**PEP 106 Edited\_Transcription**

[Daniel Hill] (0:05 - 0:44)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. We are now rated in the top 10 of all business entrepreneurship podcasts in the UK. Last year, we were rated the seventh most popular property podcast.

And every month by downloads, we are rated in the top 5% of most popular podcasts in the entire world. Thank you all for your support for sharing and subscribing to these podcasts. This is literally my life's work broken down into simple blueprints for you to execute everything that you want, be it wealth, health, or life by design.

Success and failure are both very predictable. Let's get into it.

[Speaker 3] (0:47 - 2:19)

Hello, and welcome to the property entrepreneur podcast. In this episode, we have one of our award winners. Now, this person took gold at the program end of year presentation awards in September 2022.

They took gold, they won property entrepreneur of the year, which is an incredible feat of achievement. They were up against 80 property entrepreneurs in the room who ordered their presentations, a select few made it to stage, and they were voted by our audience as the winner of property entrepreneur 2022 for what they achieved over the last 12 months. Our award winner is Mr. Hugh Davies. Hugh was a coveted property investor, and a year ago, decided to start growing his YouTube following in one of our sessions on property entrepreneur, decided and made the decision that he wanted to start a YouTube channel and grow his following. He's had an incredible year. He's now a paid YouTuber and has achieved on his videos over 30 million views.

He's an incredibly lovely, incredibly humble guy. And in this episode, we're going to share with you behind the scenes, his actual live presentation that won him the gold. So we hope you enjoy.

Right, ladies and gentlemen, next up, we're going to give a huge round of applause for a man who needs no introduction. Mr. Hugh Davies. Here he is.

Celebrity superstar, let's do it.

[Hugh Davies] (2:20 - 12:43)

So three, two, one. Off you go. Okay, so excuse the nerves, but my name is Hugh and this is my end of year presentation.

So for this year, I planned on maximum... Oh, sorry. This is a noob.

Okay, here we go. This year, I planned on maximizing the gift of life by remembering death. My year of was memento mori.

Now, if I were to go back, like Josh said, at the start of the year, would I've named it the same thing? In honesty, probably not. I knew that I was going to be focused on growing my brand and YouTube channel and doing that whilst living life to the max didn't really go hand in hand for me.

So if I wasn't living by my year off, what have I been doing for the last eight months? Well, on the personal objective front, it was a bit of a mixed bag. Okay, so the first one was comfortably uncomfortable and that involved doing at least 12 bucket list challenges in 12 months.

And I'm pleased to say we're currently on track eight for eight. So what did that involve? First of all, it was skinny dipping in the wild.

Cheeky. Bit of rally driving, four by four off-roading, completed a Rubik's Cube. I learned to drive a HTV lorry.

I flew in the back of a Sesta with my partner behind the wheel. I did some drifting and skidding around the racing track and I successfully performed a magic trick in front of people. And just as a side note, the great Houdini is available for bookings.

Next up, Sunday Serenity. I have the tendency to work every single day, so I wanted to make sure that I had at least one day off a week for the 52 weeks. I have to say I started off strong, but I wasn't able to do that.

Ultimately, this came down to me prioritising work over my personal life and that's something that I'm very content and happy with and I wouldn't change it. Next up, Reignite the Romance. Now, before you ask, no this isn't about me and my business partner Martin, our love is stronger than ever.

This is in connection with my partner Lou, who I've been with for 16 years. We stopped going out on dates due to lockdown and the habit sadly continued, so we wanted to make sure we reignited the romance by going back on a date night a month, doing a two-night getaway a quarter and a day out every single month during the week. And I'm pleased to say we are on track with that so far this year.

Now for my professional objectives, which were a lot more pleasing. First of all, monetise me was going to be my main focus for 2022 and I made a point of this in my strategy day presentation where I said if I achieve this and don't do anything else, then I'll still be really happy with the year. It will be a success.

So what were the goals? Well, first of all, it was to become monetised on YouTube, followed by earning two and a half grand a month through my personal brand. Now, on the plus, I did become monetised very recently, which I'm absolutely delighted with because that's not easy, but I've not quite yet got the consistent cash flow coming in, although opportunities are coming my way.

First of all, you might have probably heard of the reputable brand McGoblin's Burger W2F for NFTs. They reached out to me and said, if for a plug, would we pay you some money? And I said, with absolutely zero intention of going with them, well, if you pay me five grand, I'll think about it as it was double my income.

And do you know what? They agreed. Next up, Marcelo Ballon.

I'd never heard of them. They're a fashion designer, and they said, would you be interested in working with you? Which I thought was a little bit odd because it's not really in line with my content.

And also, look at how I dress. This is a picture from the website, just so you can see the kind of items they had. And now you can understand why they wanted me to promote their brand.

Once again, I went back and said, OK, for five grand, would you? And they went, yes. Unbelievable.

These offers are coming in on a weekly basis, and although I haven't signed the dotted line on any of them, I know there's massive potential for me here moving forward. What I plan on doing is being more proactive and seeking companies that I want to work with instead. OK, polite putdowns.

I had a massive amount on this year, so I wanted to make sure that I had no new projects because I tend to have a bit of a shiny penny syndrome. And although it's been tempting, I've thankfully been able to keep to that this year. This is one of the hardest ones for me, hire to inspire, because I've always been a solopreneur.

I've done everything. And I wanted to try and hire an EA and a VA to help run my businesses. And so far to date, I have actually achieved that.

I've got two people running my publishing business. I've got two PAs that do different responsibilities. I've got a VA that runs my sales data.

I've got an editor and also a social media manager. Boom. Now onto the headline strategy, which is saying yes to YouTube.

Do you know I had a YouTube channel? Now, I have the tendency to overthink everything, and I wanted to make sure that I focus on production over perfection. So to really emphasize that point, I set the goal of creating 50 crappy videos this year.

Now so far, I've released 61. We're plenty more in the pipeline, so we're on track. Well, I've completed that.

Audience alchemy. Now, this is one of the most important things to me. With volume covered, I needed an audience to connect to and offer value to.

So my goal was to create an email list, and one in which I regularly connected with them. And although I have created a website and an email list, I didn't want to just tick the box for property entrepreneur. I'm making sure I've got my ducks in a row, and that'll be launched next month.

I've also, I'm going to come on to it in a minute, but I've had far more connection with my audience than I was expecting. Here's a little glimpse of my website, Hughesview.com, and 83designs helped me with that, and that'll be launched next month. Okay, monetize me.

This is just simply a replication of the professional objectives that I mentioned earlier. I'm going to scoop past that and go to my significant successes. Number one, video award.

So I signed up to the popular YouTuber course, the Part-Time YouTubers Academy, and every week they vote for the video of the week among their hundreds of cohorts. And I could not believe it, but I actually won the award. I went forward with a group coaching call with Ali Abdul.

He's got three million subscribers, and he's a big deal on YouTube. He also offered me to go on to his podcast, which is unbelievable. But I'd say probably the pick of the bunch was the fact that I had some validation and recognition from my peers that I'm creating quality content.

Next up, social media growth. I was like totally blown away by this this year. On TikTok, one of my videos boomed.

I think at the moment it's currently at 8.4 million views. Within about four to six weeks, a video then popped on Instagram, and I had something like, I think it's around 11.6 million views for a video. I've also got a few more videos that are in the numbers.

Across the four platforms that I'm focusing on, I've now got over 413,000 followers, as well as views in the region of around 30 million. That is mind-blowing to me, by the way. That was zero expectation of that.

Now, I have to say, I'm in a fortunate position where I don't have to do things for money, even if that involves getting paid to look really cool. But I'm driven by helping people because selfishly it makes me feel good. And one of the best things I've done this year, I'd say, is receiving messages from people of how I've helped them in some small way.

Now, I wouldn't say I get these on a daily basis, but I probably get them every few days. And I have to say, it's been unbelievable because some people share some really dark things with me and the rough times that they're going through. And it's felt great to help them in some small way, whether that's just replying to them on a voice note as opposed to a text, or jumping on Zoom and doing a free coaching call with them, or giving them free fashion advice, whatever I can do to help.

Now, the biggest challenge, we're supposed to focus on one. I'm going to do two. First of all, social media hate.

So when you have millions of views on your content, which is great, not everyone likes what you do. Here's an example. But you still had a ginger beard throw up emoji.

Smug twat. Still bald though. Oh, and your life is shit.

Good for you. Now, fuck off. Harsh, but true.

Even if these comments had fair points, and one looks suspiciously like your business partner, it's not natural or easy to receive thousands of people criticize your work or call you insults. I've had to really fight my inclination to respond, and I've not always been able to do that. But what I've learned is that the best way to overcome the hate is just to ignore it and walk away.

Next up, this leads me nicely on to my next biggest challenge, which is attempting to find a healthy work-life balance. Whilst you're trying to grow a business from scratch and build a brand, trying to have a great personal life, look after your health and relationships is extremely difficult, and I've struggled to do that. Now, a lot of you as entrepreneurs will probably relate to this.

On the outside, you see this person that appears to have everything kind of locked down. But in reality, if they only knew the truth. This leads me on to my biggest lesson of the year, which is all about the importance of self-care.

Now, here are some things to consider if you want to make sure that you're looking after yourself for the year ahead, and this goes for me as much as you guys. Make sure you switch off from work daily. Make sure you're looking after your physical health as well as your mental health as they both go hand in hand.

Make sure you're spending time socialising with good people who energise you, and when you're with them, be present and be positive. Now, it doesn't matter what you do, whether you're walking in the woods, reading a book, or taking a bath with a glass of wine, take time every week to indulge in things that energise you and invigorate you. Now, at the end of the year, I didn't take that away, so just excuse me while I scoot along.

But before I wrap up, I just want to take a moment to share quite an important message, and that is to make sure that you hit the subscribe, the like button, and a notification so you never miss a future video. But in all seriousness, because I had to do the plug, I just want to take a moment to thank a few people. First of all, my partner Lou, who isn't here, but there's no way I could be here doing this without her love and support.

The team behind Property Entrepreneur that put these amazing workshops together that kind of go push us and encourage us to take action and to help us with the blueprint. My business partner Martin, I've not always been there on the property tax, but he's always had my back and given me encouragement and support. And finally, you guys, because I've met some people, made some great new friends, as well as some old friends from Mastermind.

And I have to say, the support and encouragement you guys have given me this year has been absolutely phenomenal. Thank you for your support, and thank you for your time.

[Daniel Hill] (12:48 - 13:48)

I hope you enjoyed this episode of the official Property Entrepreneur podcast. If you are not already subscribed, click subscribe now to make sure you never miss an episode. Again, if you're not already following me on social media, Instagram is PropertyEntrepreneur underscore, Facebook is Dan Hill.

And if you're not already in the official Property Entrepreneur community on Facebook, there's over 8,500 of us in there now. Join that group. And if you're not in one of the private WhatsApp groups, maximum of 20 people in each group, in the show notes, type VIP podcast and send it to the number that's in the show notes on WhatsApp.

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.