are we actually going to achieve them?

Let's talk about some personal goals. Which one have we got here? Okay, cool.

The gym. Most of the people here, no one's got their fitness goals here, wanting to lose some weight or get a little bit fitter. Hopefully most of you, you fat bugger.

No, I'm only joking. Come on. It's consistent, isn't it?

It's like I need to go to the gym, I need to get some steps, I need to eat healthier, whatever. Example one is what? What do I need to do?

I need to get fitter, so that means I need to go to the gym three times a week. The what? If I go to the gym three times a week, I'm going to get stronger.

Not like Rachel where she's going seven and a half times a week. Sarah Conner Strong. Rachel, by the way, is looking ripped.

I'm just going to put it out there. She turned up on Tuesday, it was like, boom, popping because she's in the gym and smashing it. Good for you, Rachel.

I know I need to go to the gym three times a week, but the reality is that if I just tell myself I need to go to the gym three times a week, or maybe just ... Obviously, it's got to go in my calendar, so I might put it in my calendar. That's the when.

It's going to happen on a Monday, Wednesday, Friday. How often does that actually happen? Being honest with ourselves.

It's quite easy, isn't it, to go, I'll tell you what, I can't go to the gym at 12, I'll go to the gym at four. How often do you go to the gym at four? 50-50, isn't it?

Depends what day it is. If it's Monday, you might. If it's Friday, you're like, no, I'm tired.

I'll go to the gym tomorrow. This is the reality. Likely, you will get some results if your set and forget is just, yeah, I'll put it in the diary Monday, Wednesday, Friday.

Of course, what you could do is rather than the who being you, if the what, when, who, what I need to go to the gym, when, Monday, Wednesday, Friday, who is on you to do it, like it's up to me to do it, fine, but if you make the who a personal trainer who you've paid for, that's locked in, that's going to hold you accountable, and you're going to lose between 30 and 80, 90, 100 quid a session for not going, that trainer will hold you accountable and make sure it gets done.

They'll plan the session and make sure you get ... Not only do you turn up, but you get the most out of it. All you've got to do is turn up.

That is a set and forget framework for going to the gym three times a week. Another example, who wants to spend more time with their kids this year, with their family, or their partner? You selfish lot, only five of you.

Who wants to spend more time with their kids? Who wants to spend less time with their partner? Cool.

I could introduce you to a really good ... Virtual, you can't see, but Natalie and Anthony have both put their hand up, and they've sat next to each other. I know a really good relationship therapist, I'll introduce you afterwards.

I think it's time. You've got this idea, I really want to spend more time with my family or my friends, so what could you do to put this in place? Well, obviously, you know what you want to do now, but what is I need to spend more time with the kids?

When are you going to do it? Well, you could pick a day. You could say, well, oh, sorry, this is ...

No, I've skipped. Kids. You're like, right, how am I going to make sure this happens?

Well, you could book a babysitter. You could book a babysitter. No, what am I doing?

You can tell I haven't got kids. You can tell I haven't got kids. Should we skip on?

I don't know what to do. What do you do with kids? I have absolutely no idea.

Is this how kids are made? I think it is. This is what I need to do.

Then maybe I'll get to this. I think I've got the slides in the wrong order. I need to spend more time with my partner, so I'm going to ...

We could pick the when. Well, Wednesday's are going to be date night. Great.

Wednesday's are going to be date night. Cool. Then who's going to do it?

You can either pick where you're going to go on date night or how it's going to work, but if you need to book a babysitter, if you book a babysitter, then it's definitely going to happen because now you've booked the babysitter, you're not going to sit at home with the babysitter. You're going to actually ... I don't know.

Some of you might. Would you do that? That's a bit weird, but you are going to go out and you might delegate.

You might say, right, on week one, you're going to decide where we go, and week two, your wife's going to decide where you're going to go, which might be a recipe for disaster. Maybe all the men should just decide where they want to go, and that's it. There we go.

That's that one, and then obviously, this was the kids one. I was getting slightly confused. I was getting very, very confused.

You're Akash, and you're like King of Kung Fu in China. Who's seen Akash's social media right now? It's like Wing Chu, Chang ...

I don't know what it is, but it's very impressive what Akash is doing. You want to do something with your kids. I want to do something with my kids.

When's it going to happen? Saturday morning. Let's book it in.

Let's go to the karate class. Let's do something we all enjoy together and actually book it in. Very, very simple examples, but we need to apply them to our business in the same way.

If you get your workbooks out, if you haven't got them out already, I'm going to take you through my examples, which you can put on the left-hand side of your workbook, and then on the right-hand side, you're going to do your own. What have I done with PE? PE this year, the headline strategy is to be early.

We are going from storm to norm. When I took over, it was like stormy seas. We were losing people over the side of the boat, almost capsized a couple of times because I mixed things up.

That's fine. That's normal, but now we had to get into a bit more normality, routine, rhythm. The main target was to have everybody completing 100% of MyHouse, so it meant everyone had to have a MyHouse, and we were just nailing MyHouse.

If you nail MyHouse 100% of the time, then a lot of the urgent goes away because all the important gets done. Actually, the objective was to get operations, i.e. events, and marketing one month ahead of MyHouse from where we are now. We're not organising events in the month leading up to the event.

We've actually already finished the event before we've delivered the event before. Does that make sense? For example, we'll have already finished May's event last Friday.

It's very confusing, I agree. Very confusing for us.

[Speaker 10] (43:44 - 43:44)

How was it?

[Speaker 2] (43:48 - 1:23:19)

What, the event? No, this is where we're going to go to, Greg. We haven't got there yet.

Actually, funnily enough, because of this target, Bianca has already released all of the schedules and the decks and everything for May, and we haven't even finished April. Just the power of setting targets, it's already happening. It's going to be very confusing, but it just means that we're ahead of the game.

If something goes wrong, we don't have any urgent stuff anymore. We are well ahead of it. It would be better for you guys.

That's the goal. Anyway, so how did I go about doing this? Well, it's all about MyHouse.

I've created ... We've got the what, which is the everyone needs to have MyHouse 100%. When is we're going to publish a weekly scorecard by department, which has just been created by Marielle from Vavavu, of how everybody's done in the team against their MyHouse.

On a Monday morning, before everyone wakes up because she's in the Philippines, she's going to check everyone's MyHouse and give everybody a score. It'll be number of actions, like 50 actions in Bianca's MyHouse, versus number of completed actions, 48. Therefore, she's got a score of whatever it is, 99.

We've got Ops, Finance, and Marketing. This will get populated. You can see this is going to be populated.

It's got number of tasks completed in MyHouse. It's just an example. There we go.

Boom. Job done. This is going to get published weekly to the senior team members.

Then every month, every senior team member, Josh, probably Johan actually in Finance, so probably Johan in Finance, because Josh is getting the sack, Bianca and Yolanda, they'll report their stats. They'll report their team's MyHouse stats. That, because it's being published every week, not by me, and because the team have to report those stats, guess what's going to happen to performance?

Up. Okay? Perfect.

Set and forget. All I've got to do is show up to the meeting, and all Marielle's got to do is show up and do the scorecards, and all the team managers have got to do is pull the stats together and report them. It's now part of the culture.

That's the overall company objective. Second, sorry, company target. Second objective is, again, it was actually, funnily enough, linked to the MyHouse.

It was the same thing, 100% execution. Two things. One was having all the MyHouses done by the end of winter, which obviously the system for that was the winter hit list.

I put it on the winter hit list, operations MyHouse updated, marketing MyHouse created, because they didn't have any. We created about eight of them in the end. Finance MyHouse revised and completed.

That was the set and forget. Once I'd put it in the winter hit list, and we were reviewing winter hit lists every week, it was never going to get forgotten, was it? It was going to get done.

That's been completed. Our second objective is around being the best in the business. Obviously, our events, a lot of people say to us, guys, you are the best in the business.

We want to stay the best in the business. We want to deliver world-class service, amazing events, lots of fun, jokes, having a good time, great community. That's what we're all about.

The what is just world-class service. When does that happen? Obviously, every time you come here for the month, you're experiencing the events live, so that's when it's going to happen.

We need to then ask you for that feedback on a monthly basis. That happens through a series of scorecards. We don't even have to think about these anymore.

Whether it's Facebook and what our engagement is on Facebook, how well you're doing against Sunday Sanity, which I have to say is very, for those people that are doing Sunday Sanity, it is very, very impressive, so well done. Then obviously we get scores based on everyone's performance, which you guys give us at the end of every workshop, and then we go through the qualitative feedback, the comments that you write. That is now in my house.

It's done. We don't have to think about it, which means inevitably every month, we are improving our product. It's not something we have to remember to do.

It's something that we just do because it's in my house. It's diarised. It's published.

It's just happening. It's just you cannot avoid but look at it and improve. We cannot ignore this, and that is a great example of a set-and-forget framework for constant improvement.

Last but not least is marketing, so we had this objective around firm foundations for marketing, really starting again with our marketing team, and the tagline was double down, you know, double down and really do the best we can with what we've already got. We know we want to get to a full house on the programme. Well, full house is 60.

We want to pack the room, a bit like this room with 80, and get 10 virtual sales. That's like our what do we want to do. When's it going to happen?

Well, obviously it's going to happen at the end of the year, but it's going to happen at different times in the year. When we do our sales onto the blueprint is around certain events, so we have a funnel. This is a schedule now.

Basically, what we did is we spent about a month working out how we were going to build our new funnel, like what are the deliverables, when did it have to get built, what are the dates, so when it sounds like when is it going to happen, well, that's been decided, and now all we've got to do is turn up. We've just got to make sure that everyone delivers to those dates. It's not we've got to build a funnel, it's like this is when we're building the funnel, this is getting built then, and actually these are the dates that it's going to get built, so I know that by the 28th of April, at least this funnel is going to be done.

I'm going to be able to show you a whole new Blueprint Summer Retreat funnel, brochure, video, website, everything, the whole thing completely done, and of course, who's doing it? Well, Yolanda. Yolanda is the one delivering it.

She's the marketing manager. She's the one who's responsible for making this happen. It isn't me.

We've got an SLA in place for the consultant we're using to make sure that this goes to target, that people reply within certain amounts of time, that if they don't deliver on the deliverables after 48 hours, we can withhold payment. We've done all that work to make sure that it gets delivered on time. We've done all the front work, which is what you're going to do now in your workbooks.

The value is in the design, ladies and gents. Who's in development here? Who's done project refurbs or refinance or development?

There's two ways to do development. You just start, or you plan the whole thing out at the beginning, which is really boring and laborious, and everyone gets pissed off, and then you just run it to time. You have a project plan.

You have a Gantt chart. This is what we've done with this. It's the only way to set and figure out.

Otherwise, you're always wondering where you are, and bless you, you're never going to get there. Also, to do our sales target. What?

80 sales? How? Well, a GPS.

How many leads are we going to generate? How many pitches are we going to do, and how many sales are we going to do? We have, for the first time ever, literally every event that we're promoting at, with the green ones have already been done.

Actually, this is an old one. I've got a new one where we've actually done the actuals in there. The amount of sales we are hoping to make at every single event.

We know if we're on track. If every event we do the amount of sales or beat the amount of sales, then guess what? We're going to get to the right number of blueprint sales, which means we're going to get to the right number of program sales.

This could not be more organized than it's ever been. This is what winter is about. It's about having this level of clarity over your business.

You're just like, all I've got to do is show up. Can everyone see that now? We've just got to turn up.

When we give Dan the brief for the virtual property exhibition, it's like, Dan, we've got the virtual property exhibition. Your target is four sales. It's like, Yolanda on Monday, so how many sales did we do?

Five. Yes! It's like, all we need to do is four.

It's like, we're on track. It's like, you take this big target and you break it down. That's what GPS is.

That's it. All my three for the company, plus my main one, are done. As long as everyone does their job and turns up, then we're going to get there.

It's just about executing and frankly getting it done. There's thinking to be done, but who here is thinking this is going to be hard to do? Yes?

Who here thinks it's actually going to be all right? It's not that hard. It's very doable.

I think once you get your head around this, and I'm going to be coming around and answering questions, it's easier than you think. You just need the framework to make sure you don't forget. How are you going to keep it front and centre, keep reminding yourself of it, and make sure that ideally it doesn't rely on you to publish the scorecard or actually execute it, because if it relies on you, I think it's a recipe for disaster.

So, has anyone got any questions before we go into the prime time workshop for half an hour? We can start building this out. Any questions?

Good stuff. Okay, cool. Well, I'm going to get Dex to put some music on.

As with always, please keep the talking to an absolute minimum. I will ask you to leave if you're chatting. Particularly that back table always seems to be particularly bad.

The table over here always seems to be particularly bad. People on the edges, they just like to chat. I think they sit on the edges because they just like to have a chin wag.

All right, so I will move you seats. Okay, like you can come and sit up here at the front. But no, I wish you the best of luck, ladies and gents.

Let's get this done. Let's get some high prime time work going, and raise your hand if you need any help. There.

Let's set and forget about that, eh? Set and forget about that. So, if you want to put your laptops away, turn off YouTube.

Ladies, you can put your laptops down. Ben, feel free to close the room's laptop. Just close it.

Shut it down. There we go. Yeah, a bit aggressive, aren't I?

Wee! All right, good. Step outside.

Okay, who got their company targets done? Okay. Who struggled?

Okay, cool. Who thinks they can do it, though, in the next couple of weeks or so with the homework? Okay, good.

It definitely takes some thinking, and the advice I just gave, Omesh, was like, what you're doing, like, for those people that have already built their business quite well, you'll already have a lot of it, right? Like, there's some things that's already done. But you're just looking for where you're missing things.

Like, what's going to fall through the gaps? That one target that you set that doesn't really have any substance behind it. There's nothing to really ensure it's going to get done.

That's the killer, because that's the thing that's just going to not happen, and you're going to be three months in and go, that hasn't moved yet. Why has that not moved yet? Well, because there's no system for getting it done.

So I'd really recommend that you must finish this, because this is a different scene talking a good game and actually nailing it. This is actually the difference. And once you've done this heavy lifting and this thinking, then it really is just execution is everything.

I hope you enjoyed that session. Let's give Shiv a big round of applause, please, and get him on stage. Thank you!

[Adam Goff] (1:23:29 - 1:33:11)

He missed. He missed, guys. Come on.

So was that a valuable session? Guys, this is the kind of stuff that we do on the board, because what we're trying to do is not just sit there and make our targets and make the business plans and that, but we want to actually achieve this stuff. We want to make it inevitable that we're going to achieve our goals and make it successful.

A couple of nuggets for you to walk away with, and please write these down if you're not already in your books. The first one is it has to be an objective measure. It cannot be a subjective measure.

What does that mean? It means that it has to have a number against it. What are we looking to do?

I'm going to look if you go to the gym three times a week. Three. That's it.

Yes or no. It's not like I'm looking to get better at the gym. What does that mean?

How do you know whether you've got better or not? Does that mean get stronger? Does that mean get thinner?

What does it mean? So it has to be an objective measure. Number two, it has to be visible.

Here is my meditation one that you know. You've seen it before. It's visible.

Tick, cross. So it's objective. Am I going to do it or I'm not going to do it?

Then it's visible. The third one is a tip for you is to delegate. This is what I do.

This is my team. I'm going to delegate it to my team. You can see all of their happy faces because I don't have any more objectives anymore.

I've delegated it all to the team. How have I done that? Through their PDPs, effectively.

PDPs or face contracts or even just honestly some of these people, an email. Hey, I'm now for our project managers. One of the issues that we were having was they do a great job on time within budget, but then sometimes after we've done the refurb, we get a couple of like snagging issues.

Then we've got to mess around and a lot of admin sort of dealing with that. So now what I said was, well, how do I reduce the number of snagging issues? Can I give them an incentive?

Now listen to this. These guys are on 22.50 an hour or something like that, 25 an hour. So two hours, I said, that's 50 quid.

I give them 50 pounds extra a month if they have no post lettings snaggings issues. Why? It's 50 quid, but it's just a game.

They're just like, yeah, I want a 50 quid. Why not? 600 quid in a year.

Who wants a 600 quid in a year? So those are my three top tips. I also said that if you are not getting this, it's because you're thinking too hard.

Think less. This is really simple. This is like, what do I want from this person?

And then how can I make sure, how can I put something in place to make sure that we get that? How can I make success inevitable? It's really, really easy.

We were just creating a scorecard at the back with Ted and Jasmine, and we said, well, what would make that really, really cool in terms of making it visible was we have a scorecard and we have that check in every single week, but then let's put red and green in it. Red if you don't achieve it, green if you achieve it. Brilliant.

Now it's super visible. Now we know exactly whether we're going to be doing it or not. Perfect.

So the homework then for this session is, number one, define your set and forget for every tangible target you've got. You've got a number of them. If you actually put your brains to it and you get this done, you will make success inevitable.

Number two, you want to review it. Number three, you want to set it. And then all you have to do after that is execute.

Nice and simple. Does that make sense? Perfect.

So Adam mentioned very quickly that we've had, that property entrepreneur has been working really diligently during the winter hit list to do a rebrand of the Blueprint events, and we've decided to call it the Blueprint Summer Retreat. Summer Retreat. Ooh.

The Summer Retreat. Why is it Summer Retreat? Because over the years as we've been adding loads and loads of different things to the Blueprint, and it's evolved over time, and what we wanted to do is, because it's evolved, we wanted to give it a nice little refresh.

As a result of that, we've got a couple of additional things that we do. That's why we've called it Summer Retreat. The first is it's an overnight stay, right?

You're going away on a retreat. It's not going to be something, oh, I've got to go and do work. It's like, no, you get to be working on your business, not in your business.

You're going to be out of your heads and you're going to be in this room with everyone else around you. And of course, if you do that, you are going to be able to level up your business. That's why it's a Summer Retreat.

You know when you go on a retreat with the mastermind or whatever it is and you go, oh my God, I've got so much value here. I've got more value in these four days than I've got in the whole four years that I've been doing this. That's why we've rebranded it to the Summer Retreat.

Can I just get a show of hands? How many of you came in through either a blueprint event or a referral? Yeah, literally most of the room.

That's why this is really, really valuable for us. We're now launching our Become a PE Promoter. In terms of that, we know that 90% of our clients in this room come from word of mouth.

We've made it, as you know, a complete win, win, win. It's a win for everyone involved. It's a win for you guys because first of all, you make 500 quid for each one of these.

What's really important about that is to understand how many of you want to make free money? When I did GUGB a couple of years ago, I had that template and now I do that every single year. Here's how you do GUGB and we're going to apply the same thing to this.

I make a list of the people that could potentially donate to me on GUGB. Here, you make a list of anyone that you know that might be interested in this. Who's that?

Anyone that's in property and that's running a business. Perfect. Once I do that, I get a templated WhatsApp message and I chuck it over to them on a WhatsApp.

That's it. If they respond and they go, oh, that seems interesting, then I just go, cool, here's the link. Book it in.

It's free money because you're offering them something. You're not badgering them to do anything like that. What do they get?

They get 15,500 pounds worth of value for 1,500 pounds. It gets even better than that, as you know. They get to bring a guest for free.

You know why we do this. If they bring a guest for free, then it's going to be half price, isn't it? It's only 750 quid for three days at a world-class Belfry resort with all the trimmings that we've talked about in the past.

You are doing them a favor by inviting them here. You know that. That's why you're here.

You're not PEP. You're PEA. That means that you're repeated.

If you're repeated, you see the value. Then, of course, it's a win for us as well. Why is it a win for us?

Because we get more people being added to this community. If they book this themselves, it's 5,000 pounds plus VAT on the open market, or it's 4,000 pounds if they're doing the virtual. The dates for this, the next dates are the 15th to the 17th of July.

This is going to get really, really simple and easy for you. We're going to get more like-minded people into this community. Like I said, it is literally just going to be free money for you.

All you've got to do is basically send out some bits, whatever. Just like with GEGB, we're trying to make this so systemized that you don't even have to think. All you've got to do now, guys, get your phones out, please, for a second.

Phones out. I want you to scan this QR code. The reason I'm going to get you to do this is because by scanning this QR code, you're going to get straight through to Yolanda.

Yolanda is going to give you all of the marketing material that you need, just like we do with GEGB. You don't have to do anything. You've just got to send the message to that list of people.

If they respond and say, oh, this sounds interesting, you can go put it in. There's a link. Get in.

You get your 500 quid. Happy days. You get your 500 quid.

They get a place here. We get more like-minded people in the community. She's also going to give you a private discount code, so whoever signs up for this is going to get a specific discount code just for you.

That's how we're going to track whether it's come through you or not. Can I just get a one-minute deck of music, please, whilst they get this done? Page 10 and 11 in the workbook, if you want to scan it on the workbook.

Oh, yeah. You get through, say, hi, and put your name down, and then Yolanda knows that it's you. Yeah, so it's a good point.

Put your name when you message on that QR code so that they know who you are. Is Rachel here today? Oh, yeah.

Hi, Rachel. Ten people, was it, Rachel? Just to clarify to you guys whilst you're doing this, guys, we had a couple of questions on PEP about, oh, well, hold on a second.

Didn't we do this golden ticket thing a couple of days ago? Why are we doing this pre-promoter thing now? What's the difference?

The golden ticket was for your friends and family members because you don't want to make a referral for your friends and family. If you're getting your mum to come, you probably don't want to make a referral for your mum. They get the best possible price ever.

This is for other people in your professional network, any other property investors that you know, anybody that's involved, whether it's in property or even in business. As you know, we have more and more people in this room who are just involved in business because they start out in business, and then they go, hey, I'm making some money. I should probably put this money somewhere.

So it doesn't necessarily need to be in property. It's just people that are involved in business that have an interest in getting involved with this community in property as well. And when you've done that, please put your phones down so that I know you're done.

All you've got to do is literally scan the QR code, send your name into the WhatsApp group, into the WhatsApp link, sorry, and you'll get the information back to you. All the marketing material you need and a private discount code. And then all you need to do is, this is the bit that you need to do.

It's really simple. Make a list. Make a list of people, and here's how I do the list.

You want to know a sneaky treat, a sneaky thing of how I did it? You guys, like me, are probably involved in some of your local area WhatsApp groups. Yeah?

There's a Leeds property breakfast, for example. I'm involved with that. I go, hey, there's a Leeds property breakfast.

They're all these people that are our target market. Hey, guys. Boom.

Yeah, now 150 people or whatever people in that group have got this message. What's the chances that a couple of them are going to say yes? A couple.

A grand in my bank account. Done.

[Speaker 2] (1:33:18 - 1:34:22)

Brochure is for the summer retreat. It's on the middle of your tables, just in case you haven't seen it. So you can take one home.

And if you do decide to become a PE promoter, arts, you'll obviously get the soft copy of the brochure, artwork, images. So you can just forward that brochure on to people. Yolanda can send them a brochure in the post if they want an actual physical brochure.

So we've never had so many assets to give people to try and explain what the summer retreat is. A lot of people last year would be like, yeah, I know the blueprint's good, but can you actually just tell my friend what's actually on it? So we've never had any sort of marketing material.

So now we've got this brochure. It's very, very clear what you get. I think the brochure's amazing, frankly.

And of course, your referrals get this VIP package, which is not in the brochure, which is all the things that's in the workbook, like the extra course training, the free mentoring call, VIP check-in. There's extra benefits for you referring that. So it does become quite appealing.

So yeah, anyway, thanks, everyone, for your help.

[Adam Goff] (1:34:23 - 1:37:57)

Is it electronic? Is what electronic? If you put...

Now that you've done that with Yolanda, she's going to send you an electronic. You can just... Yeah.

Yeah. Perfect. Bianca, can we just make sure...

Yolanda's obviously just got a bunch of messages. Can we just make sure that she just sends out the virtual... Can she just send out the PDF brochure to everyone?

Makes sense, doesn't it? Cool, guys. Let's move on.

So guys, we're talking about AI. And on the board, we talk about AI all the time, like literally every single week, every month we're here. We're like, what new AI are you using?

What are you using? What software is there? Julian asked the question yesterday, what is there out there?

Because I want to get back on top of it. If you haven't realised this already, AI is the equivalent of the internet. I was just talking to Chris.

Chris, I'm going to pull you out on this one, because I was going to do this example anyway. I was going to do it with Max Noble. I saw Max Noble come in yesterday with a folder, a massive, gigantic folder in his arm.

And I was like, what's that folder? Why have you got a folder? Who the hell walks around with a folder?

He goes, oh, it's all my sales leads. In a folder, in paper. I was just talking to Chris, and Chris said, my entire office is filled with papers everywhere.

The internet has revolutionised our world, so we don't need to have paper everywhere. We don't need to have inbox and outbox like physical versions. Some of you in the room will remember.

So now we have the internet, we can get rid of paper. AI is going to be the same thing. It's going to revolutionise the way we work.

And if you are not, I keep saying this over and over again, please get it. If you don't jump onto this, you're going to be left behind. You're going to be like the last person that got onto the internet.

Like your mum going, oh, how do I do this thing? I don't know how to do it. You don't want to do that.

You want to get ahead of it. And what we're going to do here at Property Entrepreneur, which we keep doing with you guys, is giving you baby steps. The way we give you baby steps is by introducing you to new tools and AIs that you can use, so you can see them and try them out for yourself.

Literally, in the last couple of months, since we started January, and we've been doing a winter hit list, in Lifestyle, we've introduced these couple of bits of AI. So obviously, we've introduced... Well, I'll take you through them.

Opus Clip, if you haven't already, is a clip... It is a way to clip your videos to create reels out of them. Opus Clip, really, really good.

If you're not using this, amazing. We got told this by our video guy, who we paid 1,250 quid a month for. So, you know, it's cost us a lot of money to give you this information.

Yeah. And then, by the way, then what we did is once he told us, we just like, yeah, we'll just start using that ourselves. We also use Scribe.

I mentioned Scribe last time for creating processes. We use SEMrush, or S-E-M-Rush, which is for SEO. FixAI, which Sen showed you, I think it was last time or the time before.

Honestly, I've given that to one or two of my team members, just to try it out before we give it out to everyone else. They're like, this is amazing. Their main concern was Lucy came to me, my team member, and she said to me, oh, I've got an issue.

I said, what's the issue? She goes, you're not going to like it. I said, what's up?

And she says, I love FixAI. I said, why am I not going to like that? She goes, it's 24 per month.

I said, you can have it. I'll give it to you. I know it's going to be really hard, but I'll afford it.

You can have it. Trust me, this is going to revolutionize how your teams interact with each other and how quick it makes things to do. And obviously, we use ChatGPT.

I told you already, if you're not using ChatGPT like Google, you should be using ChatGPT. I'm convinced. You know how we say Google it?

It's going to change. We're not going to say Google it anymore. Going forward, we're going to start saying GPT it, or as I call it, Jeeps.

In order to show you this showcase, we're going to show you how you can use this in marketing. And in order to do that, we've got one of our very own. We've got Mr. Richard Evans, who's going to show us that. So can we get a round of applause for Mr. Richard Evans?

[Richard Evans] (1:38:06 - 1:41:36)

Hi, everyone. Hi, everyone at home. So first of all, before we start, let me just ask you a couple of questions.

Who in the room is using LinkedIn as part of your marketing strategy? Good. Quite a few of you.

Who's not using LinkedIn, but know that they should be? Quite a few more. Well, the reality is that every single person in this room should be using LinkedIn as part of your marketing strategy.

It is designed for business. So unlike Facebook or Instagram, which are mainly sort of entertainment and personal types of posts, LinkedIn is designed for business. It favors business type content, and it is pushing it to business users that are much more open to accept business type content.

The algorithms really prioritize business posts, and the people on there, they've got a business mindset. So it's something that is really targeted at the message that you want to convey, you guys. Are we all familiar with paid for ads?

Yes. So you go onto Google, you put in property training, and all of a sudden, property entrepreneur is all over the place. Or burnout, and then you're getting Katie Harvey's burnout box, which, by the way, I got my burnout box yesterday.

Absolutely world class. Really impressed. Thank you, Katie.

So that's AI at work when it comes to lead generation. It's seeing what your likes are, what your behavioral patterns are, and then it's feeding you content that is from people that you're going to be interested in and you may want to buy from. Now, that's paid for, so you've got to pay quite a lot of money to Google or Facebook, whoever it is, to push your content to that targeted audience.

What about if you could get that organically? Yeah, for free. Well, now you can.

I'd like to introduce you to Cindy. So Cindy is organically powered AI LinkedIn lead generation tool. It will generate leads for you, it will connect you to the right people so you can grow your audience organically.

It combines the power of AI with personalized outreach to really supercharge your lead generation process. It will build for you more connections with the right people, allow you to start conversations with those people, set up more meetings or discovery calls, and ultimately get more sales. Cindy is going to allow you to take your lead generation to a completely new level, and it's got some killer features in it.

So what I'm going to do today is I'm going to run through some of those killer features, and then we'll do a live demo, and then after that we'll do some Q&A. Is that okay?

[Speaker 14] (1:41:37 - 1:41:37)

Yeah.

[Richard Evans] (1:41:37 - 1:57:23)

Okay. Sorry? Gosh, I'm no good at spelling.

S-Y-N-D-I-E dot IO. It's in the book, yeah, and it's going to be on a slide in a minute. And I think we're going to put it in the WhatsApp group as well, so you're covered.

Yeah. So recent research has showed that businesses that are using AI for lead generation get a 50% higher conversion rate, simply because you're targeting the right audience with the right message at the right time. So let's run through some of the benefits, first of all, when it comes to Cindy.

So Cindy is going to save you hours and hours of time over manual lead generation. It automates connecting you to your target audience. What it does, it will visit their profile, it will learn about them, what their interests are, it will read their posts, it will make relevant comments on their posts and likes as well.

So you start to build this connection with a potential lead. They're going to start noticing you way before you start sending them any messages. You do that over a period of time to warm them up.

Once you've done that, then you can start to send them some messages and you then start to funnel them down so you're engaging with the people that are interested in what you've got to say. Those people that aren't engaging back, then you don't want to waste your time on those. You want to focus your time on the people that are now starting to engage.

And then at the right time, then you can invite them to connect. And if you've got a team, if you've got VAs or a marketing team, then they can all be working on this for you. So it's really, really good for collaborative working as well.

So in summary, it's going to supercharge your efficiency, allow you to scale your outreach, it's going to save hours and hours each week and improve the quality of your lead generation and allow you and your team to focus on closing deals rather than the actual lead generation process. So we're going to run through some of the high value features of this before we do the live demo. So firstly, it is highly targeted.

So you're entering in the search criteria of who you want to connect to. For instance, geographical location, size of business, seniority in the audience, seniority in their industry or their company, how much they use LinkedIn. So you're really nailing it down to who you want to actually connect to.

With LinkedIn, you're limited to around about 150 to 200 connection invitations per week. So it's really important to be targeted. So it's about 25 a day, something like that.

If you start doing more than that, then LinkedIn will think that you're spamming and you're in danger of actually having your account closed. So this is all about quality over quantity, connecting with the right people that are going to be open to receiving what it is that you're trying to push to them. And that dramatically improves the effectiveness of your campaign.

Secondly, it's highly personal. So we all get fed up with receiving template messages. They're very generic.

They don't make the person that's receiving it, you don't feel very valued, do you? And so really, it's very limited success that people get from just sending these template messages. This will read the person's profile, it will understand what their interests are, and then the messages that it generates, they will be relevant to that person.

So if somebody puts a post on LinkedIn and it's about property, and then they get a message back which is about the UK property market, you can see that's going to be highly engaging. So relevant content, boosting your connection and acceptance rate, and then the third killer function that I want to talk about is the dashboard. So this is where you can see all of the analytics.

You can see how many connection requests you've actually sent out, how many responses you've had, how many messages you've had to that as well, and what your percentage success rate is. And again, if you're working with a team, then they can all have access to this. If you've got multiple LinkedIn accounts, then you can have different people in your team monitoring different LinkedIn accounts, and you've got a centralised inbox as well, so you make sure that any messages are being responded to correctly and no leads are getting forgotten about.

Remember also that the purpose of this is to obtain email addresses. So as you get to the end of this engagement, you start putting lead magnets into your messages. So click on this link to take the scorecard or to receive a free video or an e-book.

So you want to be acquiring the email addresses so you can then as soon as possible move them out of LinkedIn and into your CRM for further nurturing. Okay, so we're going to go to a live walkthrough now, and I'm going to show you how to set up your first campaign, how to get your prospect list out of LinkedIn, and then after that we'll take some questions. Right, so first of all, so this is the main dashboard.

You can see here it's very simple, very easy to understand. It's showing you here, so this is the period of time here, so this is just over the last week or so. Unfortunately, the date format is American, even though it's an Indian company.

So it's showing here the number of requests that have been sent out, how many have been accepted, and out of those that have been accepted, how many have actually sent you a reply. So 38.7, and in fact that is on all campaigns. If I narrow it down to one that's, look at that, 47.8, it's a pretty good acceptance success rate, isn't it?

So now I'm going to show you how you would actually put a campaign together. So first of all, I've gone over here to a prospect list, so we're going to build the prospect list, and I am going to create a prospect list. You're far best to use Sales Navigator, that is the easiest way to do it, and it allows you to do a lot of filtering in Sales Navigator.

So I would suggest that you do have a Sales Navigator account. We're going to click on that, and we are going to, then you need to go to your Sales Navigator account. Is anybody using Sales Navigator?

A few people. It really is, it will vastly improve your success rate by doing this. You build up saved searches, so you can see here on the left, we've set all the criteria for this particular one, so the company headcount, 51 to 200, private, based in the United Kingdom.

We've got some tags on here as far as the role is concerned. We want them at owner partnership level. So there's a number of different things that we've set on the search criteria.

We can then save that search, and then at this point, we copy the URL for that search that we've created. We go back to here, and we paste it in here. We're going to give it a name.

We've got to select the account, so that's my account here. We're going to give it a name, so I'll just call it PE for now. Then you preview the list, and you can see there it's brought up the list of all those people that are in that saved search.

You can then go to this function here, and this now allows you to set some advanced criteria. So we don't care whether they're hiring or not, but some of the things we might care about is how many connections they've got, 3,700, 3,500 connections, 8,900 followers. So you can really target it like this, and then once you're happy, then you can save that, and that's that part of it done.

You've now built your prospect list. Once you've done that, we're going to click publish list, and I'm going to go into that, and now I'm going to build the campaign. So we've got the list there.

I can't see it. I should have had a VA doing this for me. I don't use this stuff, so I'm going to find another one just for demonstration purposes.

So over here, you can see this is where the magic happens. So this is where you create the sequencing, what's actually going to happen, how you're going to start engaging with that particular lead, and when you do that, you've got a number of different options. You can choose a preset template, or you can do it manually, and if you've got a saved template of your own, then you can save that and then import it later.

So I'll show you the sort of things. So there's a number of different preset flow templates. This one here, this is an 11-step flow.

So first of all, it's going to visit the profile, then it's going to wait some time, then it's going to follow that profile, then it's going to like their post, wait some time, then it's going to comment on that post, and I would actually recommend that, A, you do this quite a few times over three or four days, not 15 minutes, and then you're going to send it a connection request, and that is either going to be accepted.

So all this is all happening automatically, no engagement needed. So it's going to send a connection request. The connection request itself, so you set things over here such as the tone, whether it's going to be personal, business, lots and lots of different options, and then you just hit generate, and this is going to show you an example of what the message might look like.

So it's going to be different for every single one. So it's crafting my message. So you can put in here also some more guidelines of how you want it to sound, and there we go.

So, hi, John, I came across your post about staying ahead in tech. I work in a digital transformation and would love to share insights on how we can drive innovation at scale global ventures. That's obviously his company.

Let's connect and explore how my expertise can add value to your team. Looking forward to it. So there you go.

So that's sort of typical, and then over here, if it's not accepted, then after a period of time, it's best to withdraw that because you don't want to keep contacting that person unnecessarily and using up your allowance, but you may then put them back to the beginning of the sequence, so then you can send them another email as a second prompt maybe two or three weeks later. So that, I think, is pretty much how it looks. Now then, I'm just going to, if we can go back to the slides, please.

So obviously I've come here with an offer. You've got three options. So you can scan the QR code here.

First option, if you want to do it yourself and you want to sign up, you can get a 14-day trial and have a play around with it. Obviously, we're an affiliate, so full disclosure, we are going to get something as a thank you for that. Alternatively, we can do it for you.

Okay, so if you want us to set up your Cindy for you, link it to your LinkedIn account, and get your first campaign rolling, we can do that, and for the first 20 people that request that, we're going to give it to you free of charge. Okay, so no charge on setting it up. You've got the 14-day trial as well, so it's really a bit of a no-brainer.

It's a no-risk offer. I will say, though, if you want to accept that offer, then don't take out your 14-day trial yet, because if we suddenly get 20 people all in one go, then we need to stagger it, and so once you take out your 14-day offer, the clock's going to start ticking. So just hold back until we contact you.

The third option here is to book a free discovery call with us if you're thinking that you want us to do your Cindy, help you with other aspects of your marketing, maybe bookkeeping, operations, other things as well, need an EA, then you can book that call, and we can have a chat about what you require, and how we may be able to help you. Okay, so yeah, we're going to go to Q&A now, no worry. So yeah, whether it's about Bababum, Cindy, general AI, I'm here to help.

So yeah, let's go for it, Tej. So you need to scan the QR code.

[Speaker 7] (1:57:24 - 1:57:24)

I'll do that.

[Richard Evans] (1:57:25 - 1:58:01)

Scan the QR code, you'll get a form, fill out your details, and if you're the first 20, then... Yeah, I think it's in the... Yeah.

So that's it. So it's the three options. Option one is you take out your 14-day free trial.

Let's go it alone. Option two, we do it for you, and if you're in the first 20, you get it free of charge. Option three is a discovery call.

So one QR code takes you to a landing page, and you've got those three options on there.

[Adam Goff] (1:58:07 - 1:58:21)

You want them to work with you on this, then they need to pick on number three, not number two. Right, okay.

[Richard Evans] (1:58:23 - 1:58:25)

Is there only two options on there?

[Adam Goff] (1:58:26 - 1:58:28)

Hey, you guys have got different random phone, haven't you?

[Richard Evans] (1:58:31 - 1:58:37)

Oh, don't use the QR code in the book. Sorry. Yeah, we've updated it.

[Adam Goff] (1:58:37 - 1:58:39)

Top 20 have run out now, so don't worry about it.

[Richard Evans] (1:58:39 - 1:58:46)

Take all of them. Use that one or the one in the WhatsApp group. Sorry, guys.

[Speaker 7] (1:58:49 - 1:58:59)

Yeah, sorry. So the question was, what it produces in terms of those messages that it posts, can it learn your style of communication by looking at your own posts?

[Richard Evans] (1:58:59 - 1:59:20)

Yes. So you are setting it a number of things like professional, friendly, warm, salesy, engagement. So you select all of those, and then you can give it a couple of paragraphs, a sample, and so, yes, it will respond as if it's you.

[Speaker 7] (1:59:20 - 1:59:23)

So you can take some of your own previous posts, put it in there, so this is how I speak.

[Richard Evans] (1:59:23 - 1:59:24)

Yeah, yeah, that's right.

[Speaker 7] (1:59:26 - 1:59:30)

That's, you know, that's- A person has been writing my post speak, you can speak like that.

[Richard Evans] (1:59:30 - 1:59:46)

That is the big difference, you know, when you're just using templates, you know, it's as though you're talking, you get, it's obvious, it's some kind of bot that's talking to you. This is highly personalized. Okay, who's next?

I've got about four questions.

[Speaker 4] (1:59:52 - 1:59:58)

Thank you. So the first one is, is it only LinkedIn? Can this be used across any other platform?

[Richard Evans] (1:59:59 - 2:00:00)

At the moment, it's only LinkedIn.

[Speaker 4] (2:00:00 - 2:00:22)

Okay, because I don't think my trades people are going to be on there, but okay. The next one was, you're saying it's for the purpose of getting people's email addresses, but usually they're highly visible anyway, so would it not just draw that out automatically, or are you trying to get them to engage to give you their email address?

[Richard Evans] (2:00:22 - 2:00:52)

So you're going to get two different types of responses. The first one are going to be people that are going to go, this is great, yeah, let's have a call. Okay, so obviously you want to get those.

Then the other ones are people that they're not ready right now, but they might be ready at some time in the future. So they're the ones that you want to nurture. LinkedIn is not the place to be nurturing.

That's why you want their email addresses, so you can then put them into the CRM, and then you can start sending them newsletters and updates and this sort of thing.

[Speaker 4] (2:00:52 - 2:01:05)

Okay, that's fine, and then if you've got multiple businesses, and presumably this is going for your personal LinkedIn profile, how would you do that, or would you say focus on one?

[Richard Evans] (2:01:05 - 2:01:46)

No, so if you've got, as I have, a number of different businesses, then you have different campaigns, okay, and you don't want to have too many campaigns overlapping, because again LinkedIn will think that you're spamming, and this does have lots of things in there to make sure it's sticking with the LinkedIn algorithms and it's not going to think that, okay, and so it won't allow you to do certain things if there's going to be a danger, but what you do is you have different campaigns for the different target audience that you've got.

So if they're, you know, if you're looking for property investors, that will be one campaign. If you're looking for people in digital marketing, then that would be a different sort of campaign.

[Speaker 4] (2:01:47 - 2:01:57)

Okay, cool, and then I've got Flowdesk already set up, so presumably I can just get their email addresses to go straight into that, where I've got like a 38 email?

[Richard Evans] (2:01:58 - 2:02:42)

Well, not straight into it. Integrations are coming with this, that's what's on the horizon, but you might be able to do that through Zapier or something like that. We're doing it manually at the moment, okay, but that's another point here, so as we've said, AI is emerging massively.

Things are changing all the time. This product has only been out since January. Now, you may go, oh, well, it's not really tested properly.

Well, we've been testing it and we've been using it, and it's absolutely incredible, okay, and it's going to constantly be updated. This is early days for these boys. Stephen.

[Adam Goff] (2:02:43 - 2:02:48)

Oh, sorry.

[Speaker 7] (2:02:49 - 2:02:58)

Come to you in a minute. Actually, it's really good. Two questions.

Does Josh's mastermind get priority at all's top 20?

[Richard Evans] (2:03:00 - 2:03:02)

Josh gets priority on nothing.

[Speaker 7] (2:03:06 - 2:03:10)

And a second one, if I've got a goal high level VA, would they be able to pick this up as well?

[Speaker 13] (2:03:11 - 2:03:28)

Yeah. Rich, I don't know how true it is, but I heard a stat recently that a single digit percentage of LinkedIn users regularly post. How does that affect this if you're only targeting people who are already posting?

[Richard Evans] (2:03:29 - 2:03:51)

That is a really good question, because this will allow you to target those people that are posting regularly. So, one of the filters are people that are regularly on LinkedIn, so they're seeing the activity. So, yeah, you don't want to be wasting your limit outreaching to people that only go on it once a month.

It's a complete waste. Thanks.

[Speaker 10] (2:03:54 - 2:03:59)

What was the... It had a comparison against how much... I'm over here.

It's behind you.

[Richard Evans] (2:03:59 - 2:04:04)

I still can't see you. Hello. Over there.

[Speaker 10] (2:04:06 - 2:04:12)

There was a comparison for this is how much we've saved you. What was that comparison?

[Richard Evans] (2:04:12 - 2:04:24)

Do you know... So, I did mention that it's new, and I did ask them about that, and I got an answer which didn't totally make sense with me, which is why I tried to discreetly skip over that bit.

[Speaker 10] (2:04:25 - 2:04:26)

I'll ask you a different...

[Richard Evans] (2:04:26 - 2:04:27)

Didn't get away with it.

[Speaker 10] (2:04:27 - 2:04:38)

I'll ask you a different question. Are you finding that it's... Has anybody called out as being AI on your approach, or has everybody just kind of accepted that they're probably talking to you on the chat?

[Richard Evans] (2:04:38 - 2:05:12)

Yeah, no. Well, you saw that response rate there. So, you know, was it about 46%, I think it was.

These are people that have had these template messages, and we're still refining how we're doing this, the engagement process. So, 46% of people are accepting the connection invitations, and about 50% of them are sending us messages. So, it really does work.

Oh, you're having a stretch. Oh, you have got a question.

[Speaker 12] (2:05:15 - 2:05:32)

So, yeah, my question is, how does VavaVoom connect with this? Because I'm trying to think what would be most valuable for me would be if it could go from the outreach to I'm turning up to a closing call in my diary. And I'm just wondering what VavaVoom's part in that would play.

[Richard Evans] (2:05:33 - 2:06:47)

Okay. So, we're all about you not doing this stuff yourself. So, if you look at our marketing activity and what we recommend to our clients is you've got your marketing VAs, and they're doing all of this stuff.

They're not just doing Cindy, but they're creating content. They're creating your content calendar. They're doing the graphics, et cetera.

They're doing all the postings. You've got somebody that's doing this. They're doing all of that nurturing.

And then we have people, and they're there to set appointments. So, when somebody then comes back and they say, yeah, I'd like to have a chat with you about this, then it's one of the VAs that then will set the appointment up, and then we will have the discovery call with them. So, the person that's actually you or the closer that's closing the deal only gets involved at that very last bit.

So, what can VavaVoom do for you? We can give you people that will do all of that run up. So, you're spending your time on closing deals and nothing else.

Yes, sorry.

[Speaker 8] (2:06:47 - 2:07:00)

Great presentation. How do you know if the 46% applying is not AI, and does it matter? Basically is the question, yeah.

[Richard Evans] (2:07:01 - 2:07:13)

I don't know if there would be any benefit in that. I wouldn't have an AI tool responding to messages that I am getting connection invitations.

[Speaker 8] (2:07:13 - 2:07:17)

We do have AI tools that respond to our emails for us.

[Richard Evans] (2:07:17 - 2:07:18)

Yes, you do.

[Speaker 8] (2:07:18 - 2:07:29)

So, it is, in my opinion, a possibility that the reply is an AI so that their connectivity remains high, maybe, on LinkedIn.

[Richard Evans] (2:07:29 - 2:07:40)

It could be. It's early days. Maybe we'll find out.

What I do know is that we've been running this now for about four weeks, something like that, and we're actually getting meetings booked. So, yeah.

[Speaker 8] (2:07:41 - 2:07:43)

Last question, and then we'll move on.

[Speaker 6] (2:07:43 - 2:08:22)

Yeah, thanks, Rich. Excellent presentation. It's less of a question than actually more of a testimonial for this thing because I'm used to getting spammed, as are probably everybody else, with these template messages, and after three days of not answering, you get another message, same thing.

But yesterday, I actually now know it was Cindy because of what you said. I thought, oh, this person's taking the time to... ...to understand it. They've done their research, and it's like, oh, okay, and I started replying. So, I got distracted with something else. But the fact is, that got my attention far more than what you can see is just a template message.

[Richard Evans] (2:08:22 - 2:08:22)

Yeah.

[Speaker 6] (2:08:22 - 2:08:25)

So, yeah. Looks like it could work. Thanks, Guy.

[Richard Evans] (2:08:27 - 2:08:28)

Okay, so I hope you enjoyed that.

[Speaker 14] (2:08:29 - 2:08:29)

Lovely.

[Richard Evans] (2:08:29 - 2:08:31)

Excellent. Thank you very much.

[Adam Goff] (2:08:34 - 2:08:36)

Richard Evans, guys.

[Richard Evans] (2:08:38 - 2:08:42)

Here we go.

[Adam Goff] (2:08:44 - 2:11:19)

Yeah, so, guys, I, just a couple of months ago, started hiring somebody to do a LinkedIn outreach for me, and I pay him over £1,000 a month. So, when we talk about what the value is, you know, how much you're going to save, £1,000 a month, probably, is what you're going to save. So, this is...

Hold on, this is it here. This is my guy doing this LinkedIn outreach, and honestly, two things about him. One, he's probably not as good as your AI, because I think, you know, the messaging's not quite there.

But more importantly, he's... One of the fears that we had was that he's going to target... Sorry, that the AI is not going to know the difference between people that I already know and people that it doesn't know.

Well, guess what? Neither does he. He targets my uncle, he targets my existing clients, and be like, oh, do you want to buy some properties from us?

They're like, what are you talking about? I bought eight from you. You know, why are you making contact with me?

So, this happens anyway. If it's going to happen anyway, those people are going to understand. I think this is something that's revolutionary.

And Richard said that we've only been, you know, just started trying it. It came out in January. But you and I know he's got an army of these people that are just bashing away in it every single day.

So, they know what they're doing, and I think that's definitely something... That's why I was taking time to get the microphone to Ted, because I was too busy doing the first 20 get that in. So, Richard, I'm the first 20, just to make sure we get that in there.

Okay, homework for this one then, guys, is you've got to... Number one, you've got to trial this software already, if you are that way inclined. If you are not that way inclined, just click the button, get Richard to do it for you.

That's what I'm going to do. The second one is you want to... Richard's going to be doing a midweek mentoring.

So, ask Richard questions on there or also on the Facebook group. So, Richard's going to be answering any questions that you have about this. So, if you are doing it yourself, you can get a bit of free advice from him about how to set it up.

And then, of course, implement it. For anyone that's selling to really anyone, LinkedIn is basically another Facebook, right? So, if you're doing any social media ads, or say social media outreach on Facebook or Instagram or whatever, this is just another platform.

And it's a platform of these people that you want to get as your clients. Cool, I'm going to round that up then. Next bit is walk and talk.

So, we are on break until 12, but here's why we do something, guys. We have such a jam-packed schedule today, like lots of double whammies, which I don't know if you've noticed, but this first session was a session and then Richard. So, two sessions.

We've got that throughout the day. So, I really need you back here and not just back here in the room for 12, which is what I normally say, back here and sat down for 12, okay? So, 11.50, we're going to call you. 11.55, please make sure you come in and please make sure you sit down and stop talking, Ted, for 11.59 so that we can actually start. Okay, perfect. Thanks very much, guys.

See you in a bit.

[Speaker 14] (2:11:19 - 2:11:20)

Thank you, guys.