**PEP 126 Edited\_Transcription**

[Daniel Hill] (0:05 - 15:18)

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. 2023 my year of in this podcast episode, what I'm going to do is I'm going to take you behind the scenes to January's property entrepreneur advanced workshop where Adam Goff, the host and myself went head to head with our 10 minute strategy day presentations to share what our year of is for 2023.

This is behind the scenes is private and confidential. It's never normally shared outside of the property entrepreneur community. But in this podcast, I'm going to show you what our strategy is for the year ahead, what my personal year of is for 2023.

And professionally and personally, where I'm going in the year ahead, and how you can go about structuring yours to do the same. Enjoy this episode is behind the scenes is 2023 my year of this is the 2023 strategy day. I hope you enjoy.

It's time for Adam and I to go head to head. So I'm going to give you I'm going to now share with you my 2023 strategy day presentation. So my name is Daniel Hill.

And I guess we've got the quacks. So you just wasted two seconds of our time. Thank you.

And I'm gonna take you through my 2023 year of presentation. And I'm genuinely this is every every few years you get one that you're really looking forward to. And this is what I'm absolutely buzzing for.

Before I go into it, I want to just reflect on last year briefly. Last year, I decided to do the 12 hour work week, I tapped out the top, semi retired or attempted to retire semi retired, and took the 12 hour work week. And towards the end of the year, I started to think this was probably a wrong turn.

And didn't hugely enjoy it, found that the devil makes work for idle thumbs. And actually, as quite a high frequency thinker, having more time to think can take you all sorts of different places. And I thought it was actually probably a bit of a wrong turn.

I found it quite a challenging year. came to a bit of a head in about October time where Ian who's just walked in actually interviewed Sav, my partner, and they were talking about one of the questions was about having a wish. And it said, instead, if you had a wish, what would your wishes be?

And they were listed a month. And I've never actually listened to the podcast. I'm not going to release it for various reasons.

But Sav shared one of her wishes. And she said, her wish for me would be she watches me like searching, I'm searching, I'm always looking for the answer, the meaning of life. And she said, I don't know what he's searching for.

But I hope he finds it. Because it makes her exhaust. She said, I'm exhausted watching him.

I don't I've got no idea how he must feel. And I thought I took it away. And I thought, you know what, I am exhausted of this like searching.

It's been an interesting year. And I learned two things last year. So the first thing, personally was what I missed last year was taking on big challenges.

I like challenges. I like adventure. I like taking things on a lot to try and succeed at stuff.

I really, really enjoy it. But equally, if you know, Michael Phelps, he famously said in a recent interview that 80% of award winners, Olympic award winners end up with some type of post Olympic depression because the chase is what it's all about. And the catch can be a bit of an anticlimax.

So last year, that was a real message I took home. I love the chase. And that's why I think to a degree, challenges, targets, strategies are actually something that we live for not trying living to get get away from.

And the second was that was my work one. And then personally, I had a family member who got really ill, like really, really ill. I was quite fortunate that as an adult, I've not had an experience with someone in a real bad state or even, you know, lost someone in my adult life that close to me, which I'm sure you guys can relate to.

And it was my it was a real wake up call with mortality. And I just a real wake up call of like, there's a life to live. And at some point it ends.

And I just thought, I really need to like tune into this. And with all the searching that I've been doing, I thought I was sitting there one day and I thought, if I was to ask them what they're like, last words of advice to me would be, I was thinking, it would probably be sort your life out. And by sort my life out, I mean, I've achieved loads of things in business.

I've had a great time. I've enjoyed the last 20 years. But it's been at the expense of my personal life.

And I've never really capitalised on it. And I was like, you know what, I need to really go and actually invest in my life. So that's why this year, I'm doing the year of Carpe Diem.

Carpe Diem means seize the day, live in the moment and focus on my life. And the underlying mantra for this is to stop looking, stop looking for the meaning of life, stop searching, stop looking, and start living. And I'm absolutely buzzing after 20 years of doing this in business to go and experience what this is going to be about.

So how I made it up. So my personal objectives are three. My first is I always prioritise work, I'm now going to prioritise my life.

And the first is to design my days. So each day, I design my day with the rule that fun comes first. And then Bianca's got me a new journal.

And every day, I'm just going to plan the day out and look at it and be like, this was my last day. Is that a day by design? That's my first.

The second is to rewrite the rules. The rules I've created for myself over the last 20 years have served me amazingly in business. They no longer serve me as an individual and the person I want to be outside of work.

So I'm going to rewrite the rules. I'm going to rewire my brain. And in my journal, I'm going to have a page of all the rules that I believe to be true and how I've rewritten them.

And then third is Mr. Positive. So I would say I've been well renowned over the last in the majority of my career of being a positive, optimistic person. What I've realised is over this search in the last couple of years, I've become a very deep person, a very, can be quite an intense person.

I just want to be back to being like positive, realise that happiness is a choice. And I want to choose it. If I say to you now, feel happy.

You can turn it on and turn it off whenever you want. So happiness is a choice, choose it. And then in my journal, I just write each day how positive I was and how I went about that.

I always find it easier to take heroes with me. That's why I recommend it to you guys. My two heroes for this.

Kev, who's at the front. I've known Kev for like seven years on this journey. And he's like absolutely owned this.

And I remember saying to him once, he was like, oh yeah, I've got a little rush. I'm getting a plane to America. And I was like, he didn't notice that.

He didn't mention that. He said, oh, life's for living. And I just thought, do you know what?

Life is for living. You've got to live it. And then the second, I don't know who this guy is.

Adam is, I remember saying to Adam, what do you do when you're not working all the time? He says, it's not that I'm not busy. He says, I'm always busy, but I'm not working.

And I have this perception of Adam that all day, every day, he's cramming his day with stuff he wants to do. And he is carpe diem in it. They're my two personal heroes that I'll follow this year.

Second is my professional objectives. I'm coming back to work. I'm going to enjoy it.

I love it. It is a part of me, but it needs to serve me, not be a sacrifice. The first is on time is late.

I'm late for everything. On time is late, be early. And my target for that is 15 minutes early for any appointment thing rather than 15 seconds or 15 minutes late.

The second is world-class conductor. I'm already at conductor level, but having gone through the book, like I said to you guys, I've got about another 20% that still needs to be done. So world-class conductor, smarts and swagger, smarts is as a conductor, the blue level, I bring my brain to the table.

I've got 20 years worth of successes and failures in here. That's what I carry myself with, my smarts and swagger. Just go back to like having a nice car, having a driver again.

I've had a driver for 10 years, but when I sold Multilite, I just got rid of it, started driving a Volvo, just bring a bit of swag back to the party. And my tangible target for that is 10% of my steam that comes off my financial fortress every month. I just spend on the things like going first class rather than normal, getting a driver, just bringing a bit more swag back to the party.

And then finally is world-class content machine. Don't be under any illusion going into this year, it's going to be competitive. It's going to be hard.

And those that invest are going to go all guns blazing. And this is going to be me professionally for this year. My two heroes, oh yeah, my tangible target for that is to double the size of my followers on each platform.

My two heroes for this, the first is Coach Carter, if you've seen the film, he's a textbook amazing coach, and I could be a lot better coach than I am. And I need to move from the captain seat to the coach, and I need to have world-class captains around me. He's my hero for that.

And then second, if you don't know who Alex Ormosi is, you probably will do in the coming weeks. He's just come out of nowhere owning the sales and marketing space, and he is crest of a wave of what we'll be doing next year. For the business, obviously I have Daniel Hill Holdings, which is my portfolio of companies.

And my headline strategy for this year, no surprise, is level up. Everything that I do, every time that I do it. And the objectives for this, the first is to finish my Financial Fortress 3.0. So I'm on the third iteration of it, the deals are all there, no new big deals, no diversification, just finish what I've started. The second, and this is my 60-second strategy that I talked to you guys about. And again, I'm not teaching you these things because they're smart and clever, they work. One thing I realized this year when I'm talking about hourly rate is I tracked my cash flow, profit, and asset, which I've never done.

And what I realized is the money I make from my assets, which is blue level, top of the triangle, is 15 times more per hour than it is from the cash flow. And it'd be easier then to say, well, I'll just sell the cash flow business and keep them. But the reality is it all comes together in beautiful synergy.

And I do proper entrepreneur, I have a profile, I attract people in the market and resources. It all sort of comes together. So to finish that.

And then the second one is world-class content machine, as I talked about. And this is to know my space. I'm going to teach you all about this.

I really understand what that message is. So then own my space, absolutely dominate it, and then lead the market on all of the stats, be leading the way in our space. And then finally, as I talked about, my professional objective is to really just have a team of world-class captains around me and me to coach them at blue level to enable them to be the best they can be to give you guys and all of our other companies what they need.

And then finally, to finish distribution of focus, 70% is on world... Right, I said it must be done. 70% is on world-class content for you guys and what I put out there into the market.

20% is running my world-class team of people who run the companies. And 10% is on my deals and delivery, turning up and working for you guys. Experiences, I'm doing three challenges this year.

The first is the incredible bulk. I've spent three and a half years lean, staying lean. I'm now going to see how far I can take it and then come back down for the summer board retreat.

The second is perfect piano. I need to level that up. I did a year of playing last year.

I'm going to do my grade one exam this year. And then my third is sweaty squash. The reason it's sweaty is the worse you are at squash, the better the workout.

And if you get better, it's not so good. So I'm going to make sure it's sweaty and make sure I don't get too good and make sure I play against better people. And then finally, for rewards, I've only once ever done my end-of-year reward and that was in 2019, last time I did level up.

And since I did frugal hedonism, I don't spend money on anything. I remember what Daniel Priestley said to me 10 years ago and he reminded me when I seen him the other day. He's the same as me, obviously young, dashingly good-looking.

He's like an all-out-there empire builder, but he's also quite a humble guy. He wears the same clothes. He's not about the Ferraris and helicopters, but he wears a really nice watch.

And I said to him, why did you do that? And he says, if you want to stay in the game, you have to get the rewards. And he said, when you publish a book, make sure you buy yourself a watch because he did this for his first book.

It's taken me 10 years to write the book. So now I'm going to actually buy the watch. Also, I used to wear suits every month.

I'm going to start getting a decent suit that actually fits. I've got my driver again, which I've started, which is good. And then I potentially will, or probably will, when I get money back in the bank, buy from a deal, do a buy Maybach.

Maybe start to buy a holiday home in the Peaks because just as an Airbnb. I did my first cruise in December, which was my first week off of work with my phone off for five years. I absolutely loved it.

So I'm just going to book that again on that calendar, get that done. And then finally, I've been saying I'm going to do Grand Canyon for four years and I still haven't actually done it. I'm going to actually go and live this year, do my rewards, as long as I work hard and I deserve them.

And that is going to be my 2023 year of Carpe Diem. Thank you very much. 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.boomorbust.co.uk to understand the five things that I'm doing as we head into this next phase of recession. Back to the podcast. Let's give a huge round of applause for my competition. Mr. Adam Gough, ladies and gents.

[Adam Goff] (15:21 - 26:18)

Thank you. Who else finds the long game really challenging? Like seriously hard.

I was like, this is this is hard. I was like, we do this. So yeah, I found it really difficult.

But one, where I've got to with my long game, I haven't got the clarity that I had last time. But it was the question that I asked Dan when we were on the board retreat together. And if you remember, we shared it with you.

It's like, what are you 100% sure of? That's a really good place to start. Well, and at the start of autumn, I'm not gonna lie to you, I really didn't know.

But now I can stand here on stage and say, you know what, I know what I want. I know I want to live in a tropical destination. I know that health is really important to me.

And I want to be fit and healthy and have a really good health span as well as a really long lifespan. I know that I want to be in a relationship. I don't want to be a bachelor forever.

I know that I don't want to die without having had at least a child. I know that wealth is important to me. And I want to keep building my financial security, even though I have that fortress base.

So these things now I can I can hold my hat on I say, actually, these are the directions that I really want to start moving in. I guess, to recap what happened to me last year, if you remember, I was running around the world and ticking off my bucket list over 60 items and really having lots of great experiences. But something happened to me when I was in Bali, and I just knew something was I was in the right place.

And then I knew something was going to happen. And I was having premonitions that I was going to have a motorbike accident. And even the morning I had the accident, I was having a premonition.

And then all of a sudden, it was boom, off your bike, you get in a hospital, you're gonna have three operations. It was like, the universe was trying to tell me to slow down. Like literally, it was telling me, and then it physically stopped me.

Like it stopped me dead in my tracks. And this has taken me on, you know, a spiritual journey. I mean, the inconvenience of having that motorbike accident was pretty severe.

I mean, it cost me a lot of money. So into five figures, and all the time and everything else. And it was a really challenging time for me, actually.

Like, I did a good job of putting a brave face on it. I didn't let down property entrepreneur, I still, you know, delivered the events. But actually, it was incredibly difficult for me who holds health so important, and everything else to have to just be completely like saddle.

So that was me really being forced to take a long hard look in the mirror. So I realized that I'd been rushing around, and I've been trying to do all these things. And actually the what was the universe telling me it was telling me to slow down.

So this this came into my year of and when I was when I was thinking about my more or less keep and what success was to me, I realized that I wanted less of chasing it trying to achieve stuff, ticking things off the bucket list, getting experiences, taking photos, basically like showing off, effectively, less of that, and more being authentic, connected growth, internal growth, spirituality, like being more vulnerable, like enjoying the view, just stopping and going with the flow, where I'm trying to control everything, I have this most amazing time all the time. So that's what came up. And when I was putting my year off together, I realized that I was this person that could say anything and probably go and do it.

And in fact, I read a book that I'd read five or six years ago, and it landed completely different. And it was called the surrender experiment. And it's Michael Singer's story, the guy who wrote Untethered Soul, about he just rather than trying to lead and always trying to do everything himself, he just let the universe lead.

What is the universe telling him, and he would go with the flow. So that is what my year was going to be about. It's going to be incredibly challenging for me, because I'm going to want to go and do all this stuff.

But actually, I need to tune in, listen and see what happens and go with the flow, which actually is going to be I mentioned this to Josh a couple of weeks ago, and he said, this is probably going to be the hardest year of I think you're ever going to have. And I think he's probably right. Why is it hard?

Because I'm going to have to be vulnerable. I don't have this amazing plan. I don't know what's going to happen in order to like let the universe lead.

I've got to take off the body armor. I've just got to be me. And I've got to like, be happy to make some mistakes and put myself out there and maybe show my weaknesses that I'm not used to showing.

And I thought this quote was fantastic. It's vulnerability is not winning or losing. It's having the courage to show up and be seen when we have no control over the outcome.

So being vulnerable for me is what this year is all about. So personally, what can I do to surrender and achieve the things that I want to achieve? Well, first and foremost, health is so important.

And I shared with you something on stage last summer when I was doing my end of year presentation that I've got a few like addictions and obsessions when it comes to food. And if you don't feed the monster, it will die. So I have all this financial freedom and location freedom.

And I love the work that I do. But I don't have freedom from these desires and restrictions that I place on myself. How many steps am I doing?

And what am I eating and weighing myself and all this sort of stuff. And it's like having all sorts of obsessive behavior, like chewing gum, like music when I work out, like loads of hot drinks, these things. I'm like, I actually need all these things to function.

And I don't, I want freedom from all of that. So my target is going to be no more scales, whether it's wearing my body weight, which I do every day, or food scales, like they've gone in the bin, they have to go in the bin, and just try and beat all this obsessive behavior that I have around food and health and things like that. It's bad habits that I've picked up.

Number two is making the most. So every day is a gift. That's why they call it the present.

I'm in a really lucky situation. And I don't need to be chasing it like Dan was sharing, I don't need to be chasing it. So I need to make the most of this moment, and actually enjoy and have flexibility around the responsibilities yet, because I know they're probably coming.

So my target is to be flexible and fun, like I still find myself saying no to fun things in Bali, because I had a plan, you know, it's in my sauna, I've got stuff to do. It's like, no, you know, if there's a pretty girl asking you to go on a motorbike ride, it's like a sauna. No, I'm joking.

No, you go on the motorbike ride, right? So the one thing I want to do is I want to be able to just get on my board and go for a surf, like I want to do that by myself without a coach or worrying about, you know, me getting eaten alive by the rocks or the reefs. And I want to hit, I actually like this, 50 kilos times eight reps on my chest press.

I think that's just really cool. Third is building a base. So I'm this nomad, I'm traveling around the world, I've been to probably over 12 countries in the last 12 months easily.

And you know, actually, it's not forever. So I need to kind of pick where I want to settle. So that's home is where the heart is.

And my target is going to be to select where to settle, I want to start building a base somewhere like I want someone to go home to like, this nomad life is great, but it's not going to be for me forever. So professionally, then I surrender. Well, I'm like, what can I do for my professional objectives?

I don't really do much work. So what can I do? Well, surrendering is level up.

Dan's we've set this objective for the business for level up. It's like, don't try and fight it. You know, absolutely go with it, fully commit to property entrepreneurship, everything we're trying to do like, if this was your last year ever a property entrepreneur, would you be absolutely proud of every single minute that you had?

And if this opportunity has been put in front of me, then I want to maximize it. So my target for that is going to be to do 12 level up improvements through the year. So at the end of the year, I better report back that every I've done 12 things, probably one a month would be a good, a good target for me to actually really do something new to level up to make your experience better.

At the end of the day, that's what I'm doing. I'm serving you. My second objective came from this story.

Does everyone remember this little cartoon? Yeah, what's more important, the journey or the destination, the company, the company, I'm ablaze. The main reason I do this is because of you guys, because I'm working with Dan and Josh.

Josh probably more than Dan. But you know, that means so much to me. Actually, I do it for that.

And I've told them many times, you know, that's the reason why I do it. So for me, the objective is to have relationships over transactions. It's like, remember that you're doing it for the people, not the work.

And it's got to be fun, not functional. Some of the feedback someone I work with gave me last year was actually you know what, our relationships becoming a bit functional, like where's all the fun going? I was like, God, I'm, I'm supposed to be captain of fun.

I was like, damn, you know, like, ah, it really hurt. And I was like, right, you know what, it's all about the experience. Everything with capital living that I remember is me and the team and all the fun things we did.

So that's, that's it. The target is to have some champagne moments, you know, absolutely champagne moments. So that's what I'm looking forward to.

And lastly, is to crystallize my intelligence. I know that I've got a message to deliver. And I want to deliver it to the world.

And I took Dan's advice, I read strength to strength. And I know that this crystal intelligence curve, the second curve that we go up is where I need to start climbing. So I want to pick a passion play, I've got no idea really what it's going to be.

But I know that I'd like to find my niche. So that's my target. And I can commit 180 hours to this.

So I'm going to do that as my third objective. My distribution of focus is 70% PE 20% on my coaching business and 10% on the sales we do at the blueprint. And I've actually worked out, I've actually worked out that I want to work 819 hours, which is 16 a week, okay, which is just over three a day.

So I've literally, I really encourage you guys to do this, I've got really specific about how many hours I'm going to spend on each thing, which is what Dan's done, actually, in fair play to him with his with with his slide that he had. So I know the hours I'm going to commit to each. And I know how much that's going to generate me.

And then in terms of my wealth hierarchy, so cash flow, obviously, this is the day job, I guess. And then the profit will come when we have a really amazing summer. And we're going to completely set up the program have the best year on record.

Obviously, you heard Dan's presentation about that. And then assets is the money that I reinvest from my financial fortress, which is just compounding and the portfolio that I hold in terms of trackers and gold and things like that. What's going to be my reward?

What do you buy a man who's got everything? I mean, I really didn't know like, I was like, I'm really happy. Like I really have.

I really have everything I need. And then I realized it wasn't about me. It was about everyone else.

What have been my best memories, without a doubt times of my family. And I am going to be 40 next year. So I'm, I'm going to take perfect timing.

I'm going to take all my family away. I'm going to pay for a big holiday for my 40th next February that gets me motivated. Ladies and gentlemen, thank you very much for listening to my strategy day.

Let's give everyone a round of applause. Thank you so much.

[Daniel Hill] (26:23 - 28:22)

I hope you enjoyed going behind the scenes at the property entrepreneur strategy day. If you've not already done your strategy day for your team, your business, or even your personal life, it is not too late. This is last chance saloon.

It's the last couple of days of January and going into the year ahead, I would highly, highly, highly recommend for your businesses, you get your headline strategy and your three support and objectives sorted, and then back those up with tangible targets. And then for your personal life, get your year of sorted, have your three personal objectives, your three professional objectives, tangible targets for each, and then rewards for either along the way or to celebrate at the end. Success and failure are both very predictable.

This is all a game. I've been doing this for 20 years. I've been teaching it for a decade.

And now this is over to you to make the most of it. And I hope 2023 is your best year on record. I'll catch you on the next one.

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 property entrepreneur underscore, Facebook is Dan Hill.

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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.