**PEP 101 Edited\_Transcription**

[Daniel Hill] (0:06 - 1:08:31)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. We are now ranked top 10 in the UK for all business entrepreneurship podcasts. Last year, we were ranked the seventh top property podcast, and every month, we are ranked in the top 5% of all podcasts around the world by download.

Thank you to everybody who shares, subscribes and supports this podcast. It is literally my life's work in simple blueprints broken down to enable you to achieve everything you want in wealth, health, and life by design. I hope you enjoy this next episode.

And if you're not already joined one of our exclusive and private VIP WhatsApp groups, check out the show notes, come join the party, and I look forward to seeing you in there. Success and failure are both very, very predictable. Let's get into it.

Okay, ladies and gentlemen, so welcome to the next official property entrepreneur podcast. It is Tuesday, it is time for your next episode, and it is my 36th birthday. So in this podcast, what I'm going to be doing is taking you through 36 top tips to celebrate my 36th birthday.

Now, some of these are going to be things that I have learned recently, but most of them are actually focusing on how can I give you the most value. So this is not necessarily 36 things that I've learned this year. It's more 36 things that I think will be an absolute game changer for you based on my mindset of what I've seen people do really well recently, what I've seen people do really badly recently, what bits of information, top tips, wisdom have I given people that have done them really well recently, and just where do I consistently see people do really well and also just completely trip up and get this wrong. So 36 lessons at 36, let's see how we get on. Bearing in mind as well, some of these, especially if you're a frequent listener, you're a property entrepreneur, you know me personally, professionally, you follow me.

One thing to remember with these as well is remember that progression in life, personal development, business, wealth creation is 90% not about what we need to learn. It's about 90% of what we need to be reminded. So some of this stuff might not be groundbreaking, brand new for you, but it should definitely be a reminder to make it a priority, put it to the top of the pile, and actually do it.

Knowing it's one thing, doing it's something very different. So first one is spend less than you earn. For some of you, that will seem like an absolute obvious no-brainer.

For others of you, it's the reason that you're in a difficult position. The first thing you need to do in wealth creation is spend less than you earn. Now, you'll be in one of two camps there, and it'll be black and white for you.

The second top tip, and this is if you've already nailed that. So if you're already spending less than you earn, sorry, if you're already spending less than you earn, which means you're saving, that's level one. Top tip number two is to get to a position where you actually save more than you spend.

Now, that might sound quite challenging or might not be explicitly clear. Number one is spend less than you earn. That's where everybody needs to get to as soon as possible.

Live within your means. Level two is to get to a point every month where you're saving more than you spend. So if you're outgoing, so two grand a month, five grand a month, 10 grand a month, you want to be saving more than that every month.

My logic is every month that I manage to survive in business and I do that, it means I can live for another year, five years, 10 years on my current outgoing. So actually save more than you spend. And when you realize life's about survival until you get number one nailed, and then it's about sustainability, when you focus on number two, you'll understand the difference.

So save more than you spend. Very advanced one. The third is understand the concept of living off the steam.

If you've not listened to the podcast from a few episodes ago, go back and listen to that. You don't want to live off the teapot. You don't want to live off the tea.

You want to live off the steam that comes off the tea. And you pull these things together and you'll realize financial independence and self-employment are two very, very different things. Number four, top tip, read philosophy.

So I think a lot of people can get confused when I talk about spirituality and sort of the universe and Taoism and Stoicism and just general life practices, mindsets, attitudes, values, approaches, and philosophies really. At the basic level, start to read philosophy. Whoever scratches your itch ticks your box.

Good places to start would be like the Daily Stoic or Wayne Dyer. Basic, anything to do with Taoism, the Tao Te Ching, Stoicism, just read all basic philosophy. I've been reading philosophy since I was at university.

Just start to read philosophy, see what sort of philosophies you like. And then also, write philosophy. Philosophy is just the words of wisdom.

It's like, how do you summarize perceptions? How do you summarize practices? How do you consolidate down those bigger thoughts into mindsets and mantras?

With Taoism and Stoicism, it's more about living life as an internal journey rather than an external one. So read philosophy is number four. Number five is energy.

Now, some of you will have endless energy and you're out there crushing it, doing sports, weight cuts, winning medals, championships, making your millions. Congratulations. Go out there and keep crushing it.

Equally, if you're in that space, appreciate that it won't last forever. When you've got that drive and that energy and that focus, it's like a really privileged position to be in. And it's absolutely essential for high performance.

If you're in it, it's a sentiment to acknowledge. It doesn't last forever. So it's normally like a three, five, seven-year peak, or it can be a 10 or 20-year cycle, depending on which space you're in.

But just acknowledge that it doesn't last forever. You've got a window of opportunities. Go out there and make these things happen.

And if you're in that space at the minute, don't wish it away looking for the end of the pot of gold at the end of the rainbow. Enjoy the journey without getting too cheesy. That's all there is.

That energy will not last you forever. So enjoy it while it lasts. Equally, if you put it to good use, and you use these blueprints, and you put them into practice, and we know that success and failure are very predictable, you will start to come into some money.

And over the last few years, whether it's been due to good strategic decisions through COVID, or it's been through people making money in crypto, or it's been people selling property at the right time, selling businesses, whether you're within the property entrepreneur space or outside of it, the last few years has been a financial windfall for a lot of people. And one of my concerns and growing concerns is that a fool and his money are easily parted. You know, it's so hard to make money effectively, efficiently, legitimately, sustainably.

When you do come into money, it's very easy equally for a fool and his money to be easily parted. And I've seen that in lots of spaces, including property, business, development, investment, entrepreneurship, cryptocurrency, a fool and his money are easily parted. It is much harder to make money.

It's much easier to lose money than it is to make. So if you come into money in recent years, just appreciate that you do not want to go back and try and make it again. You want to be protecting that with your life.

Number seven is the game is the goal. So if you want to be an entrepreneur, the aim of the game is the game. It's not the result.

The game is the challenge, the excitement, the target, the journey, the lessons, the learnings, the relationships, the successes, the failures. The game is the actual reward. The reward is not what you think it's going to be.

It's not going to be the multimillion pound exit, the tens of millions of pounds exit. Those things are cool in the cars and the houses. They're good.

But from somebody who's mastered success and somebody who's mastered failure, I can assure you that the game is the is the reward. You want to you want the biggest reward you can have from entrepreneurship is doing something you love, doing it with people you enjoy working with, having the freedom of whatever is choosing your own destiny, structuring your day how you want. It might be working twice as hard for half as much, but you're doing it on your own terms.

The game is the reward, not the it sounds like try or cliche, but it's the journey, not the destination. The game is the reward. That is that is what it's all about.

Number eight, do not fall into the trap of vilifying work. Now, this is about entrepreneurship. It's about high performance.

It's not necessarily about employment, because if you're employed and you do something you don't like, you probably should be vilifying work by vilifying work. I mean, you should be viewing it as a bad thing. If you're not enjoying it and you're spending 45 hours a week in a career, a business, a progression you're not enjoying, life's too short to spend your days, weeks and months doing something you don't want to do.

But equally, as an entrepreneur, you don't want to fall into that trap, like I did, of vilifying work. You'll absolutely miss it when it's gone. So having attempted retirement this year at the age of 35, or last year at the age of 35, having then said to myself, I don't want to work anymore.

I want to retire. I'm not doing any work outside of 10 till 2, Tuesday to Thursday. I spent months unlearning all of the skills that I've learned over the last 20 years to enable me to do what I do.

And the result, the challenge was difficult. The withdrawal was hard. The benefits were significant.

But also, I vilified work and actually did not enjoy the experience on the other side. I feel like we need purpose. We need to be productive.

We need to be on a bit of a mission. You want to get up every day and be excited, even if it's stressful at times and it's high pressured. You want to be excited.

You want to have momentum. You want to have meaning. There is sitting around doing nothing with the exception of perhaps a week's holiday, once a quarter or once a year, whatever you want.

Sitting around doing nothing for busy, productive high performers, in my experience, was not necessarily a good one. Number nine, the financial fortress is the only game to play. Now, the more and more that I appreciate the work that I've done over the last 20 years to give me genuine generational wealth and financial independence, I see others working really, really hard, building their businesses, working 100 hours a week, but not necessarily getting the financial returns.

Now, if you're playing the 20-year roll-up game and it's the delayed gratification, it's the roll-up, you never take anything out, you put everything in, you are hedging your bets there that you're going to have a big payday at the end of it. In today's world, where the economy can change and turn on a coin, and Apple, Google, Uber can create something app-based, tech-based, AI-based that could replace your job, your business, your sector in a second and do it for free, whatever you charge money for now, do it for free in some capacity or do it a lot cheaper. You want to make sure that the aim of the game is not winning the game, that the aim of the game is not to get the medal at the end.

The aim of the game financially is to stay in the game. Now, it's not the amount you save or the amount of time you save for, it's just the habit of saving that matters. And whether you can do £50 a month or £50,000 a month, you want to play the game of the financial fortress, which is take money off the table.

Now, this is a double entendre. Taking money off the table means every month on the 28th of the month, if you're paying yourself £2,000 or £10,000 or £20,000 a month, you're also saving £200, £2,000, £15,000, whatever it is, every month you're taking money off the table out of the business in the same way you would pay your mobile phone bill or your internet bill or your car insurance. You should be paying up to your financial fortress every month to celebrate staying in the game the 28th of every month.

Get that money drawn up and that is the only game to play. And like I say, it's the practice of it that will get you where you want to be. And then the second meaning of taking money off the table is you want to get to a point after five years, 10 years, 20 years of being in this game that you don't have to ever make a decision based on money.

You do make decisions based on what you want to do. You have financial independence. You don't have to do anything for money anymore.

You live life on your terms because you've built a financial fortress, which protects you through the good times and the bad. That is the only game to play. Number 10, choose your own challenges or have your challenges chosen for you.

So choose your own challenges in life, in business, in wealth creation, or have your challenges chosen for you. And what I mean by this is when we talk about a proper entrepreneur, life by design or life by default, if you design your own life and you say this year, this is my year of, this is my headline strategy, these are my personal objectives. This is my professional objectives.

These are my targets. This is my reward. This is my hero that I'm taking with me.

That's your life by design. And the challenges that you'll experience during that year, like my next challenge is to go up to 75 kilos. So my challenge there is, can I get the big workouts in?

Can I get the food down me? You know, that's my challenge and my struggle and the thing that will make me uncomfortable. If I don't have these challenges and these things to push me and these things that cause me struggle, pain, challenge, then my life's easy.

And then by default, I'll fall into the normal challenges of day-to-day life. Negativity, anxiety, worrying about things that don't actually matter. If you choose your own challenge and set your own big targets and create this own little world that you live in with your own, because at the end of the day, that's all that really matters.

You choose your own life and you choose your own challenges. It's that that will give you the struggle, the frustration, the difficulty. If you don't, then it will just fall down to the lowest level and life will just chuck stuff at you on a daily basis because you've got nothing else to worry about.

You'll worry about that. So choose your own challenges, life by design or life by default. Number 11, this came up recently.

Somebody asked me, am I afraid of death? Am I afraid of dying? And I said, I'm not scared of dying unless it's self-inflicted.

So I have a big fear that I want to make sure that all the decisions I make in my life ensure that when the day comes, it's not self-inflicted. You know, I haven't thrashed my body too hard. I haven't overindulged in anything.

I've invested, a friend of mine had some serious health issues. And he said, the sad thing about health is the decisions you make today, you will not see the benefits of in your health for 40 years. So you can appreciate that delayed gratification is quite a commitment.

And I would say, I do not think you should be scared of death. And I don't think you should be petrified of dying, but you should have, or you could, I personally do have an anxiety or a pressure or a self-awareness that I don't want it to be self-inflicted. So I make decisions on a daily, weekly, monthly basis on that to enable me to not have to have that worry.

Number 12, read the room. One of the biggest skill sets that I see lacking in people, to be honest, people, investors, sorry, people, entrepreneurs, clients, one of the biggest weaknesses that I see, and one of the biggest successes that I see when they step change is self-awareness. You need to read the room.

You need to look at the people around you and look at how they behave. And how are you engaging with them? How are they perceiving you?

Are you trying to be the center of attention? Are you talking over everybody? Are you passively listening rather than actively listening?

Do you think anyone actually cares about the stuff you've got to say? Are you actually sitting there? Do you manage to grab someone's attention for five minutes and spend four minutes, 59 seconds telling them how amazing you are and what your plans are and what your targets are?

And you don't appreciate that their feet are pointing towards the door. Their arms are crossed. Their eyes are not looking at you.

They have no interest. But you just want to suck the energy out of them. Self-awareness and the ability to read the room is a real lacking skill set in entrepreneurs, people, well, in people, just in people in general.

But if you want to be an entrepreneur or high performer, you've absolutely got to get on top of that. If you go back, there's an episode called, I think it's called self-awareness. Go back and listen to that where I talk about how to build that out.

So read the room is number 12. Number 13 is value your time and raise your rate. If you go back again, there's a podcast episode called raise your rate.

This is just starting to really acknowledge that most entrepreneurs work twice as hard for half as much because they're petrified of not being able to pay the bills and they undervalue their own expertise. If you go back and listen to the raise your rate podcast episode, it will talk you through the blueprint to do this. And the big thing I would say here is the three levels.

So there's three levels you can charge at. And you want to move through these levels as quickly as you can. The first is the market level.

So the market pays a rate, minimum wage, whatever that might be, could be the price that gets paid for X. So there's a market rate for cleaners, plasters, painters, solicitors, whatever it is. There's a market rate for that, the average market rate per location.

That's the bottom level. After that, you say, right, I'm the same as all these other people. They're all charging this rate.

That's the market rate. Because now I've got the experience and the expertise and the profile and the following and the track record and the case studies, I can now start to charge based on my experience and my expertise and my results rather than the market rate. And the aim of the game here is actually to charge based on your experience and expertise to be more expensive than everybody else who's charging the market rate.

And you might say, well, I don't want to do that because then people will say, oh, yeah, but the so-and-so over here will do it for half the price. You say, no problem at all. I can introduce you to three people I'd really recommend who would do it for half the price.

Unfortunately, the service that I offer and the results that I deliver and the performance that you'll get from working with me is significantly higher. So I can charge you half the rate, but you only get half the service and only get half the results. This is the rate that I charge and this is what you'll get.

That's the expertise and experience level where you charge a premium and people want to work with you. Not everybody. You know, Ferrari don't lose sleep that lots of people don't want to buy a Ferrari.

You charge a price point and you pride yourself on being the most expensive or more expensive because you've got more experience and expertise. And then the third level is value. And this is the highest level.

It's an absolute game changer. And this is where you start to charge, not based on the market rate, not based on your experience or expertise, but based on the value that you can add to your client. Now, the best example is when I'm selling a business.

I'll sell a business to somebody for somebody. And I'll say, look, I'll take on the instruction. If it's the business I want to sell, I'll take on the instruction.

I'll charge, you know, a front fee. There's no set up cost, no marketing costs. There's zero upfront fee.

But when I sell it, I will charge you X percent. So if I can make you this, what I say to people, if I can sell this business for you for 10 million pounds, will you pay me 2 million pounds as my fee? If I can make you 10 million, will you pay me 2 million to do it for you?

Absolutely. If anyone walks in my office tomorrow or into any of my businesses or any of the businesses I'm invested in and said, if I can make you a million pounds worth of business or sales or whatever, if I can make you 10 million pounds, will you pay me X? It's an absolute no-brainer.

So you start to charge based on the value you add to others, not the market rate or the expertise rate. Deal packaging is another one. If you deal packaging, most people say, yeah, the market rate is 3,000 pounds for a single let, 8,000 pounds for HMO.

Well, if I can do your HMO deal and I know and I can prove to you it makes you 100 grand, how much are you going to pay me for that? Is it going to be eight grand? I would say all day long.

Could you push it to 10 or 20? I would say quite likely. Could you push it to 25, 30?

It depends what the deal is and who your client is. We've got developments where we might make a client 300,000 pounds and our fee on that might be 75,000 or 100,000 pounds because it's a percentage of what we're going to make them. That's the value slab.

So value your time, raise your rate, and understand the difference between market rate, expertise rate, and value rate. Number 14, I alluded to this earlier, is take a hero with you. On Property Entrepreneur, we do this every year.

And we'll say, depending what your definition of success is this year, we call it successes, what is success to you this year? Figure out who your hero is going to be. And this is a really good way to anchor where you are in your journey.

Look at who's ahead of you and also who you admire. You aspire to be like, they've got what you want. They behave the way you want to behave.

Find that hero and then take them with you. Whenever you get into a difficult position, you can just say, what would so-and-so do? In the back of the day, I've had Warren Buffett as a hero.

I've had Elon Musk as a hero. I've had Dana White as a hero. Going into next year, just a little sneak peek.

One of the ones I'm playing with at the minute is Coach Carter, which I'll explain in due course. But it's going out there. For the last few years, I've been looking for a new mentor.

I've been looking at billionaires, people doing deals in the hundreds of millions and thinking, they don't really get me excited. They don't really inspire me. I think my journey on that sort of track may have come to an end.

But now I've started to experience what I think my next part of my journey might be. I've started to look for heroes in that space, Coach Carter being one of them. And then it gives you a new, you start seeing these people that get you locked in.

So number 14, take a hero with you. Number 15, this is the acknowledgement around self-actualization. And this is a model that I've shared recently on, I shared it on the board.

I shared it on a podcast of R&T Fitness actually called Karma Credits, which is about the book that I'm releasing on the 7th of October. And it's basically, for the first half of your life, or the first half of your consciousness, the first half of your levels of consciousness, six levels of consciousness, the first three levels are about self-actualization, and they're about taking. So if you're in the first phase, the first half of your journey, it'll all be about how much can I take, take, take?

I want this, I want this, I want this. I want to make this amount of money. I want to get ahead of these people.

I want to compete with these people. I want to win these medals. That's the first half of the journey.

And you can't skip through the gears. You've got to do it. It's about taking until you've got enough, really.

Some people stay in that stage of the journey forever. They never actually grow out of it, which is each to their own. If, however, you do that and you start to realize it's a bit of a self-fulfilling prophecy or a bit of a law of diminishing returns, and you get to that point where you realize that you're making your 80 grand a year, every 80 grand or 100 grand after that is not making you much more happy.

You start to favor experience over perhaps earnings. And what happens is you get to a point of self-actualization. So imagine an hourglass.

The bottom triangle, like a bit of Toblerone, is all about taking and all about getting. Then you get to the self-actualization point. And then after that, it's about giving.

It's about giving back. It's about connection. It's about value in groups, communities.

It's about service and being selfless rather than sales and being selfish. And you move on that journey. So it's just to acknowledge, from a self-actualization point of view, which half of the journey you're on and acknowledging that both of them has a start and a finished point.

Number 16, execution. Biggest lesson I learned this year teaching other people to create wealth, build businesses, be entrepreneurs, is the secret to execution is taking a big goal, a big target, breaking it down into small tasks, making each of those small tasks really simple, and then just starting. That's literally it.

Small, simple, and start is the art of execution. You're never going to have a ginormous day that's going to change the world. An hour a day will fundamentally change your life.

So the secret to execution, take something big, how to eat an elephant one bite at a time, small, break it into simple tasks. You know, the hardest thing is to keep it simple. How can you make it simple?

And then just start, turn up, roll your sleeves up, pull the trigger and just get shit done. 17, wealth. The definition of wealth is not a reward or the achievement of wealth is not a reward.

It's a ratio. Wealthy is not how much you make, but how much you keep. And basically the definition of your wealth, it doesn't matter if you're making 50 grand a year or you're making 5 million pound a year.

You could be more wealthy making 50,000 pound a year than someone making 5 million pound a year because of the ratio. So wealth is not the amount. It's not the reward.

It's the ratio. And what I mean by this is it's the ratio between what you make and what you spend. So if you make 50 grand a year and you live off 15 grand a year, you're more relatively wealthy than someone makes 500 grand a year and lives off 499,000 pound a year.

This is why most footballers go bust. The difference between rich and wealthy is it's not what you make, it's what you keep. And it's that ratio.

Like really focus on, if you want to become genuinely wealthy, the compound effect of wealth and generational wealth is not how much you make, it's how much you keep. And wealth is not the reward, it's the ratio. And just try and get, when I said about save more than you spend, when you can get to a point, which I've been at for several years, where each month I save maybe 10, 20 times what I spend, every month I stay in business.

As long as I don't do anything stupid, with my overheads or with my portfolio or with all of my investments, every month that I stay in business, I've secured myself another year's worth of survival, living, investment, safety, buffer. It's all a game. And it's all about that ratio.

If you're earning a million pound a year and you're living off 50, you're pushing a pretty strong position. Okay, so just jumping in to make sure you've got all the information you need. If you've not already listened to the official Property Entrepreneur podcast episode called Recession is Coming, I would highly recommend going back and listening to it after this episode, where it explains what we expect to happen in the UK property market during the 12 to 18 months ahead.

We're now three months in and we are absolutely bang on the money with the forecast to date. Go back and listen to that, get up to speed. And if you've not already downloaded the Boom or Bust Report, we've published an eight page report talking about why recession is coming, the five things you need to do.

And you can download it for free at www.boomorbust.co.uk and you can download that completely for free. It has the five actions that I'm taking, I would recommend you take and it will align perfectly with the Recession is Coming podcast episode a few weeks back. Back to this episode.

Number 18, in a world where nothing matters, you get to choose what matters. Now, this is quite an advanced one, it's quite a spiritual one, it's quite a philosophical one. And what it means is the more you start to achieve stuff and you realize that there is no pot of gold at the end of the rainbow, you know, there is no happiness at the end destination.

And what you'll start to realize is that in a world where nothing actually matters, if you think about, it doesn't matter who you are in either two years or 200 years, most people are going to, nobody's going to know who you are and most people are going to have forgotten who you are. It doesn't matter who you are, very few people are remembered for a significant amount of period of time. And when you leave this world, you know, you are going to have no, you're not going to be taking anything with you.

So when you start to think about what actually matters, this is quite an existential crisis, it's more for when you've had your first taste of success and you go searching and you get a bit lost and you take some wrong turns. It's for those days when you burn out and you just think, why on earth am I actually doing this? In a world where nothing actually matters, and as you get older and more mature and more wise, you start to realize that actually nothing matters.

It doesn't, it doesn't. Hopefully I'm communicating this well. Basically, in a world where nothing matters, you get to choose what matters.

So whatever's important to you is whatever's important to you. If what matters to you is spending loads of time with your family, that's the thing that's important to you and you build your life around that. And if what matters to you is being a successful entrepreneur and building businesses, then that's your thing.

You choose that journey and you go on that. Nothing actually matters. And in a world where nothing actually matters, very philosophical, you get to choose what matters.

So you choose what's important to you, friends, family, high achievement, health and fitness, money, wealth, taking, giving, whatever. You choose, in a world where nothing matters, you get to choose what matters. Number 19, this is all about a proper entrepreneur.

This is basically what a proper entrepreneur is about, is life by design. Number 19 is the business you build defines the life that you lead. Now, if you want to have a busy, noisy, stressful, highly committed life, go and build a cashflow business that's got national exposure, multiple teams, multiple streams, seven-figure insurance policies, HR departments, highly compliant space, small tight margins, the business you build will define the life you lead.

If you want to be, if you want to serve a business rather than have a business serve you, go and build a big, noisy, cashflow business. If you want to have a business that's highly leveraged and has a small team, obviously you need to build a business around that. It's really about thinking about what do you want to achieve?

What problems do you want to have? What problems do you not want to have? And then go out and build a business that reflects that.

And most people don't do this. This is what we call sizing up the iceberg. The target, the reward is the top of the iceberg.

And then right underneath the water, what does it take to actually get that? When I've got it, what's my life going to look like? The business you build will define the life that you lead.

Start to think about the business you're building and think what is that, or the business you're building, what life is that going to give you? And that's really, really important. Number 20, this is really advanced, fluid versus crystallized intelligence curves.

Now, this is definitely for those towards the end of their fast growth journey. This is a study by a guy named, I've actually just forgotten his name. In fact, it's not a study by him.

It's from a book that I recently read called Strength to Strength by, I'd be very surprised if anyone's read it, Strength to Strength by Arthur C. Brooks. And basically, he talks about, so I've been doing a lot of searching for the last few years, and the fact that everything that used to seem easy now seems hard, and everything that used to seem hard now seems impossible.

And when I was younger, I used to be able to kill it. For the last 20 years, I've been killing it, outworking everyone, being a masochist, up at four in the morning, working till 10 at night, burning out every three to six months. And then I started over recent years working as a non-exec role, an angel investor, investor in other people's companies, had our incubator programs.

And the more young guns that I work with, I realized they've still got that drive, that energy, that enthusiasm that I just don't have anymore. And I don't say that I envy it, I say I think it's aspirational, it's impressive. And it's actually just a reminder that I don't think I could do what they do anymore, because for 20 years, I've been on that curve.

This book that I read called Strength to Strength actually confirms that from scientific studies, depends what industry you're in, but entrepreneurship is about 20 years. You have 20 years of peak performance, and then you have two options. You either ride that curve to the basement, like Mike Tyson, Amy Winehouse, Avicii, Alexander McQueen, Conor McGregor.

You know, they had that ride for glory, but then it burned them out. It became the law of diminishing returns. It was a complete, the romance and the reality were completely different.

The journey ate them alive. And it took all the pleasure out, replaced it with pain. They had this success curve.

I think Mike Tyson says, it's hard to go running in the snow when you're sleeping in silk sheets. That's the peak of your curve. You've done it.

You've put the hard work and you've got the gold. High five, congratulations. Here's your 10 million quid in the bank.

It's very hard then to repeat that. And that curve, either ride it to the basement, or you jump off of the fluid intelligent curve, onto the crystallized intelligence curve. And this is where you become leveraged by wisdom, basically.

You know, anyone, loads of people out there, you know, tend to steer clear of them. But lots of people who are academics, you know, talk about high performance and business because they study it. But there's a big difference between knowledge and wisdom.

And when you've got the wisdom, not only the wisdom to, that you know how this stuff works, you can coach people, mentor people. You can, it's basically going from being the entrepreneur to being the VC. I started doing angel investments about three years ago.

And that's me putting my money and my wisdom to good use. But people would say those who can do and those who can't teach. It's like, if you've done it and you've achieved everything and you know it's hard work and you know it nearly ate you alive and for 20 years you used it, now you don't have the energy to do it.

It's either you put your wisdom with somebody else who's got the energy and collectively you get where you want, faster, quicker, more profitably than you would otherwise. Or the person with the energy spends 20 years figuring it all out like I did rather than two to five years having someone like me on the board. And or I carry on trying to replicate a journey that I don't want to do anymore.

I don't have the energy for and try and compete with other people who've got the energy. It's like, yeah, it's a very self-fulfilling prophecy and it's really, it's very, very advanced concept. It's also really important to understand when to get on the curve and when to get off it.

And I was saying earlier, if you guys got the energy, keep going, love it, soak it up. I look back on my last 20 years and I wouldn't genuinely wouldn't change a thing, but equally I wouldn't want to do it again. I couldn't do it again.

And that's really important when you think about wealth because, you know, it's very, a fool and his money easily pass it. Number 21, a business never died from a lack of profit. Now, this is one going into the recession.

I've been saying this for a couple of years and also certain business models I look at. It's not the lack of profit that will kill you. It's the lack of cash flow.

And when you start to have multiple businesses, multiple investments, you look at deals sometimes that are just, well, yeah, it's just understanding that rule one is don't run out of money and a business or a portfolio or a development never died from a lack of profit. It only ever died from a lack of cash and rule number one is do not run out of cash and going into this economic period that's going to be really important for everyone. 22, you cannot teach experience.

And I mean this twofold. The first is in recruitment. So working with a lot of our new incubators and where I sit on boards as a non-exec, especially with younger entrepreneurs, they'll often be swayed more towards younger people, more cool, energetic, fresh, green, passionate, maybe youngsters, the young guns.

But you can't teach experience. And sometimes, not all the time, there is legs in recruitment and having somebody older, wisdom, experience, bringing them into the mix and letting them lead that role with a level of experience or wisdom you just don't have. The second is you can have someone like me on your board or you can listen to my podcast.

You can listen to these blueprints that have taken me 20 years to learn and tens of millions of pounds in successes, mistakes, deals that have worked, partnerships that have been a success, companies that have broken down, deals that I've bought, flipped, sold that haven't worked. It's 20 years of hard, hard graft to get there. I can tell you what to do.

But equally, sometimes you have to learn the hard way and you can't teach experience. I can tell you to do things. And I say this all the time to young property entrepreneurs.

And they say, that won't happen to me. This is going to be a different experience. I know my team.

That just won't happen. Our culture is so strong. I can't see that come in.

We're making so much money. That's not going to be a problem. And just trust me that you can't teach experience.

And nine and a half times out of 10, it comes true. And you pay for your education one way or another. You pay for someone like me to tell you, or you pay by learning yourself and going out there and learn the hard way.

23, red flags. Number 23, you do not have to get harder. You can get smarter.

In your business and your life, you want to start to pick up on the flags that identify you to things. Now let's talk specifically about bad things. So my life coach talks about red flags.

Don't wait until you're burnt out. Start to notice the flags early. And I've got to a point now where I'm like so long in the tooth with this.

I see the flags now before I feel the negative. So let's say burnout. My red flags will be things like ulcers, deep thought and conversation, asking big questions, not sleeping very well.

And I could feel absolutely fine. Like I could feel genuinely, feel fine, feel content. Don't feel tired.

Don't feel angry. Don't feel irritable. But these things start to crop up.

You don't need to get harder as an entrepreneur. You don't need to get harder. You don't need to get, be able to handle more pressure, more stress, more negativity, bigger risks.

You don't need to get harder. You need to get smarter. And the way you get smarter is to just identify these flags before it becomes too long.

So it's like working is a complete false economy. Rather than track the amount of time you're working, track the amount of results you're getting. So track your productivity.

Start to identify your red flags for burnout. So if you know that overeating, poor sleep, procrastination, working late into the night, you notice these flags. Don't get harder and try and battle against it and swim upstream.

Get smarter and try to tune into it and say, right, I can tell I'm getting burnt out now because I've got an ulcer in my mouth. I feel fine, but I'm getting an ulcer in my mouth. Friday afternoon, laptop closed, off for three days.

Come back Monday, ready to rumble. Rather than go deeper and deeper and deeper and deeper into the grind, end up in the hole. And then before you know it, you know, we're in a world of pain.

Number 24. This is a big lesson and learning for me this year. And this will only apply to those of you that I was talking about who are on the second curve.

So I'll read you the actual quote because it's on my office wall. It says, so this is about the concept of hard graft is a terrible edge. Grinding and work ethic is a terrible edge.

Plenty of hyper insecure masochists will always outwork you. Derive a new edge from swagger, leverage, risk tolerance, authenticity, style and social skills. Grinders can't compete with that.

50% of their work for a fraction of, sorry, 50 times their results with a fraction of the effort. Now, what this means is when you're on your way up on that first growth curve, you don't know what you're doing. So you are a grinder, you're a grafter and you're focusing on how hard can I work?

How many hours can I put in? It's the grind, the graft, the slog, the work ethic, the seven day weeks. And without a doubt, that is required on the way up the curve.

When like me get over the curve and you've lost that energy in 20 years later, what used to be easy is now hard and what used to be hard is now impossible. You don't pride yourself on work ethic. You know, my smarts now is my wisdom.

I know the answer to the question. I know which tool to use, to hit which machine in which place to get you the result you're looking for. If I wanted to now try and compete with the masochist, the insecure masochists who used to be me.

Honestly, my mindset used to be, it's life or death to me. I will get rich or get wealthy or die trying to use 50 cents words. And it was like, nothing ever mattered to me apart from getting there.

I don't have that drive anymore. I don't have that energy. If I was to try and compete with a masochist, I would lose every time.

However, if I couple with somebody who's got the energy, got the enthusiasm on that curve and I give them the wisdom, the strategy, the smarts, the swagger that their competitors don't have, all of a sudden you're in a world of pleasure and in a world of profit rather than a world of torture and a world of pain. So hard graph is a terrible edge. 35, going down to the last 10 now.

If you do not have a business model, you do not have a business. The amount of people that I talk to now as entrepreneurs who do not have a business model, if you're just turning up and looking at what sales you're making, you are never going to have profit. You're never going to have scalability.

You're never going to have clarity over what you actually need to do in your business. If you do not have a business model, you do not have a business. And I'm just about investing a company to scale this up and try and get out to people outside of property entrepreneur because you wouldn't build a house without a solid set of plans.

Why would you build a business without anything less? One spreadsheet, less than 60 seconds, to be able to rattle off to somebody what you're building, why you're building it, and how it works. Every decision is made on that business model.

And if you don't have a business model, you do not have a business. 26, fun is either an internal or an external experience. Now, there's a spectrum where fun is completely internal.

If you're completely introverted, you live in your own head, your head in the clouds, you like being on your own, you're going to be more introverted, more internal. And actually, fun and pleasure for you is being in that space. You don't really like going to parties.

You don't like going out jet skiing. You don't really like going out doing the sort of traditional fun things that you would find if you were to Google what fun things to do in your area. Equally, if you're the other end of the spectrum, your concept of fun is being out there doing things, paragliding, meeting other people, socializing, going to events, getting to know people, traveling.

There's a whole spectrum. And it doesn't matter where you are. There is no right or wrong.

But the most important thing is to understand on that spectrum, where are you? And then build a life by design around that. And I found this year, my fun is more internal.

Internal challenges, internal experiences, internal conversations. I'm more having tried the external fun. For me, fun, engagement, enjoyment is more of an internal exercise than it is an external one.

But there's a spectrum. Obviously, there's a spectrum for everyone. 27, you're the first person to let yourself down.

Get yourself a coach. Now, whether this is health and fitness, weightlifting, diet planning, entrepreneurship, investment, cryptocurrency, sleep, anything, you are the first person to let yourself down. And not only do you need the blueprint and the...

Not only do you need the blueprint to enable to execute, which you would hope to get from a coach, you're the first one to let yourself down. So as soon as you... As long as you've got the right values and the right ethics, as soon as you commit to a coach or a community or a program or a team or a challenge, all of a sudden it's not about you.

And having more coaches in my life this year, more mentors, professional coaches, professional trainers, people who've helped me, held me accountable. I have... My results have increased dramatically.

But going out there and trying to achieve things on your own is not always easy. And when you've got a really strong peer group, friendship group you can have conversations with, professionals, life coaches, accountability coaches, as soon as you bring that stuff into your daily habits, you can really raise that bar. So you're the first person to let yourself down.

Get a coach, raise the stakes, raise the bar, and yeah, your results will just increase tenfold. 28. And this is one for you...

For those of you that are self-employed and have started to get some products, started to make some revenue, I want to take it to the next level. You want to move from the mindset of what and when. So what do I need to do?

When do I need to do it? Into the mindset of not even how, but who. And this is the concept of do nothing and delegate everything.

Hashtag D-N-D-E. Do nothing, delegate everything. And get into that mindset of not, oh, when am I going to onboard these new clients?

When am I going to pay these invoices? What do I need to do to build this operations manual? How am I going to get these updates onto the website?

Stop thinking about what, or when, or how, just start thinking about who. And get into that mindset of do nothing and delegate everything. And initially it'll be hard, it'll be uncomfortable, it'll be frustrating.

You'll think it's expensive and you can't afford it. Eventually you'll go from wanting to do everything and wanting to control everything to wanting to do nothing. With the exception of probably being on WhatsApp, creating content, there's very little I do in any of our businesses.

I provide the direction, I provide the vision, I provide the investment, I provide the wisdom. But the actual execution of running those companies is done by my senior team, my directors, my EAs, my PAs, my VAs. It's not done by me.

I can't run a multi-million pound group on my own. My responsibility is very narrow. It's the top of the triangle.

It's the high value directive. Everything else is executed by a team. Do nothing, delegate everything.

29. You've heard me say this before. I'll keep saying it again.

Nothing has ever changed. And when Karma Credits comes out on the 7th of October on Amazon and in Waterstone's book shops, honesty, sorry, number 29 is play the long game. If you focus your life on transactions, squeezing the pips, screwing people over, looking after yourself, making short-term decisions, which is just from short-term people, you're not going to get where you want to get to.

Play the long game. Put your hand in your pocket. Invest in those people around you.

Take 80% of every deal and leave 20% on the table. Do the right thing. Take one on the chin when you get it wrong.

Play the long game. Invest in relationships over transactions. I guarantee you in the short term today, it will cost you.

But the compound effect in the medium to long term will be the difference between you being around decades from now and everybody else who's disappeared. If you look at our industry and the people that are genuinely around for decades rather than days, there is very, very few of us. But we've played the long game.

It takes 20 years to build a reputation, only five years, five minutes to ruin it. Play the long game. Relationships over transactions.

And just don't squeeze the pips. So much easier said than done, but I guarantee you when you get that, your life will change. 30.

Same concept, different aspects or different perspective. Honesty is the best policy. Now you need to be strategic.

You need to play the games, but don't lie. Don't bullshit. Don't bend the truth.

Don't lie. Don't get defensive. Honesty is the best policy.

Tell people what the truth is, regardless of the potential implications. Now, there's always exceptions to the rule, but the main thing is honesty is the best policy. If you find yourself in a difficult position, that's the mantra you want to take.

Number 31. Last five. You have to work hard to feel good, especially the older you get.

Now you have to work hard to feel good. You know, you need to balance the books. This can be your body.

It can be your blood. It can be your supplements. It's understanding what makes you feel good, what supplements you need to keep your body levels up.

It's working on your bloods, your health checks, all of that sort of stuff. But equally, it's work. How much work makes me feel good?

How much work makes me feel bad? What time should I be getting up? What time should I be going to bed?

How many steps should I do? How many times should I work out a week? What diet makes me feel good?

Feeling good. You have to work hard to feel good. You know, nobody gets up high-fiving strangers on the way out in the morning without significant investment in habits, diet, routine, discipline.

You have to work hard to feel good. And discipline is freedom. 32.

Last four. Happiness is a choice. Only you have the power, permission, and permission to define how you feel about certain things.

Now, happiness is a choice. It's something that's like philosophical, spiritual practice. I would not say I've cracked yet, but I get the concept.

You have the choice. What I do understand, so happiness is a choice. And what I do understand is you live your life physically, wherever you are now, listen to this, you're there on your own.

Nobody else is there. Nobody else has the responsibility. Nobody else has the ability, the permission, the right to get into your head and make you feel upset, make you feel depressed, make you feel anxious, make you feel stressed, make you feel offended, make you feel emotional.

How you feel in your head is 100% your decision. You need to understand that you control how you absorb things and how you feel in your head. Now, there's always going to be things that make us sad, things that make us feel disappointed, things that make us feel upset.

But you have control over how you feel in your own head and your own life. And happiness on a daily basis is a choice. If you choose to wind yourself up, to not look after yourself, to have anxiety, to stress yourself out, to under sleep, then you have to take responsibility for some, if not all of that.

If, however, you acknowledge that you have to work hard to feel good, you have the discipline is freedom, and you have the self-awareness and personal development and consciousness to go out and develop a mindset and a mental practice. And this takes everything from meditation to diet, to rest, to discipline of workload, to supplements, to sleep. It's not easy, but only you have the right to decide how you feel.

And if other people upset you, frustrate you, wind you up, and that's getting into your head, and you're absorbing it, and it's ruining your afternoon or your evening or your morning, and you're waking up and your brain's going, ding, ding, ding, ding, ding, ding, ding. That is your choice. And happiness, frustration is your choice in the main.

And that's been a game changer for me this year, just taking control over my own thoughts and my own happiness and my own peace and my own mindset and my own headspace. Easier said than done, but piece of a pensioner, very much achievable. 33, retirement sucks.

If you're working your life away, wishing for the day where retirement comes and you can finally enjoy your life, either you've got really great plans for retirement or you really hate your job now, but if you enjoy your work, which I think you should, if you're engaged in the practices of your day-to-day life, which I think you absolutely can, then this romantic idea of retirement, retiring, having your feet rubbed, getting massaged, eating grapes every day is completely false economy.

Nine months for me, after nine months, I was not in a good place. Bored, frustrated, procrastinating, no mission, no purpose, not good. Retirement for me, personally sucked.

If you're overworking or you don't enjoy your job and or you've fallen out of love with your business, these are short-term issues. The issue is not, don't throw the baby out of the bath water. Don't vilify work.

It's not the work. It's the situation. It's the pressure.

It's the part of the journey you're in. Doesn't mean you have to give up business, the gym, whatever, your challenge. Retirement sucks.

It's just a lesson learned there. Enjoy the journey. It's very cliche, very trite, but that's all there really is.

44, last three. In the same capacity, you need a North Star. What are you actually going for?

And then in your life, this will change. First of all, you want to be self-employed. Then you want to have a small business.

Then you're having a big business. Then you want to be a thousandaire. Then a hundred, you know, a six-figure entrepreneur, then a seven-figure entrepreneur, then an eight-figure entrepreneur, then a billionaire, whatever you want to be.

But you need to have that North Star. But where are you going? Who do you want to be?

Who do you want to become? What's your vision? What's your values?

What's your mission? What's your reason why? And these might sound like tacky, cheesy, whatever, but maybe don't take for granted.

If you don't appreciate how significant they are in your life, it may be because you already have them. You know, you know, you want to be an amazing mother, an amazing father. You know, you want to be a millionaire.

You know, you want to have a hundred million pound portfolio in the next 10 years, whatever it is. If you're thinking, yeah, I don't need a reason why I don't need a mission. It's probably because you already got one.

But trust me, from somebody that's had a mission and had a purpose and then also retired and experienced what it's like not having one, it is not an enjoyable experience. You need that North Star. If you want to live your life to the max, you need that North Star.

You need that. I'm going here. That's my target.

That's my mission. I'm on it. And yeah, you need to have that have that North Star.

And if you haven't got one at the minute, then go searching for one and keep searching because it doesn't happen overnight. I think I've probably recently found my next North Star. And when I got it, I was like, wow, this is this could be absolute game changer for me.

It's early days. We've got a whole three months, October, November, December. Decide if it's if it's next for me.

I think it probably is. And I'm excited by it. But if I if it is, and then when I actually get into it, I would say it's quite likely that this North Star.

Is actually I haven't had a North Star probably for like three years or so, maybe even longer. I've been holding on to riding that curve into the basement. And this is actually my new North Star.

So it's going to be very exciting. But you need you need that North Star. Number five, the penultimate one, number five or October the 7th.

Karma credits. The book is finally coming out. People say, why didn't you write a book about business when you write a book about the property entrepreneur blueprint?

The reality is if I disappear from this planet and this world tomorrow, I want to make sure I've left this gift behind for as many people as possible. Everything through everything I've ever had in life, business, education, successes, failures. I genuinely believe the biggest defining factor of what's made me get to where I am.

20 years, tens of millions of pounds of deals, 40 odd different companies, hundreds of thousands of pounds worth of mistakes, losses. Stupid decisions. The highest risks I've ever taken throwing the dice, spinning the roulette wheel.

The reason I am where I am today and the successes I've had, I genuinely put down to the successes or to the credit of having the insurance policy of karma credits. Karma credits is my insurance policy for life. I genuinely believe, and this happens on a daily, weekly, monthly basis, whatever it is, I just about get away with something or something could have gone really cataclysmically wrong, but it just about got rescued at the last minute.

I genuinely believe that's my insurance policy from the universe for doing a good thing, having a positive karma credits balance. And as of the 7th of October, you can go out and buy it on Amazon, get it all in Waterstones bookshop, go out, get it, I guarantee it will fundamentally change your life. And then finally, number 36 for my birthday is the meaning of life.

And if you haven't gone back and listened to that podcast episode, this year, I feel like I've finally cracked what the meaning of life is. Now I've been searching for this for years. Everybody's looking for it.

It will change over time and we all have our own definition. It might be to make your parents proud. It might be to be an amazing mother or father.

It might be to have a big family. It might be to do charity work, whatever it is. At the highest level, I think, I believe, or the realization I've come to this year is the meaning of life is based on three things.

The first is to love yourself. And as a high performer, an entrepreneur, a human being, somebody living in 2022, that's not always easy. What do you have to do to actually love yourself, be happy with yourself, content with yourself, self-love, self-care, look after yourself?

What do you have to do to love yourself? The second is to love your life, is to build a life by design, which you actually love. You spend more time in your day doing things that you enjoy, that serve you, that give you value than things that you don't enjoy, that make you feel bad, that are not enjoyable.

The second is to love your life. And the third is to love those around you. Stop working with, spending time with people that make you feel sad and people that frustrate you and people that don't align with your values.

Get rid of those people in your life and spend more time with people that inspire you, people that support you. If you're a negative person, spend more time with negative people. If you're a positive person, spend more time with positive people.

Surround yourself with people that you love spending time with. Same values, same vision, same level of development, same places you want to go, same sense of humor, same mindsets. If you can crack those three things, that has been a big learning for me this year through my 35th year, approaching my 36th birthday that I've been looking for for a while.

So that is number six. 36 is the meaning of life. Hopefully you enjoyed that.

Hopefully you got some value from that. Hopefully it's targeted towards not necessarily what I've learned over the last year, but what I think you'll get maximum value for going on in your journey. If you're not already signed up to join one of our Proper Entrepreneur Programs, depending on when you listen to this, starting on October the 7th, our 10th year anniversary.

If you want to come around the track with us, reach out, send out, fill out an application form on one of our social media posts. We can have a chat, see if you're right for Property Entrepreneur and see if Property Entrepreneur is right for you. Otherwise, that has been my 36 top tips for you to celebrate my 36th birthday.

Remember success and failure are both very predictable. All you need is the blueprint and the execution. And the biggest one for me this year is the meaning of life.

Love yourself, love those around you and love your life. And I feel that all of this will come together for you in a reasonably short period. Just lock in, put it into practice, do your thing.

And yeah, I really hope you enjoy. So happy birthday to me on behalf of the official Property Entrepreneur podcast. Hope you enjoyed that dedicated episode.

And I look forward to seeing you next Tuesday for the next episode of the official Property Entrepreneur podcast. I'll see you then, ladies and gents. I hope you enjoyed this episode of the official Property Entrepreneur podcast.

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And we'll get you added to one of the private VIP WhatsApp groups where you can request your own podcast. It'll be dedicated to you and your business. And every Tuesday, I'm in there answering questions, giving you one-to-one direct support.

And we don't know how long we're going to keep these open for. Success and failure are both very predictable. I will see you on the next episode.