**PEP 18 Edited\_Transcription**

[Daniel Hill] (0:05 - 31:25)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. On this Strip Back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Good morning, good morning. We're going back across the field.

This was a nice little wonder on Tuesday. Oh, look, some ducks. Four reasons why you literally don't stand a chance.

This is going to sound a bit like a rant, but it's not a rant because, well, to date at least, I forgot which way I went. To date at least, I'm not really a ranter, so I don't really do rants. I wish this was a rant, but it's not.

It's reality. Again, this is a conversation that I had last night. I shared dinner with some of my family last night and had a conversation about this.

The reality is everything's stacked against you. I do wish this was a rant, but it is actually the reality. There's four real main barriers that are stopping you from doing what you need to do, and you really don't stand a chance.

It's like these things, economy, well, not the economy as much, the government, society, the way we live our lives, the reality in 2020. There's four main things that just get in your way. They stop you from being able to do what you want to do, and you really don't stand a chance unless you can overcome them.

I'm going to take you through these four things so you can start to tune into them. Then I'm going to give you some life hacks to help you overcome it. Those of you that saw the post last week, just randomly, about our development site, how we use some advanced strategies during lockdown because of COVID, only because of COVID, purely because of COVID.

During lockdown, we spent 40,000 pound on a site and made 400,000 only because of lockdown, only because of COVID, only because of the strategy we used. Rather than post it, I'm going to do a live call tomorrow at, I think it's three o'clock, three till four. I'll put a link in the comments to this video, but if you go on my profile, there's a post from yesterday.

Join us on there for an hour and I'll show you how we use some advanced strategies to make 400,000 pounds off a 40,000 pound reefer during lockdown completely because of COVID. To get anywhere near that, we need to overcome the basics. We train people on this on Properly Entrepreneur all year long.

It's easy to overcome, all the solutions are reasonably easy, but the reality is all of this stuff is hugely stacked against you. There's four things that are going to get in your way and we need to figure out how to overcome them. These things that are just thrown in your face that you have to work quite hard to overcome.

The first one is your diet. We're set up in this society to eat rubbish and your body, your brain is a machine. It needs to be moving.

It needs to be clean. It needs to work well, but the reality is you go anyway, it's so hard to achieve that. It's so hard to be clean.

It's so hard to get fresh food that's full of nutrients. Even if you go for meat and veg, you're still looking at how they're actually produced. What are they injected with?

Should you eat meat? Shouldn't you eat meat? You walk into a supermarket.

I'll go to Sainsbury's. When I'm in the office on a Monday, I go to Sainsbury's to get my breakfast. I was walking down the aisle this week and I was just getting some steps in while I was walking around.

I walked down some aisles I wouldn't normally go down, like the biscuits. It's all bright colors. It's highly produced or processed.

Probably 85% of the stuff that's in a supermarket, you shouldn't actually eat. Back in the day when we were cave men and women and we were living off the land, which has now been over farmed, so it's already got deficiencies in it anyway, is you didn't have crispy pancakes and chicken nuggets and processed meats. You don't stand a chance of eating clean unless you really understand what you're doing because everything that's made available to us in service stations, in shops, in cafes, it's rich with things that are going to slow you down.

In order for you to be on top performance, you need to be clean. The reality is that's just not on the shelf. The first thing is, diet.

We need to be clean. We need to be operating on maximum performance. The body needs to be moving.

It needs to be full of energy. The reality is most people don't because it's not expensive, that's not fair to say, but food is so readily available that's bad. You just don't stand a chance of eating clean unless you go out of your way to do it.

The first thing is diet. The second is distractions. It's like the government and society want to get in your way because all day, every day, they're trying to distract you from where you want to go.

You want to head in this direction. You want to head over this hill. You want to achieve whatever it is.

You want to be an athlete. You want to be an entrepreneur. You want to be a professional.

You want to be a high performer in whatever you do. All day, every day, from the second you wake up, the world has been created to give you distractions. This is like your phone.

Your phone is created to be seductive. It's bright lights. It is lights.

It's bright colors. It's created to be a distraction. WhatsApp, Facebook, adverts on the internet, everything is created to distract you.

Back in the day, again, when we take this back to, let's just keep talking about cavemen and women, we used to get endorphin hits and serotonin hits and these little buzzes of success, these little success triggers, we used to get it from catching animals. We'd go hunting. I don't know if this is the way I came the other day.

It's a bit bumpier. We used to get it from hunting. You'd go hunting for hours or days at a time or even a week to catch whatever, something that you're going to eat.

Then you finally catch it and you get a huge endorphin hit. You get a huge feeling of success because you've achieved something big. We don't have to do that nowadays.

We just go on Facebook and it's like, ding, notification, WhatsApp, ding, message, Slack, email, YouTube, Instagram, ding, ding, ding, ding, ding, ding, ding. All day, every day, we're distracted by these things. The conversation I was saying, and this is all of us, we've just got to figure out the hacks to do it.

The conversation I was having yesterday, I was saying, there was an example yesterday. I was working through my to-do list. There's a whole model we use for productivity, which I'll share with you at some point.

I'm a proper entrepreneur. Working through my to-do list and I had to jump on WhatsApp to do something. 25 minutes later, I'd ended up in my email because I'd gone in there to send a photo to somebody or images of a site to somebody.

Before I knew it, I was in WhatsApp. I then answered a message to somebody. Somebody else had asked me a question.

There was a quick 30-second voice note. I then looked up something else on the internet. I was like, 25 minutes had gone by.

I went to do a 30-second task and 20 minutes had gone by and I've disappeared. I've been distracted. There's all these distractions that get in our way that stop us from doing what we want to do.

You literally don't stand a chance. You've got to work really hard not to get distracted by, ding, ding, ding, ding, instant gratification or disappearing off. How many of you have spent time on social media or YouTube?

You pick your phone up to do something for two seconds and you turn around 45 minutes later and you're just aimlessly scrolling. The second one is distractions. The world is built to distract you and we have to work quite hard to get past that.

I am going to give you hacks for all of these, so don't worry. Hopefully, these are resonating because I'm sure you've already experienced most of these today. Getting up and having jam on toast, flicking through social media and YouTube and the news and Instagram, all these things that get in our way.

The third one is negativity. Now, I'm only sharing these things to be of value to you. I hope it isn't sounding like a rant.

I'm not being negative. I'm trying to support you with these things that get in our way. The third one is negativity.

We live in a world and this has become so apparent that it's fed down from the top in the last 12 weeks. Negativity. Some people light a room up, some people suck the living day light out of it.

There's probably only 2% of people who are genuinely positive, they're loving life, they're adding value to others, they're sharing their energy, and then everywhere else around us is negativity. The front page of the paper is negative, the news is negative, the radio is negative. Don't listen to the news, that's obviously one sort of thing.

However, you do need to know what's going on. I listen to a lot of news because on Property Entrepreneur, Property Entrepreneur is the go-to place for property. If you're on Property Entrepreneur, you don't need to read the news or anything like that.

You get all of the up-to-date information on economics, the market, strategies, tax changes. That's one of the things we pride ourselves on. Obviously, I have to research it all, so I listen to a lot of news.

I actually had to turn off yesterday. Rishi Sunak yesterday did two hours to the Treasury, questions from the Treasury. If you listen to the Daily Announcement or you listen to anything, you do the Prime Minister's Announcement or the Daily Announcement and then the press get in, they're not interested in exploring anything.

All they're interested in is got you, got you, got you, and asking stupid questions and being negative and trying to tear people to pieces. It's too fast, it's too slow, it's too quick, it's too big, it's too small. What's the chance you stand?

They're just sitting there for an hour and they're like, I'm just going to get hammered for an hour with people being negative about everything I've got to do. How facilitating is that to where you want to get to? We're surrounded by it.

We're surrounded by it in the press. We're surrounded by it in the media. The only thing anyone's interested in is clickbait and headlines.

This negativity can just draw you down. I've been working on my positivity for years, my whole life, and I'm going to share with you a couple of hacks. I physically have to turn it off.

I can't be around negative people. I feel them sucking the living daylights out of me and listening to the news. I'm like, it's cringeworthy and there's only one thing worse than reporters and that's people in Parliament not answering the questions.

The third thing is negativity and then the fourth thing is pulling the trigger. It's so hard to actually make that leap of faith and just actually get it done. It's so hard to actually pull the trigger and say, right, I'm doing this.

It's on. I need to get the flywheel going because the first stage of anything is so hard and it's created like that because, well, why is it? We literally don't stand a chance.

The first part of everything is so hard. The first mile of a 20 mile run is nearly impossible. The first year in business is crippling.

The first thing of anything is so painful. You really don't stand a chance and the default is, again, by whether it comes from society or the government, the way we live our lives, is there some ultimate power that's stopping us from trying to be who we want to be or trying to better ourselves because it's so easy to, do you know what? I'm not going to get up.

I'm going to lay in a little bit longer or I'm not going to read a book today. I'm just going to bang on YouTube or stick on Netflix and just cruise my way through the weekend or the afternoon or the evening. Everything's created to make, to try and slow us down and to stop us and I genuinely think unless you work on it, you really don't stand a chance.

So four life hacks or life hacks for those four issues or four challenges. So the first one is diet. I would highly recommend, and this is not easy, granted, but the first month won't be easy but then after that it's a habit.

I'm a proper entrepreneur. We do a 28 day challenge. We have nutritionists.

We have personal trainers and we take everyone through this journey. Once you've done it for 28 days, it changes your life. In fact, I was speaking to one of our proper entrepreneurs has applied to join our incubator program.

So we're launching a new incubator program this year where I actually join venture with businesses and work with them as a business partner rather than a mentor because I just don't have the capacity to start new businesses but there's phenomenal amount of opportunity. Phenomenal amount of opportunity out there at the minute and she was saying, so she started a proper entrepreneur a year ago and she was saying she was looking at photos of herself from a year ago and said she was embarrassed. She looked like a fat cow.

She couldn't even run a hundred meters. This year she's already, we've got a charity called Get Up and Give Back. She's already literally turned her life round fitness-wise, physically and looks and feels like a completely different person.

What we need to do is overcome these challenges that you'll have to get yourselves clean. So here's a few things that I would recommend, a few hacks to get yourself there. The first would probably be to understand what your body is a vehicle and we need to fill up with fuel.

If you filled your car up with gravy and chips, it wouldn't go very far and it wouldn't last very long. First thing is to understand that your body is a vehicle and we need to have it clean and this means getting rid of the things that stop us being clean. So it's starting to push things out of our diet.

Again, these are created to get in your way. Sugar, salt, everything's just pumped with it. These things are addictive.

We've all been there. During lockdown it was my excuse to treat every day like Christmas Day, you know, eating all the tasty things that you wouldn't normally eat. Good habits are as bad as good habits are as addictive as bad habits.

Good habits just have a significantly better outcome. So one thing would be to understand that your body is a vehicle and we want to fuel it effectively. You want to feel energized.

You want to feel on it. It's so fundamental to what you do. It's literally life changing and you won't realize how good it is until you actually do it and equally you don't remember how good it is when you're doing it until you take your eye off the ball and have a couple of bad months.

And we're all human, the pendulum swings. I'm with you on that. Next thing would be to understand what your body needs.

So at the basic level would be your calorie count. Go online, put in your sex, your age, your height and your weight and it will give you roughly, obviously everyone has different metabolisms, things like that, it will give you roughly your calorie count as a basic and say right well that's my calorie count that I want to work with. If you want to go more advanced look up your macros.

So your macros is what percentage of your daily food allowance should be proteins, what should be carbs and what should be fats. That's more advanced and you can use something like MyFitnessPal to track that very very easy, like very very easy. So at a basic level I would say create some rules.

So when you know how many calories you can eat on a daily basis, this is the rule that I use. So I have got a personal trainer and a nutritionist and when I'm doing something aggressive like a cut or a training then I'll have a specific plan for that. When I'm in like a maintenance phase, which I'm in now, which is just about trying to maintain myself at the current position, then what I do here, which this is my rule, is my calorie intake.

I'm quite light for my size, my calorie intake is about 2,000 calories a day for what's called maintenance. So if I eat 2,000 calories a day I won't lose any weight, I won't put any weight on I'll maintain, which is where I am at the minute. So what I do is I take that calorie count, you'll find yours online, divide it by four and then what that equals is three meals a day of 500.

So mine is 2,000 calories divided by four is 500, 500, 500, 500. I then have three meals which when I work out what the calories are, which is very easy, it doesn't matter if you're eating rice or veg or whatever, you just scan it on MyFitnessPal, look at the packaging, very straightforward and my rule is 500 calories a meal, so that's breakfast, lunch and dinner and then 500 for what I call condiments and cock-ups. So condiments, like I like spicy food, I like dressings, things like that.

I don't go crazy on it but I don't eat things like mayonnaise which are full of fat, but condiments and cock-ups. So what that means is I can eat three meals of 500 calories, it's a good size meal, 500 calories and then I've got 500 calories which will either buffer me between days when I have condiments and cock-ups or it's just that little bit of overflow. So that's one rule I'd encourage you to do.

The second is with diet would be is mealtimes. So Akash from RNT who's my trainer and trains all of the proper entrepreneurs when we do the get up and give back charity run every year, he calls it decision fatigue and what I'd encourage you to do is make meals something to look forward to, make it like a reward and take the thought out of it, so you're not thinking all day I'm hungry, take the decision fatigue out of it. And what this involves is planning your mealtimes.

So I eat at 10am, it's my breakfast, so I fast in the morning, I've got quite a long fast between my dinner and my breakfast, just because I like it, I think it makes me feel light in the morning, I've not eaten yet today, I'll eat at 10, then I have my lunch at 3, so what we're doing is closing the eating windows and then I have my dinner at 6. And my meal plan, you can do yours whatever you want, mine's quite basic, I eat meat, I'm quite happy eating meat, so for breakfast I have a slice of sourdough toast, two whole scrambled eggs and 100g of salmon, for lunch I'll have either a slice of sourdough toast or a wrap and I'll just bulk it out with loads of salad, like lettuce, onions, raw beans, and it's tasty, it's amazing, I'm not even living on dust, I'm just being strategic and about what I eat, and then for dinner I'll have meat, veg and a carb, so meat, veg and rice, I'll normally have chicken or a lean mince, whether it's pork mince or beef or lamb mince, I'll have a lean meat and a carb and veg normally, normally like a stir fry or sticky rice, things like that. So diet, a few things there to help you with your diet, getting your body clean is amazing, it doesn't take more than a week to flush out all the terrible stuff, if it's processed don't eat it, if it's beige probably avoid it, if it's come out of a factory it's probably one to be avoided, just get clean, give that a crack. Second thing is distractions, we don't stand a chance of getting stuff done when we're distracted all day every day, boys, social media, text messages, whatsapp, slack, phone calls, everything, so a few hacks here, the first thing is your phone is addictive, it's designed to be addictive, facebook is designed to be addictive, it's good for certain things but it needs to serve you, not the other way around, you don't want to be addicted to it, it's a portal to nowhere, your phone, so a few things I'd recommend, one is lock it, so you've got an app on your phone, if you've got an iphone called scream lock, and what I encourage you to do is lock it, mine's locked from 7pm in the evening to 8.30 in the morning, obviously within that time sometimes I need to unlock it, if I know that I need to send a message to somebody or like this morning unlock it to do this facebook live, but in the main the rule is it's locked and it does it automatically, it's locked from 7pm to 8.30 in the morning and that takes a little while to get out of, I got into a really bad habit during lockdown of getting up and checking my phone, it puts you on the back foot before you've even started, so yeah lock your phone, another thing and this is a few life changes for you, these hacks, the next is turn it on to black and white mode, I don't understand why anyone has their phone on colour, it is seductive, it sucks your energy out, it makes you want to play with it, makes you want to touch it, it's seductive, turn it into black and white, you can activate it on your phone, mine is a triple click on the right hand side and it turns into black and white, 95% of the time my phone is black and white, so turn it black and white, get rid of the colour because it's just a distraction, it's distracting, it's seductive, it's pulling you away, definitely do that and then the third would be, well probably third and fourth would be turn the notifications off on your phone, my phone's always on silent and I don't have any visible notifications at all on any apps and turn off all your notifications and then one of the biggest life changes for me in the last three years or so has been to delete email off your phone, email is not a, I've come out a completely different way to the other day, look at that, they're building boats, two half built boats there, that would be to delete emails off your phone, so email is not an instant messaging platform, if you want to be productive, if people want to get you now, they'll send you a text or they'll WhatsApp, email is not an instant messaging platform and if you've got a business which relies on that then it's time to start getting some gatekeepers, you want to build your team who are there all day every day looking after your clients, email is not an instant messaging platform, you want to get to a point where you can actually delete it off your phone and go on there however frequently, I go on mine maybe two or three times a week, well I was saying that, yeah normally Monday and Wednesday is like my day-to-day stuff and then Friday I'll do a bit of clearing the decks at the end of the week, delete email off your phone because it's a distraction, so things like that will really help you and really help your productivity to stop those distractions, lock your phone, turn your notifications off, delete your emails and just be strict about what you do and how long you spend on it, if you use the app screen time it will show you how much time you spent on social media, emails, things like that, so that's the second one, distractions, third one was positivity and negativity, how do you get away from the fact that everybody is negative, you've got friends and family and media and the news and everything is negative, they're just trying to stop anyone doing anything, you know the world's so bad you'd be better off locking yourself at home, it's crazy but that's not reality, that's most people's reality, we want to get you guys ahead and above and beyond that to push forward, so how do we get positive, the best life hack I could recommend would be to read a book by a guy called Andy Cote and another Andy, I can't remember his name and it's called the art of being brilliant, you'll get through in two hours, it's a tiny book, it's got nice little funny cartoons in it and it's also about two percenters and mood hoovers, you want to be a two percenter, the other 98% are mood hoovers and what you want to do is you want to start to get to a point where you find the positive in absolutely everything, the worst thing could happen and you find positivity in it, there's no problems in life, only solutions and I highly encourage you to engage with that, try and disengage from some of the negative things like the news, newspapers, news forums, you read magazines like especially, no disrespect ladies, women's magazines and it's like 30 pages of how horrendous some people's lives have been and how badly they've been treated by a partner or a life experience, you just think blimey, if this is the stuff we're being told to consume, what chance does anyone stand, like you really don't stand a chance of breaking through and that's that's your mental diet, you know your mental diet is as important as your physical diet, so positivity is the next one, read the art of being brilliant and start to see the positive in in everything and just think in life, there's no problems, only solutions and we don't want to wallow in the problems because that's just self-defeating, there is genuinely no problems, only solutions, what did I say yesterday when I was having this conversation, it'll all be okay in the end and if it's not okay, it's not the end, I genuinely, we've had the worst experiences ever in life or I've had some really challenging experiences in life, in business with people and employees and business deals and partners and you know, life's rough, it's challenging but you find the positive in all of it, so just get your head down and drive through, don't let yourself, don't wallow in the pity, don't drown yourself in it and then number four is, so the challenge of actually pulling the trigger, it's so, there's so many things getting in your way to stop you from taking that first leap, the first week, the first month, the first year is always the hardest, so it's like there's this spike and this barrier stopping you get there, the final sort of hack is pulling the trigger and I alluded to this on Tuesday's video when I was talking about, I started talking about going for a run, I say nobody wants to go for a run, I hate going for a run but I love having been for a run and when I'm going for a run, I'm trying to beat a time, if I'm trying to do, most recently when I was running, I was trying to do 5k in 20 minutes, less than 20 minutes, so how can I run faster, you've got to pull the trigger, you've got to raise the stakes, you're the first one to let yourself down and you've got to find artificial ways to make you to do stuff, I said to you Tuesday about turning the shower on, like I live on a boat and so the shower, hot water is a scarcity, if I think about getting in the shower, I can delay that for ages but if I just walk up to the shower, turn the water on, all of a sudden it's like right I need to get in there quick and get out because I'm wasting water, change things like that, when I go for a run and I'm trying to get a good time, I'm running down the road like this and if I see a car coming, I'll run out in front of the car, not dangerously, I don't want to create injury or concern for myself or the driver, it's not far enough away but when you're in the middle of the road, all of a sudden you've got that urgency to start running faster because there's a reason, you've raised the stakes and you've pushed it forward, I don't really like marketing and sales but every year obviously for property entrepreneur, I get wheeled out and I'm doing my marketing and things like that, training people on what we do so I don't always want to do it, I'm not driven by the financial benefit of it, I don't usually enjoy it, I'm an introvert not an extrovert which might surprise you so it takes quite a lot of my energy up, I'm like right I need to raise the stakes so I book the belfry which is £250,000-£300,000 and sign the contracts, it's like right I've just put £250,000-£300,000 down which I've now got to pay and I've not sold a single place on property entrepreneur, I better seriously pull my finger out and go for it, what can you do to raise the stakes, how can you make things be required, the amount of you that have messaged me over the last week or so saying either one, that these videos have motivated you and you're going to pull the trigger or two which is probably a similar amount is that you're on the fence and you're ready for the next challenge, you want to move forward but you know you haven't pulled the trigger, what can you do to actually raise the stakes, how can you put your head on the block, how can you increase the pain, on property entrepreneur we talk about burning the boats, what can you do to burn the boats and we do it all the time at PPN UK, we're a portfolio builder, we buy deals, I buy stuff at auction when I've got no cash, I might have all my cash tied up in deals I might have all my cash tied up in deals and not have any liquid capital but we'll see a banging deal, we say right bang we'll buy it, say we're going to buy it and they're like right midday you've got to put a 10% deposit down, I'm like right okay, quickly scupper around, put 10% deposit down, now you've got 50, 100 grand in the game, it's like right now I've got to raise the other three, four, five hundred thousand pounds to get the deal done, if I sat there thinking no I haven't got any money, I can't do a deal, I'm not going to be that motivated, if I just stand up at the auction say I'm buying that site, then it's like right I've burnt the boat so I've got no option now but let's get this done, so the final one is to pull the trigger, is to get yourself, is to do whatever is required to pull the trigger, put some money down, buy something, promise to somebody you're going to do something, tell people, publish it on social media, this is what I'm going to do, this is how I'm going to do it, like do whatever you need to do to raise the stakes because the reality is none of us stand a chance because it's so easy not to do what we want to do, it's so easy to sit down and do nothing, it's so easy to say I'll do it tomorrow, yeah it's crazy, so there's a whole we do a whole methodology on Property Entrepreneur called raise the stakes and pull the trigger and pre-race briefing and full steam ahead, all of these hacks are very predictable and when you learn how to do them and you put them into your life they're literally game-changing, well I've got to go anyway, I've got a call at eight, so wish you all the best, have a great day and yeah all of these things are in the way of everyone, like myself included, the reality is all you've got to do is become one of those two percenters that actually steps up, you want to be the high performer, you want to be the high achiever, just pull the trigger, learn these little things, get your body clean, avoid the distractions, focus on the goal and then lock in, the rest will come, like 99% is 1% inspiration, 99% perspiration, just step up, pull the trigger and you'll enjoy it when you get going, we all like a bit of masochistic pain and pressure to get things done so yeah, fill your boots, hope that helps, have a great day and I'll see you all tomorrow on the live, it won't be on here, it'll be on GoToWebinar I think, but I'll put a link in here, register for it, I'll see you online tomorrow and I'll show you how to do some advanced deal sourcing and strategies to make good money due to Covid, take care guys, have a good day. 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