**PEA 2025.05.08 Session 1 01\_Transcription**

[Speaker 13] (0:00 - 0:01)

Take your seats.

[Speaker 8] (1:04 - 1:11)

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

[Speaker 13] (1:14 - 1:22)

Ladies and gents, finish up your conversations, grab yourself a drink, sit yourselves down. We're going to be live on stage in just one minute's time. That's one minute's time.

[Josh Keegan] (1:23 - 1:28)

Ladies and gents, stop your conversation, sit yourselves down. We're going to be kicking off in just one minute's time.

[Speaker 18] (1:29 - 1:37)

The dreams we had don't ever fall away. We can't leave them if you stay the same.

[Speaker 13] (1:38 - 1:42)

Ladies and gentlemen, this is your final warning. Stop pointing at me in the back and take your seats, please.

[Speaker 8] (1:42 - 2:00)

Let's get down, let's get down to business. 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 14] (2:01 - 2:16)

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] (2:30 - 2:52)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Joshua Keegan. Oh, wow.

[Josh Keegan] (2:53 - 3:36)

Thank you. Good morning. Lovely to see you all here today.

Thank you for the Wolf Whistling Grant. Don't expect anything from us. In prime position right at the front as always.

Good to see you all. Are we all good? Excited to be here?

Very, very good. Valerie is especially excited about that. It's great.

Oh, I love it. You're learning. You're learning.

Whilst it's been like three or four years now, you're learning, Valerie. Well done. Right, Property Entrepreneur Advance 2025, a big hello to our virtual delegates.

Hello, everybody on there. Hello, good morning. Nice to see everybody.

Those lovely happy faces on there too. So we're in Workshop 8, ladies and gents. We are in spring.

And what are we getting ready for?

[Speaker 21] (3:37 - 3:38)

Get up and give back.

[Josh Keegan] (3:38 - 6:08)

Get up and give back. Yeah, yeah. What else are we getting ready for?

Summer. Summer, yeah. Summer is coming and summer is our championship season.

This is where we run the race for our lives. We make more sales than ever before. We step change our businesses.

So today in Workshop 8, we are getting you prepped for your summer season. Who would like to make more money this summer than they've ever made before in their entire lives? Everyone should have their hand up.

Very, very good. And so today's workshop, Workshop 8, is your six-figure summer. This is going to be a very high-value workshop.

I thought, well, Gina, I thought it was Dan Norman behind you actually and I was going to give him a real hard time. But no, you're all right. Well, well, perfect timing.

I'll segue into, ladies and gents, this is going to be a very lucrative session for each and every one of you. This will genuinely add tangible returns to your top line and your bottom line in your businesses. So we suggest that you do not spend time on your phones and you focus in this session.

And you also have permission to give your neighbour a little poke. So if you ever want to nudge your neighbour and you ever want to say, look, Grant, Chris, Gina, you said you were going to commit to not being on your phone and you catch them on the phone, give them a little nudge. Careful where you poke them.

You know, we want to respect people's boundaries, but you can give them a hard and sharp poke. Who is not going to be, who will not be poked today? Right, okay, so bad question.

Who is happy to be poked if their neighbour, Valerie, you are, come on. Ben is happy to be poked. Who is not happy to be poked?

I really have messed this up. Basically, no one should be on their phones and everyone has permission to poke their neighbour, to nudge their neighbour if they catch them on their phones, okay? All good?

Great. Let's hold each other accountable. We are in spring.

Who has been enjoying spring so far? It's been great, hasn't it? What a change.

Do you remember a few months ago when we were in winter? How depressing it all was? How tough it all was?

Winter hit this, down, it was dark, it was difficult, and now we are in spring. All the buds are coming up. The sun is shining.

We've had an amazing spring so far. We should be doing two things in spring. One of them is what?

This is a shame. What's that, David? No?

I thought you just shouted. You didn't say anything.

[Speaker 21] (6:08 - 6:08)

Recruitment.

[Josh Keegan] (6:08 - 22:40)

Yeah, recruitment. Well done. We all know the answer.

One of them is recruitment. The second, do you know what the second is? No, not quite yet.

What? Lead generation. Lead generation, yeah.

Maybe it's a good time. Basically, if you think, you've got recruitment, and remember, where we are now in the race car methodology is we're warming the tyres. We're warming the tyres, getting ready for summer.

We should be recruiting our team, but also those systems that you put in in winter, we should be refining and tweaking to make sure they're really, really working effectively and well, because we're going to be putting our foot down when it comes to summer, opening up the taps, and we're going to go really, really hard. It's basically making sure that everything's ready for championship season. Honestly, it feels right now like we've got a long time until the end of summer.

It will go so quickly. Where are we? We're here.

The days are getting longer and longer and longer. It won't be long until we have our longest day, and we'll be back, kind of facing back in towards autumn and back into winter. Time is ticking.

You need to get ahead. You need to get your head down and get some stuff done. In terms of the methodology, we are here with just a lead from the back with the programme, which is all about management, culture club, and getting your team ready to run the race of their lives in the summer season.

We've got one workshop left, which is going to be our super event until we are literally into summer, and we are all guns a-blazing. Workshop eight. We've got three sessions lined up for you today.

The first is if you want to make sales this summer, if you want to raise money with investors, if you want to bring in the leads and bring in the money into your businesses, you're going to need one thing, and that is an audience. You need a group of people that are watching you, that know, like, and trust you, that actually want to do business with you. So session one is going to be actually creating an audience, and we're also going to do some AI showcase as well.

Session two, we want you to make a load of money. We want you to do really, really well this summer, but if you make all that money, you can't actually draw it tax effectively, and you're going to get hit by 40, 50% tax bills. It can be a bit of a waste of effort and time.

Who would like to draw more money from their business for less tax over the next year? Not a trick question. Absolutely everyone should want to.

So session two is how to draw 100K from your business absolutely tax-free. And then we're going to move on to session three, never-before-shared content. This is brand-new stuff.

This is cutting-edge, and this is absolutely, like, what you need to be thinking about this year. You've got the audience. You've worked out how you're going to draw your money tax-free, and now we need to turn that audience into people that actually want to work for you, people that want to book in a call, have a conversation, actually want to buy with you.

Session three is advanced lead generation. This is brand-new content, stuff we've never shared before, and it really is at the cutting edge of all the things you can do to generate leads for your business. Now, who would like some more leads?

A few of you. Very, very good. A bit behind the scenes.

So, yeah, last month for me, a good one. This has been amazing. So, obviously, the sun's been out, and about four years ago, those of you with me on the board, you'll know that I set one of my objectives was renovate my dream home, and it was a very painful process.

Literally, we did a double-story extension. We did the garden, and we had a newborn at the same time. Everyone says, you know, don't renovate your house when you're going to have a baby.

No one ever listens. And, yeah, it was very, very difficult. It was, just after COVID, very, very hard.

We finally got to a place now where, like, this is just me standing in the kitchen. The bifold doors are open. The kids are out.

They can actually play. They're at an age where they can go out, play on their scooters, have a lot of fun. We've just got that, like, eating outside every day, and it's finally, like, the fruits of our labor have come to fruition.

So, we've just kind of really been enjoying that and trying to, you know, savour what we worked so hard to get. So, that's been really nice. Had a holiday.

So, we went away for a week to Menorca, and this is the first week I've done it in a while where it's been literally, you know, off the grid. Like, I told all my team, emergencies only. There's one person that could contact me, and she didn't throughout the entire time.

I literally switched everything off, which was absolutely amazing. And, yeah, I think just a reminder for those of you that haven't done this for a while. I was speaking to people at the supper club the other day who haven't done this for, like, I said to a guy who's been in business for, like, 30 years.

When was the last time you went off the grid? And then, couldn't remember. The power you get, the motivation you get, the bad habits you get rid of just by, like, coming away from it all for a period of time and the energy you get to come back into it is phenomenal.

So, if you don't have an off the grid at some point, potentially before summer, get it booked in. Three, four, five days will absolutely change the face of, like, how you're thinking about your businesses and how you think about what you're doing. Bianca pointed this out to me.

Yeah? So, that's my lovely daughter. Bianca didn't look at that.

Didn't look at my lovely little boy. She just went straight for this lady back here. She has got knickers on.

We zoomed in. She's got knickers on, I can confirm. Just in case.

I have zoomed in. I have zoomed in. I have zoomed in, trust me.

I've zoomed in. So... So, yeah, it's been really, really great.

One of my objectives was to buy back my time and this is... So, to give you an example, this is what my diary looked like. This was back in September 2024, so just before the new academic year started.

These dark greens, by the way, they are meetings. So, I was literally, like, turning up to a week and it was like this and I was like, you know, when do I actually get to do the work that I've actually got to do and it was just too much and, you know, it was fair enough. We'd scaled the team, scaled the businesses and there was a lot going on and I was like, I've got to do something about this because I wasn't...

I didn't dislike any of these meetings, you know, all nice meetings with nice people but I was getting to a place where I was like, it's just too much. I found it too overwhelming. So, this is what it looks like now and so this would be a typical week and you've just got meetings with my team on a Monday, on a Tuesday and I tend to do meetings on a Thursday.

This is, like, me taking my son to football. These oranges are clearing the decks, just, like, getting work done. So, now the diary is just a different place and I'm just back...

I'm still busy. I've still got loads going on but it's, like, the headspace and the creativity you get back when you have, like, clean space in your diaries is absolutely phenomenal. So, that's been really effective.

It costs us, you know, a good... It's cost a fair chunk of money, like, investing in new team members, bringing new people on board and then also reducing some of our revenue by me switching out and getting other FDs to do the work I was doing with clients but the value that's going to add, the compound impact of that on my, kind of, my mental health, my sanity and also what it's going to do to the business is phenomenal. And then we've been recruiting so we did an AGM last month.

We brought on some new team members. This is Alani in South Africa who's a new one and we've got a new one started on Tuesday, I think. And the team's growing and growing and growing and it's been a lot of fun.

Top tip, I share this with the program in Culture Club. Like, if you've got virtual teams, one of the easiest ways to keep building culture is to do, like, an icebreaker at the start of every meeting. It could be anything.

Pick a superpower. What's your favourite joke? You know, anything like that and everyone starts absolutely having the most hilarious time at the start of that meeting.

It takes five to ten minutes but the engagement you get after that is absolutely fantastic. This guy, Alani, he's absolutely brilliant. No one can say his name so he calls himself X.

So at the bottom of every email he does a little X. So it's like a little kiss and I've started doing it back. It's really nice.

Um... LAUGHTER It's really... Every time I...

Obviously, no, it's not a kiss but I really enjoy it so I started doing that. It's good fun. Right.

So a little bit behind the scenes from me but, yeah, honestly, I'm getting ready for summer now like you guys are. Campaign season. We're going to go hard, go home and it's really exciting to kind of get everything ready and get good to go.

So Sunday Sanity. Who wants to admit that they've not managed to get their full house on Sunday Sanity this month? Oh, great.

Cool. So let me just verify against... Go on.

Put your hands up. Cool. Some of you are admitting this and I think it's wrong, actually.

So I think you're being too hard on yourself, Suzanne. I think you're being too hard on yourself, Gara. Katie, yep, you're right.

Disappointed. Anyway, I'm not going to go through it. The results have been pretty phenomenal, actually.

And there's only like nine people. They haven't missed it every single time but they've missed one or two. Just remember, I mean, Sunday Sanity is the absolute basics.

We're in here now talking about campaigns, making more money, doing all these different things. If you're not planning your week and delivering on that week, you're like taking the base out of the pyramid. Like, that's just the fundamental you need to do all this bigger stuff we're going to talk about.

But generally, the results are much, much better than they used to be, so congratulations and well done. And if you have missed it, make sure you're doing it. And if you miss it for good reason, make sure you're telling the team so they can mark you off.

Game of Four Quarters. So we are going to get our phones out just for one moment and we're going to go and scan the QR code and you're going to input your April Game Changers results into the scorecard, please. So get whatever it is you need to do.

Scan in and share what your percentage you did against your April Game Changers this month. Give you guys two minutes and put some music on if that's okay. Put your phones down once you've popped in your score, please.

Just another 10 seconds. Okay. Obviously, feel free to finish off doing that if you have not yet quite finished it and we're going to share the scores on the doors later on in the workshop.

A reminder that your next event is the Championship Season Super Event. So this is held on the 5th of June, so it's on your normal Thursday, so there's no major differences. But remember that we're going to have both programs here, everyone from the Hybrid, everyone will be here in one room, so it's a great opportunity to mix with the wider property entrepreneur community and obviously, as we know, it's always an absolutely incredible event to get everyone in the room for one day.

Before that event, if you'd like to, you could be part of the World Class Women's Breakfast. What a great looking group of ladies representing property entrepreneur. So this will actually take place.

It's hosted by Rachel. Don't let that put you off. Before...

What? Just don't let her put you off. I'm just suggesting.

You shouldn't. She's fantastic. So before the Super Event, we've got eight places reserved for property entrepreneur advance, eight places reserved for property entrepreneur program.

It costs £34. It's not like a money-making exercise. That just covers the cost of your breakfast and the room hire, but it's an amazing opportunity for all the ladies to get together, have an amazing time before that, and just celebrate all the wonderful world-class women in our community.

So get yourself hooked onto that if you are female and you would like to attend. Right. Create an audience.

Most entrepreneurs, they want to make sales. They want to raise money from investors. They want to sell people onto their new online training course, or they want to just generally make consultancy sales, whatever it may be for their business.

But unfortunately, you can't just turn this on. You can't just decide, right, we want to make sales. Let's make some sales.

If you do not have an audience or people that actually know, like, and trust you that are interested or know you and potentially may want to buy from you. So you want to start doing this now, and everybody in here needs an audience, an audience of people that are interested or know about them. So when you actually want to pitch something, you can bring the leads in, bring the people in, and make the cold, hard sales.

There's two things you need to do this, and the first of these is absolutely free of charge, and we think everyone in this room should have a strategy around this. What do you think this is? Podcasting, absolutely.

Everyone in here should have a podcast or should have a strategy around appearing on other people's podcasts. This is totally free. It's a growing medium.

It's still relatively new in the grand scheme of things, and this is such a great way to generate and build your audience and get people that know like and trust you. Mine's been going now for three years. We've done 168 episodes plus a load of magic moments as well, and this literally gets thousands and thousands of monthly listens for me, and it's incredible.

It's not something that you do for six months and you get results. It's not something that you do for a year and get results. Once you've been doing this for a couple of years, all of a sudden, you get these people that you never heard of that have been listening to you for all this time, and they reach out, and they say, look, I just want to speak to you about what you can do, and they're literally gagging to work for you.

They want to work with you. It doesn't matter what it is. It doesn't matter what the price is.

They just want to work with you. They want to just know how they get involved and how they do this thing because they built literally thousands of hours of know, like, and trust with you. One of our first clients or one of our clients that actually paved the way for Ultimate FD actually came from me featuring on Dan's podcast.

It was Selling Chris. I did a podcast with Dan and then reached out, and he came up to us and said, look, I want to work with you guys, and he was one of the first really high-profile clients that reached out that we offered some services and they loved the process and it was just an amazing experience and really paved the way for Ultimate FD because it featured one podcast and it was 60 minutes of my time, and then we got someone like Sen who reaches out and it really did change and shift the way the business actually operated ever.

Thank you, Sen. Thank you. Now, obviously, you look at the Profit and Spend podcast, you look at my podcast, you think, oh, 168 episodes, that might be quite daunting.

You know, that's quite a lot to do. Thousands of listens, that might be quite daunting, but in reality, if you just start doing an episode a week from now, you don't need a guest, you can just start recording an episode per week, and you've got up to 100 listens per episode, that's not actually that many. That's a very achievable one for most of you in this room, and what would that look like?

It would look like this. You'd have this many people actually consuming your content over a month. This is AI, so, yeah, you don't want these people actually like, you don't want these people, but this is like an AI generated images that are quite scary to actually look at if you look for too long, but this is the point.

If you get 500, not these guys, just an example, but if you had a room full of 500 people that don't look like this, this would be very appealing to most of the people in this room. Do we think we'd make more sales if we had this group of people every single month? Not this group.

If we had a group that looked like, yeah, look at this room, fantastic room. But yes, it's very, very powerful and that's 100 people listening per episode, 100 downloads per episode. Honestly, 100 people, 100 downloads per episode is very achievable if you do a high quality episode, you launch it into the ether.

Once you have this, you need to work out how you actually turn these, not these people, a group of people that may look like this into people that actually want to work with you. You do this using a webinar, so then you can promote your webinars through your podcast and you can get people to come and speak with you and then you can promote your product or service. This is the fundamentals.

This is how we're going to create an audience. This is how we're going to turn that audience into leads. Ladies and gentlemen, there's no better person to actually take you through this than the man himself.

Let's welcome to the stage a huge property entrepreneur welcome for Mr. Daniel Hill. Let me take you to a place I know you want to go.

[Speaker 21] (22:41 - 22:43)

Let me take you to a place I know you want to go.

[Daniel Hill] (22:44 - 31:20)

Hello, hello, hello. Oh, blimey. We've got whistles to the stage.

We've got kisses in Josh's presentation. We'll see what I can bring to the stage for you. Are we all well?

Excellent. Feeling the turn of the season, spring energy, longer days, activity, hopefully a bit of growth, deals, et cetera. Excellent.

Behind the scenes, I've been doing two things mainly. One is practicing for my Get Up and Give Back three peaks this Saturday. Who's joining us on Saturday?

Excellent. Look forward to seeing you at the beginning. Hopefully see all of you at the end.

Then second is doing deals. Who in this room wants to be doing deals right now? Then keep your hand up.

Oh, it's changed your mind, hasn't it? Keep your hand up if you're actually doing deals. That's good.

There's maybe just under half. I would say, and we're going to talk about this a lot at the super event next month. I've spoken about it over the last couple of months.

I talk about it in the board all the time. We really are in this fantastic position at the minute where there are deals everywhere. Literally this morning I've been offered two deals.

This week, I've been looking at a number of deals, one of which I shared with the board yesterday where I'm looking at potentially making 10 million pounds, no money down on one of the biggest deals I've ever done. All of this comes from certain things which I'm going to train you on today. If you're not out there doing deals, you really want to be.

In the pandemic, I shared about if we'd have gone back when the market was hot and I gave you a button and said, if you press this button, property prices are going to be 10 or 20% below where they are, finance would be available, investors are up for doing some deals, who would press the button? Everyone said they'd press the button. My feedback to the board last night at supper club was we've pressed the button and this is where we are.

If you've been waiting for that time where you can get properties 10, 20% below market value, now's the time. There was one that I offered on last year but they got an offer higher and it was listed at 1.9. They accepted an offer at 1.85. My offer a year ago was 1.65. It sold, fell through, sold, fell through. This morning they come back and said, would we take 1.75?

Would we give them 1.75? It's already 150 grand below list and I think they'll come back at 1.7, maybe even 1.65. Then there's a deal to do but you've got to be in the market. You've got to be looking at stuff.

You've got to be offering and you're not looking for stuff that's listed and then trying to get it cheaper. Sorry, you're not looking for stuff that's listed cheap. You're looking for stuff that's listed that you can buy cheaper and at the minute for the right stuff, it's just not selling.

You'll know loads of people that are sitting on stock that won't sell, deals that are falling through, finance that's being down-valued. This is where the opportunities are. This is an example of, so this is Warwick Tower's portfolio.

This is obviously the last big deal we did about eight weeks ago. Progress since last month. We've now completed on the fourth block.

I've now actually started refinancing the fourth block and I haven't even got the lease agreed because the refinance is 12 weeks. The lease will only take me four weeks. Hopefully I'll find a lease and then the fifth one is completing at the end of the month and just to give you a little trick, when you're on bridging finance, my bridging finance costs me 40,000 pound a month which is a lot of money.

Every month that you can save is a significant savings and what I've done now, I've got all the leases sorted, I've got the wheels in motion. Rather than wait for the last two to get the leases in place and completed, I've actually started refinancing the last two before I've even got, on that one, the lease in place and on this one, before I've even legally bought it, I've started refinancing it. I've got my application ready to go in so I've got the wheels in motion.

If I close, my aim is to be in and out of the bridge within six months which will save me 250 grand. If I can save myself another three months, it'll be another 60 grand. So just closing that and being really savvy with it is where you're going to make your money but there's deals absolutely everywhere.

I'll show you the final figures on this next month at the super event and depending where I get to on this most recent deal that I offered on yesterday, I might even share that one with you at the super event. So it's all about championship season. This is where the money's made.

We need to go out there and do deals. Lots of you will sit there and think, it's okay for me. I get deals because people are sending them to me.

Yes. Why do they send them to me? Because I've got a reputation, because I've got a profile, because I go out there and I tell people what I do.

The only difference from those of you that want that but haven't got that is you need to do that and this is what I'm going to take you through now is how do you get to a position where you've got people coming to you like Josh was saying earlier and I'm going to take you through two things. One is the podcast which is going to be lead generation and just to be clear, I'm not saying you have to go and start a podcast. What I'm saying is you have to be involved in podcasting but you can do that either as a host which is fantastic, it's great, it's nowhere near as time consuming as you think and it's far more lucrative than you'd expect or you can be a guest and you need to understand how the strategy works as being a podcast guest because some of the biggest profiles in the world do not host podcasts but they benefit and build profiles from them. So I'm going to take you through podcasting and I'm going to take you through how to actually close people from your network and audience through using sales webinars.

So we're going to start off with this and I've basically given you a blueprint. I've broken it down step by step. It's in your workbook so all you have to do is go home and copy it and whether you want to host a podcast, I'm going to take you through that first or whether you just want to be a guest on a podcast, this is the blueprint we've used for over a decade and this is what I would recommend you go and use over the coming weeks.

So this is the blueprint for hosting a podcast. Just out of interest, who listens to the Blueprint podcast? Okay, you can stay in the room.

Congratulations. Leave your hand up if you enjoy it. No, I'm only joking.

So the Blueprint podcast, I started this five years ago. We've nearly done 300 episodes and that might sound like a huge commitment but it takes me less than an hour a week and those of you that use social media, read the news, you can easily find 30 to 60 minutes a week to get into this. It's far easier than you expect and in the vault at the end of today's session when it's uploaded, there's a document in there called the podcast process and what it enables you to do is record your podcast on your phone in 20, 30, 60 minutes, send it to your PA, VA, EA and all the rest, the upload, the artwork, the editing, the tops, the tails, the snip clips, all of that's done for you and it's the Blueprint that I've used for nearly five years. It's really, really simple and that's been uploaded to the vault for you. When you use the right Blueprint, you'll get traction and when you get traction, you'll get loyal listeners and when you get loyal listeners, you'll get leads and results and the Blueprint podcast has been really great for us over the last three years.

It was rated top 10 in the UK for property podcasts. It's been consistently rated over the last two years for the top 5% in the world by downloads which is a fantastic soundbite and badge to put on your marketing material. However, if you do record over 30 episodes of a podcast, that puts you automatically in the top 5% of all podcasts that ever existed.

It's all about playing the game but it's about creating something that's good. It's about creating something that listens to it. It's about understanding what works and literally this month, we were awarded Feedspot which is one of the upload platforms.

They've got over 750,000 content producers on there. We were rated number six in the UK in their category of entrepreneurship podcasts. This is the Blueprint that I used to do this and for those of you that want to do it, this is how you can do the same.

My sentiment stands is podcasting has been around forever and in the podcast world, for podcasters, you get these vibes. Sometimes podcasts are booming, sometimes everyone says it's slowing down, it's getting old but the reality is everybody still listens to podcasts. Who in the room listens to podcasts in general?

Absolutely. The main thing that's changed over the last two years from what I've seen is either you get really short condensed ones which is like a lot of the ones that I listen to or you get more and more long format podcasts now. Two and three hours.

Five years ago, you wouldn't sit and listen to five hours of somebody but nowadays, you're quite happy listening to two or three hours. Everybody should be involved in this and I think the podcast platform is one of the best ways that you can do it. I'm going to take you through this.

I'm going to explore why. I'm going to start off with the host Blueprint. This is for those of you that want to record it yourself and genuinely, for less than 50 pound a month and 30 to 60 minutes a month, you could have your own podcast.

You're going to need to commit to it for years, not months but when you do, like Josh did, I can't believe Josh is nearly at 300 episodes. I remember when he started his. You'll get that compound effect.

The first step is to understand why do a podcast? In fact, we'll grab a couple of mics. Why do you think there's benefit in doing a podcast?

Start from. Oh, sorry.

[Speaker 17] (31:22 - 31:32)

Credibility. People can naturally research you behind the scenes without getting in contact first and you can build that credibility without actually them speaking to you.

[Daniel Hill] (31:32 - 31:49)

Absolutely. Credibility immediately from being the person that stands on the stage rather than the person that sits in the audience and then due diligence, same reason as you have a website or social media. When someone hears about you, a quick scroll, a quick flick through a website, quick listen to a podcast, they can figure out if you're there, cup of tea, and if you're legit.

Claire?

[Speaker 5] (31:50 - 32:06)

Builds my trust because when you feel part of a conversation, even though you're not, you're listening to two other people kind of chat, but just that act of listening really builds that know, like, trust people feel like they know you and it's more familiar.

[Daniel Hill] (32:07 - 32:27)

100%. The amount of people that come up to me that I've never met and say I've been listening to a podcast for three years, they don't actually believe I've got a face anymore because they've just known my voice inside out and they're just quite disappointed when they actually meet me. No, I'm joking.

They just build up that 4711. The same as having a book. It's the best business card you can have.

They can build up all of that understanding of who you are before they actually meet you. Martin?

[Speaker 16] (32:28 - 32:37)

For me, it's a much bigger audience. I was speaking at pin meetings and getting 20 to 30 people once a month. I can get 100 plus every single week on a podcast.

[Daniel Hill] (32:38 - 52:57)

Absolutely. So leverage. You can record it literally in your bedroom, wherever you want to do it.

I used to do it in my car because the acoustics in a car are actually really good. Do it in your car on the voice recorder app and you just upload it or you go on it as a guest on Zoom or in a studio. The leverage you'll get from that is huge.

Finally, if you do this strategically, what you can do is, same as Martin's saying, is leverage to get more reach and more audience. Actually, you can create a bank of what we would call either frequently asked questions. When a client comes to you and says, do you know what?

This is how we get a lot of leads for property entrepreneurs. Someone will bump into me at a speaking event and say, do you know what? I'm really struggling to understand about time management.

I'll say, go on the podcast, listen to Sunday Sanity. Give that a spin. They're like, wow, this is amazing.

Then they go and listen to five, 10 other ones. You basically create a bank of go-to, frequently asked questions and also problems. Client problems.

For example, Shiv did it or is doing it for his company. People want to buy investment property. You can either have a sales call, how does the mortgage work, what are the fees, what's leverage, what's the buy to let market like at the moment or you can just have a podcast.

You say, go and listen to this podcast episode, go and listen to that and you've got this library of information. That's why and it is, it genuinely is a no brainer for the right people and the biggest thing is to commit and obviously 95% of people don't get past 30 episodes. The second is niche and this won't be a new thing to you but you really need to understand who you're talking to and the definition of whether you've got a niche or not is whether you can articulate your avatar.

My avatar for property entrepreneur is exactly the same as it's been for 10 years and when I'm writing an email copy, when I'm speaking into a microphone, doing podcasts, I'm talking to that avatar because I know how they think, what they say, where they are, how they behave so you just want to be really clear who is it that you're talking to and for us with the blueprint it's mainly people who already know how to make money but they're too busy and they want to go from having a really fully intense full time job running the business to being an owner not an operator work on it rather than in it and basically have more time, make more money and have more fun doing it and living that intentional lifestyle. So the second is your niche. Who is it you're going to actually talk to and then with discipline sticking to it and you might notice on the blueprint podcast every now and again we'll talk about chairman level but we did that for a little while and actually our viewing significantly dropped off because we lost our target audience.

It's good for sex appeal and that little sort of 10% of this is where they could get to but actually people don't want to know how amazing the next level is they want to know how they actually get there and the way you get there is talking to that avatar. The next is mindset and this will work for you really well whether you're recording podcasts or you're doing any content whether you're standing on this stage this year or you're getting in front of other audiences the biggest mistake people make from a mindset point of view and this is why public speaking makes people nervous they stand on stage and in their head they're thinking what do the audience think of me how can I make myself sound impressive are they going to think I'm legit are they going to see through me that's their mindset the reality is and this will change the game for you if you want to do public speaking or podcasts or anything is to let you down nobody actually cares about you they don't care how amazing you are they don't care X, Y, Z what they care about is what's in it for them and the mindset you need to have as a content creator whether it's podcasts or articles and this is the only thing you need to do is you sit there and you think how do I best serve here how can I add maximum value here and that's all you do literally you think about I'm going to go on to topic and titles in a minute all that's in your head because by default you'll be talking about how amazing you are and how amazing the things you've done are nobody cares they care about how do I get to where you are or what did you do that got you to where you are when were you in the problem situation I'm in and how do I get get out of it and when you're doing any content piece you literally just write that at the top of the page the problem and I'll talk about topics in a minute the problem is there's not enough hours in the day how do I best serve right how do I give that solution that's the only mindset you need when we start moving towards topics and titles the easiest way to do your topics and this is a golden nugget if you want to know the best topics for any content you do write down a list of the biggest problems of your clients and when a client comes to you and says I've just received this maybe one for Josh client might say I've just received my news set management accounts what's an aged receivable you say oh I thought everyone knew what an aged receivable is and then you do a podcast top ten accountancy definitions nobody understands aged receivables journal accruals and then you're like wow that's the sort of stuff people want just tune in to the questions your clients are asking you and just jot them down and often when I'm speaking to board members or I'm doing consultancy for people or I'm brokering deals somebody will come to me and say oh how do you how do you structure bonuses for your team I really don't understand how a bonus works I say oh no problem I don't know how to articulate it but I know how they work let me go away and record you a podcast and one example of that was a podcast I recorded called the bonus brain ache and I I diluted for myself my understanding of the difference between what do you pay someone basic and what do you pay a bonus how do you calibrate a basic and how do you calibrate a bonus and then you create a really clear blueprint that explains it and then obviously give it to that person and they're like wow this is amazing and everybody else who's listening of the same profile and avatar they're impressed and it adds value to them as well and then a big thing with the title once you've got the topic here's another little hack is I don't tend to write the title until either I've planned the podcast and I'll talk about planning in a minute I don't write the title and then write the podcast I'll do the plan for the podcast and then I'll write the title or sometimes I'll even do the whole podcast and let stuff come out and then at the end I'll create the title but the thing with the title you would have seen it on Josh's you'll see it on all of ours our podcast episodes you'll also see it in all of our blueprints we come up with like sexy alliteration names that sort of give it that extra credibility because you know if I said it was this is how to hold a board meeting you know that's like okay if it's like the board level blueprint you're like wow I need the board level blueprint give it this anything to give it sort of sex appeal alliteration just make it make it catchy this is really this is where a lot of people get it wrong and I listen to podcasts that people recommend to me and I actually turn them off before I get to the juicy bits because the introduction is too long the introduction is basically two things the first is what we call the heaven the hell and the hook so when you're doing a piece of content the heaven is if you want to make more money and work less this is one episode for you you know the heaven if you want to get there this is great the hell is if you don't do this you will be the same as 98% of you'll be the same as 85% of entrepreneurs last year who actually didn't make any or made less than 10% net profit at the end of the year that's the hell if you do this you'll be in heaven if you don't do this you'll be in hell and then the hook is to keep them listening all the way through and then the hook can be anything like in this podcast I'm going to tell you to do the top 5 things that I've learned about making a million pounds a year on one day a month or make sure you stay to the end of the podcast because I'm going to share a free download for you which will enable you to get all your team to do this once you've listened so the hook is not necessarily a hook to keep them to get them to start a hook is to get them to stay so the heaven the hell and the hook is basically the quick 30 second beginning bit and then what you'll find is when you listen to podcasts and now that I tell you this you'll notice it when you listen to them is the first 10 minutes can be a load of fluff a load of rubbish and they're basically talking about why you need to listen to this or what it means or how it applies I think it's best to get that out the way because there's basically four bits to a podcast there's sorry there's five bits there's what there's why there's when and there's when there's who and there's how and what you'll find unless you're intentional is that that will be the structure of your 30 minute podcast actually I would say get rid of the first four in the first five minutes so what is it you're going to talk about why are people going to get value from it when will this apply to them in the year their career their journey and who does this podcast apply to all of that really is just clarifying what you're going to talk about but people will drag that out for like half of the podcast that's the intro and then this is another little trick is what you can also say in the intro is if you like this podcast and you want to hear more about so let's say I'm talking about bonuses you want to know more about bonuses make sure after this episode you go and listen to episode 226 which is about performance related pay or which is about PDPs professional development programs so what you're doing is already before you even started listening referring them to another one and obviously some people will do that some people won't but it's just another way to jump in that intro shouldn't really be any more than like five absolute maximum 10 minutes but nowadays if you're doing short podcasts the shorter the better and you'll notice some of mine are less than sort of 20 minutes nowadays get that done in five minutes and it's it's all the formality out of the way when you get into the content this is where the money is and if you want your clients to keep coming back for more and more you've got to give them something that they like and what I would say is this is really straightforward and easy to do equally it's very easy to get wrong but if you just remember these two things one is if you're doing blueprint like a lot of the stuff you'll be doing is teaching or education or mentoring or showing academic things it's less conversational chitchat if it's conversational chitchat we'll talk about that in the next one which is more like our six rounds format assuming you're trying to educate people or get a message across you want to have it like structured like a blueprint so the structure is I'm going to take you through the five steps to work less earn more and have fun doing it whatever it is so you create the steps and you say right this podcast is going to be five steps and then what you do is in each of those five steps so the first thing is boil it down to five steps how do you understand how to pay people bonuses get a piece of paper bonuses right well I need to talk about that consolidate into five steps and say right well there's the five steps gives you your five steps and then basically if you want people to come back to your podcast you've got to want them to listen to it and they're just eating it up and if you think about the analogy of eat what you do in those steps is E-A-T each step for them to actually eat it up and enjoy it is you've got to explain what that step means you've then got to apply it to an example so it sounds real and then give them a sound bite to take away so if you think the step the first step is to understand the difference between a basic and a bonus well a basic is what somebody gets paid for turning up and just doing their job that's what they get paid if they do extra work that's where they get a bonus you're like right I get it so that's that's what it is that's explaining it applying it is if you have a sales person and you know that you pay them £40,000 a year and for that they need to make 20 sales a month that would be their basic but then if they went and made 23 sales that month you could incentivise them on the uptick and that would give them a bonus and of course the outcome and that's that and then the sound bite would be we're all human and if you knew you got paid the same for doing 20 sales or 30 sales how many would you make 20 but if you knew as soon as 20 was out of the way and every sale from 21 plus you're going to make more money every month your mindset is going to shift to get the basic out of the way and then start getting into that hockey stick of a bonus that's the difference between a basic and a bonus step two how do you calibrate basic and bonus and then you go through the motions that's how you basically build a blueprint and that would be your content to actually go from having the topic and the content to the steps and the scripts what I would say is again where people get content wrong and this is a good sound bite that I learned from Andy Harrington he said the thing about public speaking is speaking is an unconscious art so when you meet up in the I'll be here in the break when we have a chat and we're having a conversation it's unconscious you're not thinking about what you're supposed to say or where you're going you're just unconsciously engaging in a conversation where speaking goes wrong is where you make it a conscious art and you're thinking right I need to say this I need to say that word this is the script that I've rehearsed and the whole thing goes wrong it goes backwards before it goes forwards what you want is to actually have steps not scripts and this is what I teach all of our professional speakers how to be the difference between a professional speaker who's an expert in their field and knows what they're talking about and just needs to follow some steps versus a script who is an actor who's just paid to read a script and it could be anyone they don't know what they're talking about so they have to read a script all content specifically podcasts I wouldn't script it what I would do is I would just create steps like I've just said about the five steps maybe a couple of bullet points under each E-A-T to remind you and then clearly and concisely articulate it move through it at a good pace don't get too fast so people can't hear you but equally don't mumble don't jumble don't give them too much sort of fluff that they don't want to listen to work through the steps and just speak freely and once you get used to it you'll really enjoy it and it comes across so much better than scripting the next is a snip clip and what you'll notice in a lot of podcasts including ours is at a suitable time somewhere between 40 and 60% of the way through there's what we call a snip clip and it needs to be less than 60 seconds and it's how you get people you know you've got thousands of people listening to your podcast or however many tens of thousands or hundreds it doesn't matter Adam and I had this conversation over breakfast what's the point of having 100,000 people a month listening to your content listening to your podcast watching your social media if you can't then talk back to them you need to find a way to get them out of your audience and into your lead sheet so a snip clip is if you've enjoyed this podcast and want to know how well you're doing in your business go to www.ratemybusinessnow.co.uk you feel like you're in the podcast don't you a few people getting their phones out having a quick go hello, excellent and then it's just quickly jumping in if you want to do this do this and also tell them it's in the show notes because they're listening to the podcast they're driving they're running they're going to forget but it's always in the show notes they can just just click it snip clip is jumping in for 30 to 60 seconds we've got this amazing announcement coming we've got this event coming we've got this download we've got this lead gen we've got this scorecard that's really where you're getting your return you're giving them 30 minutes of content and you're only asking for sales for 30 seconds and then the top and the tail so the top you'll hear the recorded top which is basically the same for every single episode so it's not the intro the top is the quick again less than 60 seconds at the beginning hi I'm Daniel Hill welcome to the Blueprint Podcast this is my life's work you can listen to it in any order whatever you want to tell them why they want to listen so you know for people who tune in for the first time why bother listening assuming you release it on the same day tell them what day it is because people will get into the rhythm of knowing it comes out on that day after a while they'll look forward to it they'll drive to work listening to it it'll become part of their unconscious calendar so why listen when listen make sure you tune in every Tuesday for a brand new episode completely free of charge my life's work available to you you know in over 250 episodes and then finally credibility for the first person who's listening you can listen to a podcast of somebody who's been to a podcast course and never achieved anything but every single one of you can create a soundbite that makes you more credible about what you do than anybody else and you just need to find out what that credibility is so that's the top and then the tail when they get to the end hopefully you've done a good job it's clear it's concise it's added loads of value they've really enjoyed themselves at the end you ask them to follow like, subscribe so if you've enjoyed this episode please click like follow, subscribe whatever platform you're on share it with your business partner your friends you might also hear me say that in episodes if I'm talking about something poignant and you know when you listen to it and you know your friend needs to listen to this I'll say if you've got a business partner or a life partner or a friend or family who's struggling an investor you know that's struggling from the same thing make sure you send this podcast to them now so they can get the same benefit you want to get that sort of viral element and here's the thing you might think oh I'm not saying that it's silly people won't do it loads of people do it and people won't do it if you don't ask as soon as you say who do you know who could also benefit from listening to this podcast immediately like the Naval one I listened to that and immediately I think who can I share this with because it's an amazing podcast and I love to share amazing content I share it with everyone that I can but most people won't do it unless they're prompted so top and tail you record that in the main it's the same and then you probably want to refresh it every so and so often I've not changed mine for a while but every so often probably like quarterly freshen it up to keep it fresh and then finally is set and forget with all of this stuff you want to have the maximum value with the minimum input and I'm not exaggerating when I say you could do this if you do a 30 minute podcast you could do it in 30 minutes a day and you could do it obviously probably not when you're driving but you can do it when you've got down time on your phone so if you download the podcast app called Voice Recorder you can do it literally on the iPhone one but I use the one called Voice Recorder because it's just what the studio that I use told me to download it's free you literally press record find somewhere that's good for acoustics so test it a little bit because the microphone is quite sensitive now on the iPhone I find the best place is a car so go in the car make sure you turn it all off so the hands free don't connect a car I recorded the first 150 episodes in my car and hopefully you'd never know I wasn't driving I was just sitting in the car on my drive everything turned off and just the acoustics are really good or if I have to do it at home I'll find anywhere I can think in a studio it's got padded walls but I've got like an armchair upstairs in my man cave and I'll just put three pillows around the outside of the phone and then just talk into it and it just stops you get this romantic idea that I'm in a million pound studio and I'm getting my feet wet rather than I'm eating grapes I'm not I'm sitting in my pants on the top floor in a boiling hot temperature I'm sweating trying to think I need to get this out of the door for Emma and I'll literally just sit it there with some pillows around it just to stop the reverb and the acoustics and I'll record it on my phone obviously most recently I have done it in the studio but I'm actually back doing it at the house now I actually prefer doing it at the house and then once you've recorded it the process is literally send it to a VA or PA and you give your VA, PA, EA whoever the blueprint that's on the vault I've had it updated for you it's literally updated this month with all the new bits and pieces give that to your PA, EA give them the audio recording and everything else will be done for you it really is that that simple so that is the host blueprint just out of interest who either does or has considered or is now considering hosting a podcast okay that's loads I think for the right people doing the right thing I think it's a great thing to do up to there any questions on hosting a podcast a couple of questions just one two, three okay a few questions there you go

[Speaker 4] (52:57 - 53:14)

I'll give it to you then yeah that's really helpful thank you so we have our podcast so I'm going to because we've recorded I think it's about 24 episodes so far nicely done yeah nicely done got out of the habit six more

[Daniel Hill] (53:14 - 53:15)

and you're in the top five percent

[Speaker 4] (53:15 - 53:33)

so we want to put in now the midway message yeah to try and get trace people onto our networking meetings that we're running monthly yeah would you go back to those 24 and insert that message or would you just do it going forward

[Daniel Hill] (53:33 - 54:15)

yeah if it's a good cost exercise I mean assuming you're using an editor for it I'll upload per podcast including editing uploading all articles sorry all platforms it's £30 an episode so it's not expensive and when we do basic edits they don't even charge us so to backdate that for 30 odd episodes if they charge you more than £50 I'd be surprised it's a quick job and I would say absolutely because people will there's people on Property Entrepreneur who join and say I'm going to listen to the podcast from episode 1 all the way to the end and I'm like wow that's impressive but there will be people who go back and people who find you on random searches where you talked about something two years ago me talking about HMOs and they're like I found you on this and then yeah so 100%

[Speaker 4] (54:15 - 54:25)

and it doesn't matter if you've got a podcast that's got a message for an event you've held like a year ago for example would you then go back and take it out or would you just forget about it

[Daniel Hill] (54:25 - 54:56)

we wouldn't take it out just because it is if people listen to an old episode they sort of get it I would say also you probably want to have like a 70-30 split like 70% of the time you don't want to be selling events you want to be again adding value it's like if you enjoyed this podcast go and download the free blueprint now to get you know five ways that you can bring your next project in on time and on budget you want to get the leads because going from cold to sold is very hard there has to be that process in the middle two more Claire

[Speaker 5] (54:57 - 55:03)

Dan any thoughts about naming the podcast so not the episodes but the actual podcast itself

[Daniel Hill] (55:03 - 56:09)

um so really good question I think you've got like one or two things ways one is you lean it on your brand where was the final question you've got one to lean it on your brand but you either have to have a small market like we do for anybody who know the brand like the blueprint is in our space is a well known concept but people outside of our space don't know it so you've got to go into it with your eyes open or you go into like it does exactly what it says on the tin so it's like the get rich quick podcast or the you know whatever you give it that sound point sexy name so or you do the personal brand one which is obviously good for personal branding but and what you'll find as well is with brand same as property entrepreneur for the first seven years it was called business mastermind programme and then it was called the entrepreneurs university then it was called venture five sometimes you have to go through some iterations the podcast was called the official property entrepreneur podcast and then we realised actually all the brands needed to come together just to be the blueprint and now it makes sense sometimes you have to kiss a few frogs cool and final one

[Speaker 11] (56:09 - 56:11)

can I ask a question from virtual

[Daniel Hill] (56:11 - 56:12)

yeah absolutely

[Speaker 11] (56:12 - 56:24)

steve cowgirl is asking what's the ratio between having guest episodes and doing solo episodes he's currently on 90% guest episodes there's notice that this week his solo episodes has had a good download rate

[Daniel Hill] (56:25 - 1:25:51)

why are you not in the room steve what's going on where is he oh there he is so I would say the good thing with guest episodes is you keep well in the strategy I'm going to teach in a second is all about how to use guest podcast models as a strategy to build an audience and it's without a doubt it's one of the most powerful ways to do it either as a host where you bring guests in I'm going to teach you the strategy in a second to grow your base or as being a guest on other platforms I think the main thing is consistency so if you decide that you want to be a guest podcast do all guests if you decide to want to be a solo one do all solo if you want to have a mix get it in between so you'll notice we used to although we haven't stuck to it for the last few months but for the last couple of years we would do a six rounds episode one a month and then we would do one awards winners episode one a month and then one hall of fame one a month and then we'd do a blueprint every Tuesday so as long as it's consistent you can get a really nice blend where you might turn people on and off is if you're doing the solo ones and people are loving it that's like the Steve fan club and then all of a sudden they've got to listen to a podcast where 90% of it is your guest talking and they might not get what they want and vice versa if people enjoy the guests but they don't perhaps like the solo ones I think as long as it's consistent people don't mind so try it and test it and look at the figures and then find a balance that works well cool lovely if I have time I'll come to you afterwards same question excellent I'm going to take you through that now whether you want to be a host or not you can also be a guest and I'm going to take you through this guest blueprint and it's so straightforward and if you're thinking about you don't want to be involved in doing your own podcast this is a more leveraged way to do it granted you won't own the podcast and you have to in a different way but it's a more leveraged way to do it where you basically piggyback in on other people's audiences but the key thing to understand is there's a strategy to it because if you just say yeah I'll do a podcast and you just jump on it the likelihood is in a year's time you're just going around in circles but if you use this strategy within two years your profile will be 10, 20, 100x by using this strategy so this is the guest strategy for either you hosting guests or you being a guest and this strategy is one that I got taught when I started using RStudio three years ago and it's the most successful strategy that I've seen in recent years for hosts so this is the strategy that Diary of a CEO used to get up to be the biggest podcast in Europe and it's the same strategy that Daniel Priestley used over the last two years to go from being on the Blueprint podcast 18 months ago to being on the Diary of a CEO episode not only once but three times in 12 weeks this year and that is phenomenal but it was highly strategic it was highly intentional and it was ridiculously effective so this strategy for guesting being a guest or guesting is called the tiered guest strategy and there's a box on your worksheet where you can draw this and once I teach it to you you'll be like that is so obvious it's so simple and hopefully you'll go and do the same so the concept of a tiered guest strategy is that if you go today and try and get on the Diary of a CEO you are unlikely to get there to go from zero to hero in one step from cold to sold it's just not going to happen however the objective of increasing the profile of your guest or your host every time you do a podcast is ridiculously effective and ridiculously accessible and this is what Daniel Priestley did so Daniel Priestley has been doing podcasts for years he started off on podcasts that you probably never even heard of and he just did it here and there but when we did score app and launched score app about five years ago two years in he said one of the quickest ways what we realised two years into building score app was that the pay the ROI on organic granted it was smaller but the ROI on organic was significantly higher than the ROI on paid so what Daniel Priestley decided to do two years ago was do what you call a podcast tour and you might have noticed out of nowhere he was on everybody's podcast he was popping up all the time I was thinking wow I can't believe you're constantly spending all this time on podcasts and of course remember when people show up all the time you think that they're constantly on the camera travelling the world on episodes they're not really they might have done like three in a day chopped it up and that gives them a month's worth of content but it came out of nowhere and over two years he did the tiered guest strategy so he came on six rounds we did one we did a podcast together then he started getting invited to bigger podcasts because these ones might be getting say a thousand views an episode these might be getting say one to five thousand these might be getting say five to 15 thousand then you get invited to your first big break which gets into the hundreds of thousands of millions and then eventually you end up on dire of the CEO and now three times and actually I saw a bit of marketing yesterday he's now just I forget what the chap's name is the guy who also sold the IT company for 800 million yeah that's it was it Tom Tom Daley is a swimmer yeah that's it you know the guy I mean and that is bigger than dire of the CEO that's a global podcast dire of the CEO is more of a European one although it's obviously hosted in America but it's the biggest podcast in Europe and what this is is whether you want to be a guest or you want to host guests the aim of the game is you literally create a list and your job after today if you want to have guests Steve me six rounds Josh or you want to be a guest those of you who don't want to do a podcast do a guest you literally write your list you've got to put the hard yards in I spoke at 20 pin meetings no 24 pin meetings every year for five years and that was me going up and down this is in the olden days before you had podcasts and stuff like that when life was black and white I was up and down on trains in cars and I did that for five years one to learn how to public speak two to raise my profile you need to do the same you need to put the hard miles in you need to start at the bottom you create that list of 30 to 50 guests or podcasts you need to go on and start at the bottom the aim is you put them in chronological order and every time that profile of that podcast gets a little bit bigger and of course you leverage it as soon as you pay to get onto the Blueprint podcast or I paid to go on Rob Moore's podcast to launch mine which gets millions of downloads he was number one on the feed spot podcast last year you pay to get on that one as soon as you've been on Rob Moore's podcast and your EA emails Simon Zucci and says our guest has just been on Rob Moore's podcast had a fantastic episode do you want them to guest on yours you have to go through the gears you have to put the effort in and you need to understand what your style is as a guest you want to have a style and there's only a few things you need to do the first is your message and you want to have the same message on every podcast you go on you want to be consistent you want to have that same message all the time yes it might change every few years as you change but the main thing is you're being yourself when I was a beast mode shoot for the stars I was being that over the last few years I've slowed down I've become more chairman I'm talking about generational wealth I'm changing my profile because I'm being myself but be clear who are you what's your message David Goggins isn't talking about meditation and NLP and smell insult he's out there masochist run 100,000 miles beast mode beast mode beast mode what is that one drum that you're going to bang the second and this is an art if you listened to me three years ago I hadn't cracked it the danger when you've been given the opportunity to speak is you have nerves when you have nerves you over talk and when you over talk you talk fast and you lose people you look nervous and it's not clear all you want to do is speak clear and concise what you say what does it mean breathe don't use any words that don't matter don't um her like ah that take time to think there is nothing wrong with a pause it creates credibility another thing is self critique I don't mean self deprecation I mean framing I do it in podcasts and content and when I am speaking yesterday I made a 8 million pound offer for a 10 million pound building.

A credibility through critique is saying, if you're looking for somebody who wants to come in as an investment partner to play the long game, be behind the scenes and not ruin what you've got, I'm the person for you. However, if you want somebody to come in and pay market price, take over and just pass everything, and you pass everything over to them, there are much better parties than me. And what it does is it just frames that you're really good at this little thing, but you're not so good at that.

And if you come to me, I would say I'm a fantastic leader. I really pride myself on being a great leader. But I would say I'm not a very good manager.

You know, I'm not the best manager. There's much better managers than me. You can create credibility by having that self critique and that framing.

And that's what I do in my podcast. You'll hear me talk about it and hopefully it comes across. Some of the most consistent feedback we get is, they like what we do because we clearly go out there, we do deals and we've got success behind us.

But also we seem to do it in a human way, we're accessible and we have this degree of sort of like relatability to it. We're just honest with it. With respect to being honest, there's a really clear balance on this and it's not an easy one to get.

But I would say you wanna be humble. You don't wanna be arrogant in your face on the best. You wanna be humble, but also you wanna be really confident.

Now, when you're talking to someone about what you're the best at, you wanna happily go toe to toe. You don't wanna be subservient, you don't wanna be submissive. You wanna be strong and confident, but you don't wanna be dominant and arrogant.

It's a hard balance to strike. If you want a good example, it would be Mr. Beast. If you listen to Mr. Beast on any of his recent podcasts, Joe Rogan, Andrew Schiltz, he did a couple other ones. The Joe Rogan one was specifically good. You can hear Joe Rogan, like he's very humble and he's very soft, but Joe Rogan then says something that he doesn't agree with. Mr. Beast will say, well, no, that's not the case. This is what it is. And it just gives you huge credibility because he's representing his corner, but then he's not trying to fight all sides. And then finally, specifically for the guest strategy is you wanna become a world-class conversationalist.

And a world-class conversationalist is made of lots of things. I would say the main ones are understanding that a conversation is like ping pong. You wanna talk for a bit, knock it over the table, then talk for a bit and then bring it back.

You wanna get that balance of keeping it either way. Equally, you wanna have the ability to interject. So if you hear someone losing their flow and they're starting to mumble or whatever, you can jump in, either stop them, move them on, correct them, and equally find that balance of credibility and sort of compliments and not necessarily conflict, but contrast.

Having the ability to sort of casually wrestle with what you're discussing, challenge things without necessarily being aggressive. Just a really strong conversationalist. Who would you say one of the best conversationalists who do podcasts is?

That you listen to? Yeah, I would say Joe Rogan was mine. Any others?

Who? I don't listen to Ed Millett. Ed?

So Ed does a great podcast. Give that a go. Yeah, Stephen Bartlett can be, I think he's getting a lot better.

Like he can definitely be good. I can still, like Stephen Bartlett and Andrew Wilkinson have some fantastic guests and I listen to them still and I think they're getting most of their credibility through their guests. They could become better conversationalists, that's just my opinion, but they obviously do a great job through their structure.

And what Andrew Wilkinson does, which is really good, is he like did the, he listened to the Naval one that recommended last month. 44 harsh truths. Listen to that.

That is just such a great way to live a good life. He's just, what he did was he just went through 44 soundbites of Navals and got him to talk about it. As a host, what a fantastic way to get the value out.

It's not about you, it's about the, in the mindsets about how much value do you add. So that's the guest style. That's the world-class podcast and that is whether you wanna be a guest or a host, how to generate the leads.

Who believes, from what I've shared today, whether you go on to do your own podcast or your guests, who feels they could actually increase their reach, generate leads, go and add value by doing it? Absolutely. It just works.

I can tell you it works. It worked for me, it worked for Josh, it'll work for you. But the big thing is you gotta take action.

And if it's not on your action list, you don't get invited to one podcast a month and then do it one podcast every fortnight, whatever. If you don't take action, you're gonna get nothing. But if you do and you allocate an hour a month or an hour a fortnight to being a guest or hosting, I guarantee you, over six months, 12 months, five years, you will get hundreds of thousands of downloads.

You will make hundreds of thousands or millions of pounds worth of sales. But it's a compound thing. You've gotta turn up and you've gotta get it done.

And what I wanted to give you as well is a really simple blueprint to actually make the sales. So as I was saying about lead gen, when you get people out of your audience into your funnel, how do you actually sell to them? And this is the deck that we've used for nearly a decade.

We've changed it over the last probably five years, marginally. But whether you did a podcast with us 10 years ago or you did a podcast with us this year, this is the blueprint we use. And I've literally written it down in your workbooks.

You can take it away. And this is what you'll do for the strategy for your slide deck, but also for the slide deck itself. It really is the contents page for you to go and do the slide deck.

So I wanna take you through this before we finish. So this is what Adam used for the golden ticket this year. The golden ticket blueprint is next week and they were sold out two months in advance.

It's a completely full house. They're in the Sutton suite. And I asked Bianca yesterday, there's literally not even standing room.

The event is full and they use this webinar. So if you've got something to sell, this is what works. So I'll take you through it, really straightforward.

And by the end, you can literally go and recreate it yourself. So the first you'll see is who. And in the same way we talked about your avatar and your niche, you need to be really clear who you're talking to.

And when you open up, you wanna say, welcome to, and this webinar is for you if you're an, and for us it would be if you're an active property investor, you've got more than years experience in property, but rather than be a landlord or an investor who works seven days a week, you wanna be a property entrepreneur who earns more money, works less, earns more, works less and have fun doing it. This is the place for you. So again, it's credibility through critique.

If this is you, welcome. If it's not you, this isn't for you. But in reality, 80, 70 or 80% of the people are gonna be, who come are gonna be for you.

Then you wanna tell them why are you there? So this is, and again, just think logically. Again, Adam and I were talking about this over breakfast.

With sales, you just think logically. You turn up, right, this is for you if, and then you just talk to them, right, that sounds like me, why are you here? So it's like, right, what do they want?

Well, if you find that actually you started off in property to build a business, but actually you've ended up with a full-time job, we wanna take you from working in the business to on it, and rather than being busy and being a landlord or investor, being highly lucrative, highly leveraged, and being a property owner, not an operator. So it's basically the heaven and hell. The hell, which is probably where they are, and the heaven is where you're gonna take them.

The what is they're like, yes, I am too busy, I'm not making enough money, I wanna work less, earn more, what do I need? Well, what you need is a unique and proven blueprint that's been developed over the last three years, 10 years, 20 years, and it's helped 50, 100, 1,000 people before you to go from working in the business to working on it, and to go from making 50 grand a year to 100 grand a year, or working seven days a week to working three days a week, whatever it is. What they want is your blueprint, and it just needs to look credible.

It's basically like, this is what it is, it's been established, it's been refined, it's enabled you to make 100 grand, a million pounds, 10 million pounds, whatever. What they want is your blueprint. And then the credibility is to start off with what it's done for you.

So what they need is the blueprint, but the credibility is what it's done for you. So this blueprint's been developed over 20 years, over the last 10 years, we've taught thousands of people how to go from working in the business to on it, work less, earn more, and have more fun. And then the credibility is, for me, this blueprint has enabled me to start, systemize, and scale over 40 businesses.

I was awarded Young Entrepreneur of the Year, Entrepreneur of the Year, and I broke the record for making the most amount of money in one year on the mastermind program, using this blueprint. That might sound good, but I started off on the buildings, literally shoveling sand, and then over the last 15 years, I've gone and acquired single lets, houses, blocks, buildings, commercial centers, private schools, portfolios of blocks, et cetera, et cetera, and now I'm able to earn a million pounds a year, earning one, working one day a month, X, Y, Z. Dream lifestyle, dream car, dream house, et cetera, et cetera, whatever yours is.

It's like, that's what I did, and this is what it gave me. So what is what they want, but then, initially, what it's done for you. And then what we do is we'll then take them through that blueprint.

And you don't need to worry about giving too much away, because the reality is you can tell everyone how to do it, but very few people are gonna pay for the education. They're gonna pay for the experience or the execution. So what we do for the next one is we take them through the steps, because we say, but that's all well and good for me, but you don't care about me.

You wanna know how do you get this for yourself? And then what we do is we tell them the how. If you remember the podcast, that first five minutes is the intro.

The big 30 minutes in the middle is the value. So what we do is say, well, how do you do it? And you start this off with a bit of credibility as well, but rather than use our credibility or our client's credibility, you wanna use some industry credibility.

So how do you make it? And we know it's through business and property. Well, according to Forbes, 98% of self-made millionaires made their money in either business or property.

So what better way to get wealthy than having a business in property? This is what I did. This is what our clients do.

And this is the blueprint they used. So what I'm gonna do is I'm gonna take you through this blueprint step-by-step, and I'm gonna show you how you can go from where you are problem to where you wanna be solution in five simple steps. This is the blueprint I used.

This is what enabled me to build one of the UK's leading award-winning companies in the top 2% of fast-growing companies in the country. I'm gonna show you how to do the same. It's a five-step blueprint, and then what you do is you take them through the steps.

Step one is lack of clarity. And they say, right, well, I know where I am. I'm at the beginning, lack of clarity.

So lack of clarity, well, what does that actually mean? So you've got step one, lack of clarity, and then what you do is you explain the hell. What lack of clarity is is if you don't have clarity over where you are, where you're going, what business you're doing, what deals you're doing, what your margins need to be, your commercial balance, your sweet spots, you will have no problem paying the bills, but you will have every problem in the world actually making a margin.

Most entrepreneurs do not have clarity over what they want from their business and life. However, if you have a strategy, you will know exactly every year what you want from your life, what you want from your business, what deals you're gonna do, what deals you aren't gonna do, how much you're gonna invest, and how much you're gonna make. And this is the secret sauce.

So you've got the problem, then you've got the solution, and then you've got an example of a value add. So for strategy, this is the strategy that we teach our board members on how to make a million pounds a year working one day a month as a chairman. Obviously, if we were doing this for the blueprint, it would be a different example.

It's a five-step blueprint, and these are the five things you need to have a solid strategy to enable you to make more money, work less, and have fun doing it. And this is your big value add. So basically, every step is hell, problem, heaven, solution, and then example asset.

Now here's, we actually know what we're talking about. This is what we teach. It's not just sex appeal.

And then once you've shown that, problem, solution, example, you give a case study. So you say, well, yeah, it worked for me, that's great. But here's Adam, who I met in 2018, who had a very successful business in London.

He wanted to make more and work less. And also, he wanted to make more, so he wanted to double the size of his company. In the first year, I told him, let's have a look at your business model.

And actually, if you reduced revenue by 10%, you could increase profits by over 20%. In the first year alone, he increased his profits by 40% on a multi-million pound company by actually reducing his revenue using this blueprint. So it's a case study.

It shows that it actually worked for somebody else. He's now one of our mentors. He'll be the one that teaches you, and he knows how to do this.

And then what you do is repeat step two and step three. Step two, problem, solution, case study. Step three, problem, solution.

Sorry, problem, solution, asset, example, like value add, and then case study. Problem, solution, value add, and then case study. And then what you get is, let's say you're at three or five, or if you're doing, you don't really want to do too many steps, because you don't want this to be more than 45 minutes in most cases.

Sometimes it might go up to 90, but you want to keep it quite punchy. People's attention span is getting less unless they're at a seated event, like a physical event. Do two and three, which takes you sort of two-thirds, or sorry, two-fifths of the way through.

And then what you do is you position your product. And what you do is you position your product. They've listened to three steps.

Seems legit, I get it, it resonates, I can relate what they're gonna sell. If this sounds like what you're interested in, we do a three-day event, where we can teach you this start to finish in three days. It's 5,000 pounds, these are the dates, this is the event.

And basically what you're doing is you're positioning the full price, the dates, and they just know it's coming. They know that there's a sale coming. Most people aren't stupid, they turn up to a webinar and they know it's gonna be hopefully 80 or 90% content and 10% sales.

But this is short and sweet, it's one slide, it's positioning, it's pricing, it's letting them know it's coming. And then what you do is the fourth step, and again, exactly as we said, do the step, the hell, the problem, the solution, and then the value add. If you're struggling with your team, there's three things you need to learn.

Two of them are your responsibility, define, delegate, do. Big value add, wow, that makes sense, I'm gonna go and put that into practice. And then a case study.

Shiv learned this three years ago, five years ago, he was making 18 grand a year, now he's making over half a million pound a year and working two days a week. Here's how it works for somebody else. That's step four, and then step five.

And then what you do is you get to the pitch. And then the pitch is where, obviously, you put it all together. And the first thing of the pitch is to make sure that you make it inclusive.

Because if you're of a certain profile, maybe you're male and the audience are female, maybe you're older and the audience are younger, whatever, you wanna make sure it's inclusive. So the first thing you do is say that this, this is suitable for, and the way we do it is, we call it any stage at any age. If you're at any stage in your property journey, you're making your first hundred grand or your first million, this is the blueprint you need.

And any age, it doesn't matter whether you're two years in business or 40 years in business, this is the blueprint that we and our clients use. So framing it for everybody, so everyone feels inclusive, yes, you're talking to me. And then the pitch is really simple.

So step A is the pain and the solution. So having listened to this, if you're genuinely in that camp that we talked about where you are the pain, and you want to use this blueprint to get you to a point where the solution, then this is the opportunity for you. The second step is the product and the price.

So what we do is present it again at the full price, which is the product and say, right, it's a three day event, as I mentioned earlier, here's the dates, it's 5,000 pound, we've been doing it for 10 years, it's oversubscribed every year. However, because you've made it to the end of the webinar and you've attended today, we want to make you an opportunity that either we've never made before, or that you only get on this call. Then you do the value stack.

And the value stack is where you just absolutely pump it with legitimate value. The key thing with the value is it's legitimate, but it doesn't cost you anything. So as a VIP golden member, because you've come through friends and family, because you've come through our email list, wherever, we're going to give you this.

And the aim of the value stack is just to load it, like bang, bang, bang, bang, you're going to get this. And it's just like all this stuff, worth 1,000 pounds, worth 500 pounds. These are actual things that we've sold in the past that we're going to give to you.

Of course, they cost us nothing because they're recorded, but they're genuine value ads. And you're like, this is actually worth, we've sold every single one of these for 7,700 pounds. Plus, we're going to let you bring a business partner, life partner, someone with you.

That is genuinely 15,000 pounds worth of value. And they're like, wow, that sounds amazing. And then you make it a no-brainer.

It's a five grand event that we're thinking about. It's a 15 grand value stack. But if you sign up in the next 30 minutes, the first 10 people will get it for 990 pound plus VAT.

Absolute no-brainer. They already were thinking about three days at five grand. They're now getting 15 grand at 995 quid.

It is no surprise that Adam and Bianca and Yolanda sold that out within whatever it was, three weeks. And then the close is, how do you actually close it? Somebody's still sitting there thinking, that sounds too good to be true.

It sounds like a no-brainer. Must be a con, must be a scam. If it's too good to be true, then it's not true.

But it also has 100% money-back guarantee. You come to the world-class three-star Belfry, have three-course dining, ribeye steaks, whatever you want. You fill your boots, have the first day on us.

If you get to breakfast on the second day and we've not delivered, come to us at the back, give us back the resources. We will there and then refund you, shake hands, still be friends, and you have nothing to lose. All you have to do is take action.

And of course, the outcome is inevitable. And that's how you close leads using a sales, a six-figure sales funnel and slide deck. And that's how we've done it for the best part of a decade, using sales webinars.

As with the content, this is only gonna work if you take action. If you're not already putting the effort into raising your profile, go and do that, whether it's through social media, speaking events, or like we talked about, podcasts. And if you are already doing those things, but you're not making enough sales, you need to be, one, getting those leads out of your audience, into your list, and then two, getting people out of your list, into your client base by doing things like six-figure sales webinars.

Make sense?

[Speaker 21] (1:25:51 - 1:25:52)

Yeah.

[Daniel Hill] (1:25:52 - 1:25:56)

Gonna go make some sales? Yeah. Excellent, let's welcome Josh back to the stage, ladies and gents.

Thank you very much.

[Speaker 7] (1:25:56 - 1:26:08)

♪ Allow me to reintroduce myself, my name is O, O, H to the O-V ♪ ♪ I used to move snowflakes by the O-Z, yeah ♪ ♪ I guess even back then you could call me CEO by now ♪ Good session?

[Speaker 21] (1:26:09 - 1:26:09)

Yeah.

[Josh Keegan] (1:26:10 - 1:31:15)

Grant loved it, good. Anyone else enjoy that session? Yeah.

Good, very, very good. A lot to go away and do, isn't there? Lots of stuff that we've got to build.

Who's gonna become a guest on a podcast? Cool. Yeah, a few of you.

Who is gonna launch their own podcast? Yeah, a few of you. Okay, right.

The main thing is we've got to create an audience. We need people that are lining up and ready to actually understand what we do and buy from us. I think a really good example of this is Grant.

Who's seen Grant's launched a podcast in the last month? Yeah, a few of us? I thought Grant was this weird guy that just ate about eight eggs every morning and I thought it was odd.

I was like, why are you eating so many eggs? Why are you eating so much meat? Why are you sitting with a buffet of food?

But now he's launched his podcast and I get it. It's his methodology, it's his ethos. I know about his Nordic cycles.

I know about his 72-day fast. I know about his bank account. I know about his story.

I know about everything. And I know how him and Kate got together now because of his podcast. Absolutely fantastic.

And now he's starting to build that audience already. If whatever's coming, it will have the impact that it's gonna have. It's absolutely very, very powerful.

And when you start doing this, you start giving that know, like, and trust and build that credibility, this is where it all starts to come together for you. We had a conversation in Mastermind last night with one of our members that's thinking about launching an online training community. And it's like, the advice was, may not be the best idea, just launch a podcast.

And like Dan was saying, if you have clients that keep speaking to you and keep asking you certain questions, you wanna direct them to that podcast. Direct them there because they can get the answers, it's time efficient, and it's gonna build the credibility with you. Remember, this could be your audience.

You don't actually need that many people to actually do this. If you look at this room, speaking in front of this room as an opportunity would be like a nice opportunity for everyone. You know, 60 people in the room.

You times that by 10, we'd pay money to literally come and speak in front of an audience of 10 times the size, wouldn't we, for our businesses? And that's what the power of this medium is, and that's what it can actually do for you. And just a reminder, consistency beats clever.

If you are going to do this, if you're gonna start appearing on podcasts, if you're going to start launching your own podcasts, the value is where you get consistent, like with any marketing. So don't just go young with a few podcasts, see how it goes. Don't be that person that gets to 10 podcasts and then quits.

Be that person that gets to that 30, 40, 50, and just commit to a weekly podcast, monthly podcast, whatever it is for you. And likewise, with your guest strategy, make sure you're consistently appearing on guests' podcasts as well. What could be a great way to ensure that you're consistently appearing on guests' podcasts?

Any ideas? Keep asking them, yeah? Have them pre-booked, yeah?

Easy one, that. Sponsorship, yeah? Get somebody else to sort these appointments out for you, like with anything.

Like if it's gonna be reliant on you to wake up in the morning and reach out to people, it'll probably fall flat on its face. I literally have a team member that's on LinkedIn booking guests for our podcast and getting me on guests' podcasts, and they're doing that every single day. And so it means it's constant, it's consistent, it's happening.

So get your EA, get your PA, go and chat to UPT, write a little blueprint, say these are what the podcasts wanna appear on, write some awful notes in the chat to UPT, press Enter, and have this amazing process built for you, then tell your team how to get you guest appearances on podcasts, let it do the work, give it to somebody, and just say every single day, I want you to progress, message people, and get me a feature on people's podcasts. I wanna be on one episode a month, and just watch the magic happen when you delegate that, and it happens for you.

Homework then, so make a list of the podcasts that you would like to appear on, reach out and get your first contact, reach out and get your second contact, and get a yes or a no, and secure the booking. Obviously, as I said, for the savvy ones amongst you, you'll turn this into a process, and you will get somebody else to do this for you, EA, PA, anyone you like. It's a very simple task, actually, it just needs a progression.

And then the six-figure sales webinar, who's gonna do a webinar over the next six months in summer? You people, myself included, quite a few of you, great. Complete your first draft, complete your second draft, test the deck on a small audience, you know, test the deck on a small audience, see how well it goes and how well it goes down, and then refine and finalise your webinar, and do it to an audience.

Webinars are really powerful, they're a great way of turning that audience into leads and people that actually wanna speak with you. Right, proper entrepreneur AI, who's been enjoying these AI sessions? Yeah, absolutely brilliant, aren't they?

Who's, like, as a result of these sessions now using more AI in their businesses? A few of you, absolutely awesome, great. So, we are going to invite our next property entrepreneur AI speaker to the stage.

This man is a masterminder, he's an award winner, he's an entrepreneur, and he's a property investor, and probably the most important accolade is he is young, which means he understands more about AI than anybody in this room, because he's got age on his side. Ladies and gentlemen, let's welcome to the stage, Mr. Bin Mo'at!

[Finn Mowat] (1:31:25 - 1:37:02)

Thank you. So, I've got no excuse to be bad now, because we just heard from Dan about how good to be when you're doing a talk, so we'll see how this goes. So, yeah, so I'm gonna talk to you a bit about AI today, and more specifically, AI agents, and this is something that I've been working on and really interested in recently, but what I've also seen is a lot of, I guess, misinformation you'd call it about AI agents, what they are, what they aren't, and what the future looks like for them.

So, who in here has heard the term AI agent recently? Yeah, pretty much everyone. And who is using a product right now that kind of advertises itself as an AI agent?

Yeah, a few people, yeah? So, we're seeing this word a lot, especially in these sales campaigns where it's a bit like snake oil, really, you don't know what you're getting. There's all these startup companies that are coming out with all these different exciting products, and I think there's a big difference between the hype and the reality of what an AI agent is right now.

And so, I'm gonna try and run you through a bit about what they are, what they aren't, and then I'm gonna show you an example of what I'm using, which is the closest thing I can get to an AI agent right now. So, the goal of an agent, I think, is to sense, plan, and act. This means that it will get some kind of trigger, it's always running 24-7, it's a bit like an employee that never sleeps, and once it gets whatever trigger it is, whether it is user inputs, or an email comes through, or something like that, it then plans, using a set of tools that it's got, to figure out what to do next, and then it acts on that plan after it's kind of thought about it, and it produces an output, all autonomously and unprompted. However, what we're seeing right now is none of these are really autonomous yet.

They all kind of follow a workflow that you're given, and they work really well, but they can only do a set number of tasks, you've gotta tell it kind of what to do, you've gotta guide it through the process, and it's not really what AI agents are being sold as. And so, today, I think what we've got more of is what I like to call an agentic workflow, and I'm gonna talk you through a bit about what these are in a minute, and give you some examples, but I think it's still really important to be paying attention to this, being aware of what is coming, and what isn't here just yet. So, here's a very basic diagram of an AI agent that's run off a user input.

So, as you can see, once you input it, it can use all these different tools, such as database, local files, different APIs, so it can link into all your other services, sensors, and then it puts that all together, it works out what to do with it, and it creates an output. And that's kind of the essence of what an AI agent is, and it's different to what a chat TV team might do today, because it has access to all these tools, it has access to your files, it knows about you, and it can go and act on that. So, if we don't have this quite yet, why should you care today?

Well, these AI agents are going to, and can already, automate so many manual workflows. They can save so much time and cost as well. Rather than hiring an employee to do these small little tasks, I think you can use these to automate loads of stuff, and be really, really efficient in your business.

And it's coming whether you like it or not. You know, we're all talking about, oh, what's going to happen to employment, what's going to happen to my job, what is my business going to look like? It is coming, so rather than stop keeping talking about it, wondering how it's going to look like, I think it's best to get ahead of the curve, and get on that crest of the wave, and start using it now.

You need to learn this before it's too late. I'm going to talk you through why I think you need to learn this stuff now, rather than waiting for the easy systems to come along. So, I've broken what I think is four stages of AI progression.

What we've been through, and what we're going to. So, stage one, I think, was generative AI. You know, we all saw these models come out, ChatGVT, Clause, Grok, that can, you know, take user input, they might take an image or something, they might go search the web, and it generates an output as an answer, usually in text, or possibly an image, but it's very much, it answers a question for you.

It doesn't do much else apart from that. Next stage, we're seeing all these AI assistants coming along right now, things that plug into your daily workflows, for example, Gemini, working with your Google Docs, and Sheets, and stuff, giving you suggestions, Fixer for your emails, Copilot with Microsoft stuff, we're seeing all these, everything is getting an AI tag on it these days. And these are really great, because they can help you, they can make things more efficient, but all they really do is offer changes and suggestions, and they don't actually do anything for you.

And like I said, I think we're heading towards these AI agents that are autonomous and unprompted, and they can problem solve for you 24-7, all days of the week, and they're really, really effective. But I think what we've got right now is these agentic workflows. And these are kind of the middle man, which I don't think many people are using right now, because it requires a bit of work on your end, however, it can utilize AI, and all these tools, and APIs, and stuff, to do a lot of really powerful things for you.

And so I think that's where we are right now, and I think that not many people realize that's where we are. So, I'm gonna talk you through one of the platforms that I'm currently using to use these agentic workflows. It's a bit more complicated and advanced.

Yeah, very quick question. Mic box.

[Speaker 20] (1:37:04 - 1:37:10)

What's been the timeline from stage one to stage three? How many years, how many months has it been?

[Finn Mowat] (1:37:10 - 1:48:54)

So, as far as I remember, ChatGVT, I think it came out end of 2021, around then. And I think we all remember how quickly it kind of advanced, how great it was from the start. So I think it's probably two years between when we first got access to ChatGVT and these models that you can give a prompt to, and it gives an answer.

So, getting these AI assistants, and I think that very quickly after that, we've gone to these kind of agentic workflows, which are probably being used to make these AI assistants, but I think the agentic workflows, they kind of exist, they've existed for a while, but it's just the number of people that have kind of got on board with it is a bit different. So I think it's happening very quickly, and I think that to get to stage four, AI agents, I think that's going to take a bit longer than people think. And so that's why I'm kind of thinking that these agentic workflows are really important because everyone's waiting for these AI agents that are going to be able to do everything for you.

And I think we're possibly a few years away from those actually being really effective. So I think it's important to know about these other stages first. So this piece of software is called NA10.

And like I said, a bit more advanced, it takes a bit, it's a bit of a learning curve. However, I think once you get the hang of it, it can be really, really powerful. I'm going to tell you why.

So this is a really great way to automate daily workflows with AI. So these are tasks that you might give to a VA or one of your employees. And it's kind of a task that doesn't require much creativity, but it's just a standard workflow.

And the key part there is it links in with AI really, really well. It's got a very visual node graph builder, so it doesn't really require any programming. There are some slight bits of programming language involved.

However, you can just use ChatGPC or something to get that all done for you. And that's kind of what I've done, is I've used ChatGPC. I've hand-coded it, but I've used ChatGPC and Clause and that kind of thing to create these workflows really effectively.

And the most important part is that it's got over 400 integrations and over 900 templates on the website. So this basically means that it can link into pretty much any daily app that you use. It can access your Gmail, your Calendar, your OneDrive account, your Asana, your Clockify, your Calendly.

It can link into so many of these tools that we use daily. And there are all these templates that are made by the community, which you can basically just drag and drop into your workflows and use straight away with very little setup. So what are a few things that you can do with it?

I'm going to show you some examples in a minute, but some very basic ideas. Tenant chatbot, I'm going to show you a bit of a demo of this later, where basically you could set up this WhatsApp chatbot where your tenant can message it 24-7. You don't have to get a notification at 3 a.m. saying that the water pipe's burst. It will get it for you. It will work out what it needs doing, what the kind of process is, might call the plumber for you, and it does all that automatically. Automatic invoice filing.

So I've got it set up so that I get a WhatsApp message every time I get a new invoice. It tells me whether I need to pay it, whether it's been paid already, or whether it's a rent income or something. It does it all automatically.

You can link that into Xero or whatever you want. Or you can use it as a, another example I'm going to show you is basically a personal assistant that manages your calendar for you. And there's so many, it's kind of limited by your creativity, really.

There are so many different options of what you can do this with. So I'm going to give you a quick walkthrough here. Apologies if it does seem a bit complex.

But I promise, once you start to look into this stuff, it becomes so much more simple, and it is extremely powerful. So when you first log into NHSN, you get kind of this dashboard here. And you can either self-host it or use the cloud version.

I'm using the cloud version here, but at home I self-host it so it can link into all of my local files and all that stuff. But it is easier to do it on the cloud version. And you kind of get this dashboard where you can set up all these different workflows.

And I've got some examples here. But first, we'll just go onto the main website. And you can see here that we've got over 1,900 templates already made by the community.

And so if I want to search for something, say I wanted, of course I wanted to use AI, then I can go down here, and there's all these different options of what I can get, what other people have come up with. And I can choose one of these. So let's have a look.

So say if I wanted to generate leads from LinkedIn using AI, then I can go on here, and it will show me the example workflow. It's gonna be a bit small, but you can see very basically here, it shows you what it's doing. I can drag and drop this into my workflow if I want.

And it gives me a bit of a description of how it works. So it uses some systems to basically scrape LinkedIn, gets usernames, get user information, and it can match users to what you're looking for for if you're trying to, say, sell a course or something. And it can do that all for you.

So you come back with a spreadsheet full of your leads, and it does it all in the background without you having to insert a prompt there at all. So there's all sorts of stuff that you can get here. But I'll show you some very basic stuff.

So if we go into here and we create a new workflow, you can see that it's got this very basic UI, where we can ask, you start by having a trigger. So this is whatever is gonna prompt the workflow. Like I said, I don't think we've got AI systems yet that are gonna do these unprompted.

So this is the next best thing, but you can be pretty creative with it. So say if I wanted to do it on a chat message, so I can just test that one here. So I can open up a chat window and basically talk to the AI.

I then click that plus button. I can add an AI in here, which they call it an AI agent. And the really powerful part is down here.

So I can choose which chat model I want to use. So I can assign it chatGBT or Claude or anything like that. I can then give it a memory.

So it's got some kind of context, so it can remember users' data. It can remember if you've had a conversation before in the past. And you can go pretty in depth with this.

You can link it in spreadsheets and databases and all sorts. And then the really exciting part is all the tools that you can add. There are so many different programs that you can plug this into.

So I could give access to my Gmail, for example. And again, it kind of looks a bit complicated on the surface, but it does most of it for you. So I can get the AI to define who an email is gonna be sent to.

It can basically use this send operation to send an email for me. It just links straight into my Gmail. I don't have to touch anything.

It will write it all. It will do it. It will kind of go back and forth from the tool.

So if it sends to the tool a subject and the address of who to send it to, and the tool will come back and say, I need some kind of text to put in there, the AI chatbot will go back again and generate that text, whatever the subject, body of the email is. And it does it all for you really, really quickly and effectively. And like I said, it can plug into so many different things.

And then you can generate an output from that, whether it's a text message or just sends the email or anything like that. So I've gone over it pretty quickly there, but I'll show you some quick examples of what I've come up with. So here, I've got a bit of a personal assistant that I'm at ease.

And firstly, I'm gonna really hope these work because I was up at 3 a.m. last night trying to fix all these so I managed to break them somehow. So I've not tested them properly, but in theory, it should be all good. So if we zoom in a bit here, you can see it's basically just a flowchart system.

So whenever a chat is received in WhatsApp, then it's gonna work out firstly if it's a text message or a voice message. If it's a voice message, it's gonna go and use ChatGVC to transcribe the audio for me. If it's a text message, it's just gonna quickly converse it into a format that the ChatGVC can recognize.

It then goes into the AI agent, which has access to GVC 4.1 and its own memory bank for this specific workflow. And then it has access to different tools that I've set up, which are different workflows. So for example, the email manager workflow, I can go and open that.

And that is basically its very own agent that I can plug into anything and it can check my inbox for me and send emails for me as well. And it's triggered by this other workflow here. It can access my calendar, it can create Zoom meetings for me.

And it then basically outputs a response within WhatsApp. So I'm gonna try and show you this now. And give you a bit of a example of how this works.

It might take a bit longer for those longer ones. So, I'm gonna quickly test this workflow and it's gonna be a bit hard to see, sorry. But I can basically ask this, what is in my calendar for tomorrow?

And I'll send it off to the email manager. It will then go through the whole system and you get a bit of a visualization here of it going back and forth between the calendar agent and the workflow. And it gives me a kind of chat GPT style response of what I've got on tomorrow.

And this is, as you can see, this is very basic stuff. It can get really, really powerful really quickly once you link it into your existing systems. I can also send a voice note.

So I'm actually gonna ask it to move back my sunset walk tomorrow night because the evening's a bit longer, by an hour. We'll see if this works, hopefully it will. So, hi, can you please move my sunset walk tomorrow back an hour to 8 p.m.? I'll send this off and then, actually it won't because I've not run it, so I'm testing it out. So I'm just gonna forward it back to myself, back to the agent. So we'll get it again. And then it's, again, going through, it's transcribing all the audio that I've sent it.

It's going back into my calendar tool so it can search it all. And once it's done that, it will send it to chat GPT. Chat GPT will create a response.

It will then turn it into its own voice note. So if I'm in the car or something, I don't wanna read text because it's in a voice note, it will do that for me. Then I get a voice note, which hopefully, I'm gonna try and use my microphone.

[Speaker 15] (1:48:54 - 1:49:04)

That walk event tomorrow, May 9th, 2025, has been moved to 8 p.m. to 9 p.m. If you need any other changes, just tell me.

[Finn Mowat] (1:49:05 - 1:51:32)

If I go into my calendar here, we can see that it has moved my sunset walk forward an hour tomorrow. So yeah, there is so much that you can do with this, and like I said, the real power comes from integrating with different tools. So if you want to plug into your Asana so that it can see what your student lab test is and what your different employees have to do today, you can do that.

If you want it to link in and send automatic follow-ups after you've had a Zoom meeting, then it can do that as well. It can, using the Zoom integrations, it can listen in to your Zoom calls. It can get a summary, and then only if it needs to.

It's a bit more customizable than these other platforms that we use a lot, like Otter or something, but it can send out a message to all the attendees of the Zoom meetings with a summary or an action list of what to do, and it can do that all for you. And so I've got one more, hopefully this is gonna work, but I've created a bit of a more complicated system. For example, an AI chatbot.

And so I'm gonna turn this on, and hopefully, I haven't tested this with more than one person before, so hopefully it'll work with a whole room of people, but everyone in here should be able to scan that QR code, and it'll open up a WhatsApp chat in your WhatsApp with this AI agent that I've set up, and you should be able to talk to it like you're a tenant and say, for example, you've got a leak in your bathroom, and it should interact with you like that. It's not gonna send any emails or something, so it's not gonna accept that, because it's just a demo, but hopefully this should work, and hopefully we'll see some smiles soon if people start getting it to work. Is it a WhatsApp business only?

Is it a WhatsApp business only? So this, it can talk with any WhatsApp accounts, and the AI agent is basically using its own phone number. Connects to WhatsApp, so it can't be your everyday phone number.

It's basically a business number that is run by the workflow, yeah. Have we got any success? Yeah.

Is it working?

[Speaker 16] (1:51:34 - 1:51:35)

Brilliant.

[Finn Mowat] (1:51:36 - 1:51:41)

Yeah. Yeah, can we get a microphone to Dan quickly?

[Speaker 12] (1:51:54 - 1:52:07)

So as an example, my broken window here, I've got eight potential four. So if I want someone to come on Tuesday the 14th of May or Thursday, whatever it is, the response to that would then trigger that going to a contractor?

[Finn Mowat] (1:52:09 - 1:52:46)

Yeah, so hopefully in that case, it would then ask the tenant for any times they can do it. It might suggest some times, and you can set it up so that it will go once the tenant has said the times they can do, it will then send an email off to the contractor to then confirm if they can do it or not. Once it gets an email from the contractor, it'll go back to the tenant, confirm it's booked in for that date or time, and kind of do it all for you automatically.

If it's a more serious issue, such as a fire's broken out, then it will know, hopefully, to go and contact you directly and send me a WhatsApp pretty much. Perfect. Wow, thank you.

Very powerful. Yeah, thank you.

[Speaker 5] (1:52:46 - 1:52:51)

Finn, just to clarify, so you haven't had to pre-input any of these responses, chat GDG's doing that?

[Finn Mowat] (1:52:51 - 1:52:52)

No, so I'll, yeah.

[Speaker 5] (1:52:53 - 1:52:57)

FaceDice is using its own intelligence to work out what the right solution is?

[Finn Mowat] (1:52:57 - 1:53:07)

Pretty much, yeah. So, what I've done here is, what you can do is, Sorry? You might have to cancel it.

Sorry, okay.

[Speaker 21] (1:53:07 - 1:53:07)

No, no, no.

[Finn Mowat] (1:53:08 - 1:53:09)

That was very smart.

[Speaker 21] (1:53:09 - 1:53:11)

Okay. Thanks for the heads up.

[Finn Mowat] (1:53:13 - 1:54:41)

So, what I've basically done is I've created this AI agent, and within these AI agents, you can basically give it, a bit like chat GDG has its own memory function, where you can input some basic instructions so it knows who you are, what you're about. You can do that to these AI agents as well. So, always give the same font each time.

So, if we go in here, then you can see that I've outlined what behavior and tone it should use. You know, I've given it a bit of knowledge base. You can plug this into your, for example, think of it as just onboarding an employee.

You would tell them what to do, how to answer the phone or something like that. You'd give them access to your documents and your documentation, your blueprints, basically, on how you run your business. And it can then go take that and operate off them.

And, yeah, you can teach how to act. And one thing that you can do with AI, is called, there's a feature called temperature, where basically you can, if it's a lower temperature, it's gonna give a more straightforward response. So, you know, ChatGBT, normally, will give you any number of random responses.

You can't really control what it's gonna say. But if you turn down the temperature, which I've done here, it's gonna give you a lot more specific, less creative outputs as well. So, it just controls it a bit, whilst the tenant can't go in and mess with it and try and break the system.

Yeah.

[Speaker 10] (1:54:43 - 1:54:59)

I'm trying to set up a system where I'm giving my clients a breakdown of everything that's happened that day. So, the important emails that's come in, what's been actioned, what's outstanding. Would that be able to do it for me?

[Finn Mowat] (1:55:00 - 1:55:17)

Pretty much, yeah. Yeah, so you could set up a agent that basically might run once a day or something, and it'll go in and get that information that you're looking to send out. And you could get it to send out an email to a list of people, and it'll do that kind of 24 seven without you having to punch it.

[Speaker 10] (1:55:17 - 1:55:18)

Great, thank you.

[Finn Mowat] (1:55:18 - 1:55:18)

Yeah.

[Speaker 19] (1:55:23 - 1:55:25)

Have you had any problems with it hallucinating?

[Finn Mowat] (1:55:26 - 1:56:30)

So, that's why I turned down my temperature, because it stops the hallucinations so much. So, a hallucination is basically where AI will make something up. It will, so if it doesn't have the answer to something, then it will create a kind of random response.

And in this case, if it's kind of a key thing, like a tenant's trying to get in, trying to book in a service, then if it hallucinates, it might say that it's done something when it hasn't actually. And so, by controlling the temperature, and probably doing some testing on this part, I haven't had any of those kind of issues. And you can mess around with it as much as you want in that chat bot.

I'll be turning it off at the end of the day, but you can mess around with it the rest of the day. And you can see, hopefully, it shouldn't give you any weird responses. It should always, if it can't sort out itself, I've told it, somewhere down here, to send it to me directly.

And I've given it my email address, so it'll just say, I can't answer this, could you please send it on?

[Speaker 19] (1:56:31 - 1:56:35)

Can you set up an agent to sense check what's the other agent?

[Finn Mowat] (1:56:35 - 1:56:57)

Oh yeah, yeah. So yeah, and this is the great thing about this, is you can have as many steps as you want, basically. And there's also this thing called human in the loop, where you can get it to basically, it could message me to ask for a confirmation that it should do something before it actually does it.

So I can just say on WhatsApp, yes, I'll go off and do that. One more question, okay, yeah.

[Speaker 6] (1:57:01 - 1:57:33)

Really interesting stuff, thank you. No worries. A couple of questions.

So WhatsApp, has it got its own WhatsApp number there? And can you, so is it basically acting like a person with a phone number? And so can you add that to a WhatsApp group with, say, clients?

And secondly, it reminds me a little bit like, is it Zapier or Zapier, but maybe more advanced? Is Zapier gonna, is Zapier like this already? Or do you think it'll go like this?

Or what are the differences? Thanks.

[Finn Mowat] (1:57:33 - 1:57:37)

Yeah, so for the first question, what was the question again?

[Speaker 6] (1:57:39 - 1:57:40)

What's that number?

[Finn Mowat] (1:57:40 - 1:57:41)

What's that? Okay, yeah.

[Speaker 6] (1:57:41 - 1:57:43)

Does it act like a person with a phone number?

[Finn Mowat] (1:57:43 - 1:59:16)

And can you add it to groups? So, for the WhatsApp number, I, for this demo, I popped into Cisco on my way down here yesterday, went in, bought a cheap Pez Hero SIM, and connected that to my phone so that I could get one text message. I then went in and, I'll see if I can cut it up.

Basically, using, because it's all meta, I connected the, I created this app in meta and connected the phone number to it. I just had to get a verification number so that it knows that I own that phone number. But after that, basically WhatsApp takes control of that number.

And so now, I can't use that number as a standard number on WhatsApp or anything. So it's not my actual phone number. But it takes that, then gives it to WhatsApp.

WhatsApp then run it basically as one of their business accounts. I haven't tested trying to put it in any groups or anything yet. I'm sure there is a way probably to do that.

And, yeah, so, I can't access a chat history or anything in the normal sense that you would log into WhatsApp on your phone or your laptop and do it through there. But it still has all the memory from the stuff that I've set up in there. So it's a bit complicated.

I'm not gonna use it for anything else. It just is owned by the business there.

[Speaker 6] (1:59:18 - 1:59:19)

Thank you. And the Zapier?

[Finn Mowat] (1:59:20 - 2:00:19)

And so I haven't had much experience with Zapier, personally. However, I think this is the way a lot of stuff is going. So you can see here, I've got the phone number just connected in there.

And WhatsApp now owns that. But, yeah, I think this is the way that things are going. I think there's gonna be a race to try and make it as user-friendly as possible.

However, I actually think that this, a bit more advanced system, is a lot better because you have more control over it. You've got a lot of these AI apps that you can go in and they kind of make an app for you or something. And you don't often have that much control over what it produces.

You just kind of got to roll with it. So if you've got a very specific idea in mind, for example, like this personal assistant thing, where I want to control it every little bit of it, I think something like this is a lot more powerful. Because you can tweak it.

And then once it's done, you don't have to worry about it because you're in control and it's kind of running for you in your system. Thank you. No worries.

[Josh Keegan] (2:00:20 - 2:00:23)

Yes. Thank you. Thank you.

[Speaker 7] (2:00:23 - 2:00:33)

♪ Bruce myself, my name is O-O-H to the O-P ♪ ♪ I used to move snowflakes by the O-Z ♪ ♪ I guess even back then you could call me man ♪ That was good, wasn't it?

[Josh Keegan] (2:00:34 - 2:01:30)

Excited to put that in place? Absolutely banging, yeah. Very, very good.

So that was the PE AI showcase. I believe Finn is gonna be available in the community if you need to ask any questions, which I imagine you probably will. And he'll be around for the rest of the day.

Homework from this then. So trial and test this app and put it in place. Ask experts in the Facebook group and put it into your business if you can or want to.

I would suggest that everybody in here probably has some sort of process that they can start playing around with this stuff and start implementing and getting it in place in their business. So it's definitely one to take on board this month and get started with. We're gonna go through a break.

Remember to get your steps in. You know, get up on your back is right in the air. So get a few steps, have a few laps around the bell before we come back feeling nice and refreshed.

And let's be back in the room please ladies and gents at 12 o'clock. Let's finish with a huge round of applause. Thank you.

Yay! Yay!