**PEP 122 Edited\_Transcription**

[Daniel Hill] (0:05 - 39:37)

Welcome to the official Profit 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. Hello, hello, and happy new year.

Happy 2023. Welcome back to the game. And let's get ready to rumble for the 12 months ahead.

I hope you had a great Christmas. I hope you had a relax, recharge, refresh, and I hope you're ready to go into the year ahead because I do think it's going to be a game changer for those who go out and actually take action with it. What I'm going to do, it is Tuesday.

It's time for the next episode. I am going to share with you five predictions for things I would encourage you to consider or things that I think we're going to see in 2023. Now, these aren't necessarily the only five things.

These aren't even the top five things. These are the five things that I think will be strategically very valuable to you in making your decisions for the weeks, months ahead as we go into the new year. On Property Entrepreneur, we're just about to go into our strategy days.

And in each of our businesses, we have our strategy days this week. And what we're doing there is defining explicitly what our plans are, what our strategy is, what our tangible targets are, what our distribution of focus is. For 2023, going into it very deliberately, very strategically with a high level of intent to make sure not only do we make the right decisions, but we make a huge amount of progress in a short amount of time.

These five things should help you to point you in the right direction and think about a few key things that I think are worth considering this year. As with all forecasts and predictions, they're only based on my interpretation of what I'm seeing. And they're only based on, at the time of recording, first week of January, what we're seeing in the market at this current time.

Obviously, anything significant that changes would probably change my opinion. And obviously, these are only my opinions. So take them with the suitable amount of a pinch of salt.

So five things. One is going to be balancing of the books. The second is going to be artificial intelligence.

The third is the increasing of the gap. The fourth is the growth plan. And the fifth is, which I think is very exciting, is the new age of the entrepreneur.

So the first is balance the books. And what I suspect we're going to see through 2023 is we've had two or three years now of turbulence. We had COVID.

We had lockdown. We had opening up. We've now had, obviously, the sort of tailwind of that with inflation or supply chain issues coupled with fuel prices, coupled with global conflict or conflicts with Russia and Ukraine.

And these have all caused a number of challenges economically for the last two or three years. What I suspect we're going to see in 2023, probably a little bit quicker than people anticipate, is a balancing of the books. I think we're probably approaching the peak of the severity on these things.

And as we go through the coming weeks and months, I think we're going to see this start to level out. So inflation, my prediction stays the same as it has been since end of last summer or last summer, about six months ago. I think it will peak in, well, forecast at the minute is saying it's peaked.

I suspect during the winter, I think the colder months, increased fuel costs, shorter days, which obviously mean more heat and electric and light to run businesses and keep the houses warm. I suspect it will probably be a stable balancing at the end of the winter, sort of March, April time. And then reasonably quickly, I think we'll see inflation at macro level start to come down.

I think interest rates as well are probably about as far as they need to go now. I think there may be one, if you remember, fiscal policy and monetary policy often takes a little while to filter through. And we've not really seen the true impact of that.

If you think about lending or mortgage rates, a lot of people on fixed mortgages, a lot of people on fixed rate terms on loans. It hasn't necessarily all filtered through yet, but it is already starting to make an impact. Also, just globally, we're starting to see things settle down.

Front page of the paper says inflation is starting to peak. I just get a feeling that there might be one or two more minor rises, but I can't see base rate going any higher than 4%. And if it needs to, it's quite likely that it could come back down to stimulate the market.

Mortgage rates are already coming down. I think they'll continue. I think they'll come down quicker.

I think mortgage rates within the first three months of 2023 will become commercially viable again. So back down to sustainable levels where the property market can start going because post mini budget and the shock factors of increased base rate and mortgage rates going crazy high has just locked up the market again. Now, whilst that's fantastic news for us, those of us that are going and doing deals, the auction rooms are quiet.

The estate agents are desperate for business. People who've got to sell will need to sell. I do think that's going to be short lived.

I think the mortgage market and the finance market and the property market will loosen up reasonably quickly through the first three months of 2023 through winter. And then in the spring and summer, I think it will really start to get going again. So there is a small window of opportunity to get in there.

And also, I think it's more of a small correction and a little shock than it is a crash. Again, I might be wrong, but economically, that's been my forecast reasonably consistently. And I just don't see it happening at the minute.

I think the investment market might change a little bit. I think rents are definitely going to stabilize at where they are. I think they might even continue to increase, probably quite likely to increase as these rate rises start to filter through.

I think we could see landlords leaving the market because it depends where you are in the UK. But if you're getting a gross yield of... Last year, I think the average gross yield was 5.3%. Obviously, that's an average. If you go up north, you might be able to get a gross of 6.5%, 7%, maybe even 8% with high rents and cheap property. But you go further down south and that yield really is compressed with the capital values and rents. And I think that will potentially force some landlords to leave the market because if you're only getting a gross yield of 5% or 6% and your mortgage cost at gross is quite likely going to be 5%, it's going to be very challenging to make those properties that for the last 10 years, landlords have got comfortable cash flow in.

It's going to be quite challenging to refinance the market at the current market value at normal loan-to-value and make it cash flow and go into the market and buy new stocks. So it really will reduce the size of the market that's able to stay viable, whether they're accidental landlords, portfolio landlords. Cash buyers will still do quite well.

There is places where we invest where it is realistic to get 6%, 7%, maybe even higher on a gross yield. If you're buying that cash and you can make sure you're not spending too much on management and operating costs, could still be a reasonable, modest cash flow strategy using leases to lease out to third parties, carve out those overheads, get rid of those management costs, get rid of the voids, hopefully reduce the arrears. That could also be a way.

But at a macro level, I think it's quite likely that unless something changes significantly like rents go through the roof or mortgage rates come down or property prices come down to really balance the books. I think at a macro level, it will mean that rented stock will potentially reduce rather than increase over this period, which means rents are likely to go up. It's going to put more pressure on the property market and with cost of living, etc., it's going to maintain that rental market to be very competitive. So anything to do with making affordable accommodation, whether it's built to rent or you're doing high density developments or you're doing HMOs, I suspect they're going to do pretty well through the year ahead. And it will come down to what happens with rates and rents really as to what happens to the macro rental market and more people will continue to go into the rental market while the property market is as it is. And balancing the books.

Obviously, we've got a lot of the minute around sort of, well, there's been a huge difference between demand and supply for lots of things, property market, huge demand, not enough supply, supply chains, loads of demand, no supply. There's been a clog up of supply chains. I think that's going to start to, you know, again, balancing the books and that's going to balance the books.

GDP, I think we will see a reduction in GDP. I think it'd be quite short term. I think unless unemployment starts to drop, I think that economic activity that we're seeing what we predicted three or six months ago with increasing interest rates is basically the government putting the brakes on the economy.

That's very much happening. And we are now seeing all the corrections happening in the market, a little small correction in property, knocking those prices down a little bit just to try and get the thing moving again, or rather the people who've got to sell, sell, but they're only at worst losing at the moment the growth that they saw in the last 12 months. So it's more of a mental adjustment than it is an economic one.

Equity markets, we're expecting adjustments in the tech markets, the shares, the stocks, obviously all of that now has taken a huge shift in values. Employment, obviously one of the government's objectives with increasing interest rates, increasing the cost of living, reducing GDP, increasing the cost of debt, reducing the amount of investment, slowing down the economic growth, putting pressure on reducing demand, is we're now starting to see that free things up. Unemployment has now started to go up for the first time in a long time, still at historic lows, but it started to creep up.

And you're going to see more of this. The government has just got to get that balance right now of not crippling it and letting things free up, balance the books and probably start taking the foot off the gas now. And then as I'll talk about in number four, in the fourth prediction, start to shift gear from putting the feet on the brake to moving back onto the accelerator.

So it really is getting that. Think about doing driving lessons for the first time. It's really trying to figure out how to use that clutch and accelerator at the same time so you don't end up stalling or crashing the car.

And at the minute we've been foot on the brake, slowing it down, slow the economy down. Now we need to probably appreciate that we're approaching the traffic lights. We need to stop accelerating, let it go into cruise control, but also get back on that accelerator once it goes green so we can keep moving.

Because if we take our foot off the accelerator, put our foot on the brake and let it cruise into the traffic light, if we get it wrong, we haven't got our foot on the clutch, it's just going to stall the car. And the danger now is that the tailwind of businesses downsizing, reduction in investment, increased cost of interest rates is that there's a tailwind coming. We don't want it to turn into a downward spiral.

So I feel reasonably confident that 2023 will be the year of balancing the books, things leveling out. Hopefully the government have done what they need to do and it starts to get pretty positive pretty quickly. I do think, obviously as well, just think about seasons.

The winter is locked up in your house, eating shepherd's pie, short days. Nobody's hugely enthusiastic. It's not really the most positive or inspiring of seasons.

As soon as those days, I mean, we're already, the days are getting longer now. The days are getting longer as soon as it starts warming up into the spring. I do think a lot of this is going to come together quicker than people think.

And I think we'll be balancing the books. Also, remember, we've had things like big tax statements, tax cuts, all of this sort of bold headline news, which has to be done to balance the books. But also there's an election coming up.

There's got to be one. And I suspect, as I talked about in number four, there'll be some government adjustments to start backing the economy again, investing in business, investing in infrastructure, supporting entrepreneurs. That's pretty inevitable.

It's got to come. But it's a thing of timing, really. So that's probably one of the big ones is balancing of the books.

So it's just thinking strategically before we start batting down the hatches. And downsizing, you've got a window of opportunity now to go and do some deals. And also in the sort of medium term, into the middle of 2023, the books should turn and we should be getting ready to rumble pretty quickly.

Number two is artificial intelligence, so AI. So CHAP-GBT was recently released. And that probably, I mean, I don't profess to know what I'm talking about in this space.

I am very much a proper entrepreneur. I'm not a tech or artificial intelligence expert. However, I have used CHAP-GBT.

I have seen and read about what its possible uses are, things like that. And I would say it's now the, I forget what the analogy is, but basically the genie's out of the bottle. I think we've known that it's coming.

Those of you that sort of follow this stuff, it's been talked about for probably five years as a real significant thing we should expect to see. We've seen it in various capacities, chatbots, Siri, you know, we've seen this sort of broad AI be released where you can use things like voice commands to get computers to access information, whereas CHAP-GBT is the first sort of more broad artificial intelligence that can do more than that. So it reminds me a lot of when the internet was released in the mid-90s and we sort of knew that it could be a big thing, but didn't really know how to use it.

I remember going to the first like internet cafe in the mid-90s and typing into whatever it was, out of Vista or whatever the like search engine was then, in an explorer or whatever it was, typing in play Pac-Man. And to me, it was like a place you could play games or like access things online. It was just sort of just trying to test out what it actually did.

Now, some people that are using CHAP-GBT are using it for a sort of elevated Google search. You know, you can use it for free. Obviously, people talking about it's the fastest downloaded app or signed up app.

It did 5 million people in the first week. That's like an indication of how sort of popular it's going to be. But that's not the power of it.

How many people are using it? The power is what it can do. You can use it as an elevated, more sort of sophisticated search engine.

Yeah, absolutely. But it's more the creative side that was a shock to me. I always thought, and I have spoke publicly about this.

In fact, most people did. That the first jobs to go through artificial intelligence would be your functional, not robotic, but things that could be released with automated, replace of automation. So working on factory lines, production, delivery, driving, all of that sort of stuff.

The general consensus was more that that's where we would be. And that was my opinion as well. This is a whole nother kettle of fish where it's, you know, it's got, there's a few sort of strategic limitations at the minute with the first of the minute.

This is very much the, this has come in, how does it work, et cetera, et cetera. But it can, I mean, it's absolutely crazy. You can go on YouTube, listen to some podcasts, have a little go on it yourself.

I went, I had lunch with a friend at the weekend and I said to him, yeah, you know, I said, write a 500 words blog about, and then I put his company name in, the industry they're in and the city they're in. And he just went ahead and wrote a 500 word article about who they are, what they do, why it's important. And then he said, oh, can you abbreviate that into a social media post?

It's just absolutely crazy. And what it's doing is it's, at this point it is broad because it's obviously accessing lots of different pieces of information. It's then using some sort of very advanced predictive language over a very broad dataset to release what is essentially creative work.

So copywriting, articles, blogs, it's got access to all of that information and then relaying it as knowledge. Exercise wise, it wouldn't be hugely dissimilar to writing a dissertation or doing a research piece, you know, you can, or being a copywriter, writing an article. It's very, very clever in what it can do.

And the concept now of sitting down and writing a 2000 page article for a magazine based on stuff you've got and researched online, I suspect will very soon become just an alien concept because all of the information you could go and read online is accessible or will be accessible by this sort of technology. The only difference is it's RAM and computer and brain power will be so much more significant. It can basically access all the information that's existed ever and apply all of this stuff in real time and literally write it quicker, write it, have access to more information, be much more advanced in its appraisal.

It's absolutely crazy. And obviously at the minute this is being released as it's only got access to information up to 2021. So that's a strategic, I suspect OpenAI, the company that built it, that's a strategic element to mean that it's not actually, you know, people aren't really starting to be able to put it into practice at the moment because anyone that's human has access to 2022 data.

So strategically, they're putting it out there for everyone to see, getting the name out there, getting some feedback, testing out the sort of beta version. But if that's what's being released on the open market for free, you can only imagine what is going on behind the scenes and how good this could be or how powerful this could be in practice. So I do think it's going to be a huge part of what happens over 2023.

I don't think it's all going to happen today. I think there's going to be this lag or this lull now where lots of information is researched. I think the first movers will start to repurpose it and like use, this is free and it's open source, but I suspect once it goes to the open market, eventually the same as anything like crypto, it will start to become charged.

It will start to become governed. It will have compliance and regulation around it. Well, it will have to in some capacity because it's crazy, crazy what it can do.

But for those first movers who jump on it now and start building tech platforms, businesses on top of it, and what they're doing basically is pimping out a new bit of tech that nobody else knows how to use in a narrow form. So you could sit there and use something broad or generic like chat GPT, or you could brand it up and call it whatever you want to call it. In fact, copy AI has been around for about two years.

Copy AI is another one. It's using a similar sort of tech. So I think that's going to be huge.

And I think it's something you very much want to consider and make sure it's part of your plan. I think the idea of trying to pretend it's not coming is silly. And it's just a case of understanding how does it affect your industry?

How does it affect your business? And it's moving with it at best, at least, at best ahead of it. And just getting on with it, really.

Because companies that don't embrace AI, for everything from social media posts to copywriting to code, it's like website design, etc. At the minute, the chat GPT is text, but there's also other similar applications that do it for drawing, design. You'll have seen people's pictures on social media.

It's going to be big. And it's just a case of seeing. There'll be a few years of figuring out.

Well, in fact, I suspect this will be one of the things that happens quite fast. I think it'll probably be like a couple of months where we figure out the shock factor. And then it will start to get really, really sort of implemented into the business world, society, the economy.

And over the next year, into the next two years, I think the use of it is going to be crazy. I hope it's going to be really good. Obviously, there's always a downside to these sort of things.

Optimistically, I'm thinking this could be really, really powerful. You can definitely go down the rabbit hole of how dangerous it could be. And that's not completely off the table.

It could be. It could be. It has got a lot of risks with it.

Elon Musk's talked about it for years. He was actually one of the co-founders of OpenAI when they founded in 2015 or 2018 to try and sort of protect it. But let's hope it's optimistic.

Let's get on board with it. And I do think as well, it will initially the shock factor of I can't believe it's going to do that will become quite commonplace. Like if you think about Google, the first time you used it, I can't believe you can search any question in the world and it will come up with the answer.

This is not hugely dissimilar to that. So I was using it over the weekend for a bit of copywriting and things like that. And it was already, I've only been using it for a couple of weeks, it was already like a given.

You know, okay, I need to write a whatever it was. Oh, I was looking at buying a new car. So rather than go and research all the different things, I said, what would what would the annual running costs be of this car this year, et cetera, et cetera.

So it was like I was talking about earlier, it was more of an advanced Google search with some specifics, but it went away and it basically did what I would normally ask an assistant to do. And it would normally take them an hour. It did it to a reasonable quality, a pretty good quality in more like 60 seconds, probably less rather than 60 minutes.

So powerful stuff, very clever. And also it's free, so go and make the most of it because I don't think it'll be free forever. Not in its biggest application anyway.

Just jumping in quickly with two things. So the first is if you're enjoying these podcasts, and you haven't already ordered a copy of my brand new first ever released book, Karma Credits, please go to Amazon now and order yourself a copy of Karma Credits by Daniel Hill, and it'll explain to you the universal law of wealth, health and happiness. And the second, if you want a free report that you can read straight away, go to www.boom or bust.co.uk to understand the five things that I'm doing as we head into this next phase of recession. Back to the podcast. Number three is an increase of the gap. So this is reasonably straightforward.

I think it's just a mindset piece, is like Warren Buffett says, be greedy when others are fearful, fearful when others are greedy. In phase one of the bounce back boom, phase one of lockdown, we went out and did £1.9 million worth of deals that we couldn't have done before COVID, couldn't have done after. Phase two, we did £3.5 million of deals we couldn't have done before COVID, couldn't have done after. That's profit, not the deal value was over £10 million. This is another period of that. We're in it now.

People say, listen to that afterwards, I wish I'd have taken action. Well, we're in that now. You can go into an estate agent and pretty much find yourself a deal, walk into an auction room and pretty much find yourself a deal.

This is what we're in now and we'll probably be in it for the next three to six months. There'll be an increase in the gap of basically you're either in or you're out. You want to get in, on board, let's run, AI, economic change, be dynamic, be creative, speed of implementation, go and make it happen or out.

You sit on your, rest on your laurels, sit tight, watch your margins being compressed, watch your costs go up, watch your clients start to leave. I really do think it'll be an increase in the gap of those who go out there and get wealthy, do loads of deals, make things happen. And also those who just bury their head in the sand, don't do what they need to do.

Don't take notice of changing interest rates, haven't got their finance affairs in order. There'll be some that use the finance market and the deal market to go and capitalise, but they'll be very strategic and very savvy. There'll be others that risk losing their shirt because they're not up to speed.

They're not doing what they need to do. And they're just not on top of the game. I think there'll be an increase of gap in that.

I think equally wealth distribution is no surprise. And actually our charity this year is probably going to support in this space. Though the wealthy are likely to get even wealthier, going out and doing deals at the minute, prices are compressed, access to capital.

It's the time where the wealthy get wealthier, but also it's the time where the poor get poorer. Unfortunately, more people will be pushed into poverty. It is going to be a challenging period.

And hopefully we're going to support in both of those. Commercially, we're at the top of the curve, doing deals, leading the way, taking all of our property entrepreneurs with us to make the most of this opportunity. But then equally, we're not oblivious to the fact that through no fault of our own, other people are struggling to struggle in this economic situation.

So we're going to, through our charity, get up and give back this year. We're quite likely to support in that space to make sure we've got both extremes covered. The mass market will be the mass market.

When it's great, we're putting money on credit cards. We're drinking porn-style martinis. We're going shopping every weekend.

We're eating out. When it's tough, we spend more money on heating the house and driving the car and a little bit less money on Domino's pizzas and delivery. It's just the way the world works.

But there is definitely this window of opportunity now for those who want to go for it. It'll be boom or bust. There'll be those that go for it and those that really, really struggle.

And that's the first window of opportunity is this gap between those that do and those that don't starts to increase. The fourth is I think we're going to see the government announce the next growth plan. We're very much in this first window of opportunity that is this lull while everyone else runs for the hills.

In the spring or the summer, if the government are going to win the next election and we're not going to stall at the traffic lights and we're going to keep things moving, we really need – big business really needs and even just the finance market really needs the next phase of the plan from the government. So I suspect maybe not in the winter because we really do need – they need to let the thing slow down and approach the lights and cruise control and see where it is. I suspect in the end of the spring, beginning of the summer, they'll move the foot from the brake to the accelerator and then say, right, this is what we're doing.

And this will be the level up plan, big infrastructure plans, big construction, big investment in business and really get the UK back on a global stage. Rishi Sunak might not be the most – he's not exactly Boris Johnson as far as the leadership enthusiasm, that sort of leadership noise, but he's very much the economic strategic brains you need to reposition what we've got to do. As a country, there is danger that over the next 12 months, 12 to 24 months, we get overtaken by – well, we've already been overtaken by developing nations on economic growth.

That's not a new thing. But we're holding on by the skin of our teeth to number five in the top five of global economies. The UK is very much resting on its laurels.

We don't do what we used to do. We used to have a huge foothold around the world. We used to do precision and high-end engineering.

There's lots of things we used to do. We used to be the finance hub of Europe. We used to be part of the European bloc.

We used to have all these things that sort of played into our favor. We've really got to – we can't rest on those laurels anymore. Over the next three to five years, we've got to turn this ship around and really own our space at the top of the table or it will be the start of the – the beginning of the end as other countries start to take – just think we're a small island as a basic.

We're – granted, we've got like some of the best education in the world, some of the best finance structure or asset security, financial services, global services. We are primarily a service economy. We've had these things, but we're behind the rest of the world on things like – basically things like broadband and – broadband speed, access to internet, access to internet on a national scale, productivity, use of tech and investments in tech.

We're really not on the crest of the wave. So I suspect towards the end of winter – or sorry, end of spring – well, in fact, no, it will probably be earlier than that. I suspect it will be in the spring.

In the spring towards the summer, there will be – it might even be earlier. Hopefully, it will be earlier. The government will say, right, here's the growth plan.

This is what we're doing. These are the free zones. These are the initiatives.

This is how you can get away from all those tax hikes we've done. This is how you can make more money than spend. All of that will come, and that will basically be what's called phase three.

So phase three of the bounce back boom, which has been this two-year economic cycle or economic curve that we're going through, that will be the announcement of phase three, and then it will be all guns blazing. So basically, the current window of opportunity is now where everyone's run for the hills. There's low competition, high margins.

For those who are strategic and savvy, go out and absolutely clean up, and then the next window of opportunity will be when that's announced, there'll be all business. Entrepreneurship will start to go again, and we just want to be at the beginning of that curve. So you've probably got like 12 to 24 months as a first mover advantage, speed of implementation, savvy, strategic entrepreneur to go and make the most of this.

So that'll be the growth plan. I suspect that'll be announced in the spring, if not before. Hopefully before, but maybe end of winter, beginning of spring, actually, thinking about it.

But yeah, hopefully we get that. That'll be huge. And then finally is number five is a new age of entrepreneur, and a new age of proper entrepreneur.

This is something significant I've seen for the last couple of years, post-COVID, is this lifestyle and living shift where people don't want to work for big businesses now. The idea of going to an office, working 8.30 till 5.30 with an hour's lunch, working 40 hours a week, 28 days holiday. So there's that, plus the older generation of retired early.

There's hundreds of thousands of people of working age that take early retirement because COVID and lockdown, they realized they don't want to be working in restaurants, kitchens, hotels, retail. They don't want to work evenings and weekends. They want to go and actually live their life.

And I think there's, without AI, I think there's this new emerging lifestyle living shift where more people want to either just enjoy living, especially the new generation coming up. They want access over ownership. They want travel.

They want lifestyle experiences. The concept and idea of the celebrity lifestyle, the career ladder, the three or four years at uni to do a career-based job, I suspect that coupled, I mean, this was before AI, but with AI now, I suspect that's going to be an increasing curve that we see. And what I'm seeing is more people want to go into entrepreneurship.

More people want to leave being an employee and move into the entrepreneurial space. And they want to be, and also entrepreneurs, people who've built big businesses realize it's very stressful. It's very hard.

With increasing regulation, compliance, HR, COVID-19, responsibility, lots of businesses going online, other people running big physical offices, which carry huge overheads. I just see a huge increase in the appeal of having a small business, being self-employed, freedom of movement, traveling, more of the laptop millionaire lifestyle, not necessarily one man band, but sort of up to about a dozen people. I do see a real shift, an increase in appeal in that.

And I also see an increasing or reducing appeal in the alternative. Why would you want to go and have 50 to 100 employees or thousands of employees? Unless you're going on that empire builder curve, which I've done, and for those of you that want to do it, you absolutely have to do it.

But a lot of things I'm saying to people now, people that I do consultancy for, people that I am an investor in, angel investor, non-exec director, a lot of these people that I work with, the conversations I'm having is, what do you actually want? They might say, I want a team of 100 people. I want to do 50 million in revenue.

I'm like, what do you actually want? And I think when you drill it down now, more people do want to be sort of more lifestyle, more enjoy their life. Don't get me wrong, they want to be highly lucrative.

But if they could make a couple of million pound a year with a dozen people, they might rather do that than spend 10 years building a business and exit for 50. You know, it's like highly dynamic, highly niche actually, the premium price point, all the stuff we teach on Property Entrepreneur, highly strategic, very crestable wave, neatly in a haystack businesses. I think the last shift is through this year, which is COVID coming back to reality.

And then as the economy starts to free up again, I do think that the appeal, I think there's going to be this new age of, or there is now, there is already a new age of entrepreneur. And I think this is going to be an increasing new age of entrepreneurs coming out who want freedom of movement, lifestyle, good income, highly lucrative, highly leveraged, but small business rather than big business, self-employed, entrepreneur rather than employed. And with AI coming in as well, that's obviously going to shake up the market even more.

So we have to see what that, you know, what that brings to the party. But like I say, I think there'll be a little lag, you know, three to six months before that comes in, and then it'll really start to see applications. And hopefully it's just a really great add-on.

It'll shake up a number of markets. I'm sure there'll be a huge strategic shift in lots of places, but we've seen that before. Hopefully it's a quick adjustment and it's a gross, it's a net positive rather than a net negative, which I'm sure will be the case.

I'm hopeful will be the case. And yeah, just looking at it, ever the optimist, but we shall. It's not my field of expertise, but I think it's going to be an absolute game changer.

And we shall very much see. So there's my five predictions, balancing the books of the economy, artificial intelligence, increasing of that gap to go out there and make things happen, the growth plan strategically just to manage your expectations, what's coming. And then that'll be the beginning of phase three and this new age of entrepreneurs.

A new age of property entrepreneurs who want to be highly lucrative, highly leveraged, have a great lifestyle, a solid income and sort of break away from this framework and society that a lot of people are now potentially trapped in, but also realised that's not the only way. So welcome to 2023. It's going to be a huge year.

It's definitely one for levelling up. We are levelling up all of our property entrepreneurs this year. Our headline strategy, as is with a lot of the entrepreneurs, is level up.

And what that means is taking everything to the next level, stepping up everything we do. And as you'll see over the coming weeks and months, that includes a lot of the content that we're going to be giving to you. So stay tuned and make sure if you're not already liked or subscribed this podcast, please click that now.

Make sure you don't miss an episode every Tuesday. And with that in mind, I'll see you on the next one. 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 will 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.