**Workshop 1 Session 1\_Transcription**

[Speaker 7] (0:05 - 0:43)

Ladies and gentlemen, may I have your attention please, we're now ready for take-off, we're now ready for take-off.

[Speaker 16] (0:43 - 0:46)

Ladies and gentlemen, please take your attention to the screen.

[Speaker 12] (0:52 - 1:12)

Welcome to the Property Entrepreneur Super Event. Please stand up. Please clap your hands.

Please make some noise and welcome to the stage Mr Adam Gough.

[Speaker 15] (1:12 - 1:14)

I just wanna make you smile.

[Speaker 6] (1:42 - 1:45)

Welcome ladies and gents, what a welcome.

[Adam Goff] (1:47 - 10:17)

Full house, locked in. Is it good to be back? Are we ready for another year in business round the track?

Are we ready for autumn? Ladies and gentlemen, it is my huge pleasure to welcome absolutely every single one of you to PE2024. Let's have another round of applause please.

So show of hands, who's in the house? Board members in the house, show of hands. Yes, masterminders in the house, show of hands.

Advanced entrepreneurs, show of hands. And our first year, Property Entrepreneur programme, show of hands. You guys are winning the noise already, this is good, I'm keeping score.

So the programme of the noisiest, what are you gonna do about that advanced? You got something to say about that? You got something to say about that?

Okay, it's good to know five of you came today, that's excellent. So people on advanced, you know what's coming, you've seen it before, you're ready, you're gonna level up another level this year, you're gonna take your execution up another level, another percentage point, 10, 20. People on your first year, get ready.

You have no idea what's coming, it's gonna be a hell of a ride, but this is the best time to do it, there's no better time than right now. So, championship season is over. Okay, relax.

Who here had a hell of a championship season? Gave it everything, feels a bit tired? Okay, good, because the blueprint dictates, our methodology dictates that the championship season is all out, it's like all out warfare.

You go and you leave nothing on the table. Dan and I always talk about when we go on the end of year board retreat, we've left nothing on the table, there's no stone left unturned. We want to feel like we've given it absolutely everything.

So, when I think about how I feel at the moment, who's this guy behind me? Someone say Josh? That's a bit unkind.

Humpty Dumpty, yeah? Humpty Dumpty. So, if you're doing championship season right, at the end of championship season, you should feel a bit like this, yeah?

Which is Humpty Dumpty falling off the wall, okay? Because you've given it everything, you should be a little bit broken, you should be tired, you should have really think, I've really have, you know what, I've put everything into that, like that was the best I could do. So, the good news is, that's over.

So, now it's time to switch gears, like we're in fifth gear, we're going full revs and now we're saying, you know what? Third gear. All those things that I wanted to do, all those, like, goals that I had, if I haven't done them yet, they're probably going to have to go on the back burner now.

Like, unless there's something I can put in the back of the net, it's like, you need to slow down. Because we've got to put, like, our businesses and our lives on cruise control now. So, as before, we're at full race pace, now we're going to cruise control.

Because we need to start thinking about next year. If we carry on at full race pace like most entrepreneurs, we're never going to be ready for January. Just like an F1 team, we'll start thinking about the season before, next season, before the current season is over.

That's now where we are on the track. So, it's time to switch gears and get going. But, on Property Entrepreneur, we believe in rewarding ourselves for working so hard.

So, this was our reward, same every year, the end of year board retreat. Had an absolutely fantastic time. Great group of people.

Long walks, volleyball, sunrise swims. We went kayaking in the lovely caves around the south coast of Portugal. It was absolutely amazing.

Of course, we did our obligatory Topsoft boat photo, which was fantastic. Honestly, it was just a beautiful week. It was, like, really relaxed.

And I really started to get some recharge, some rest, some reflection. And it just goes to show how important autumn is. Because we need to get those juices flowing.

And the only way we can do that is if we actually relax and take a bit of time off. So, now is the time to be thinking about that in terms of your business. I've actually got a short little video as well, which I'll play.

So, that just gives you a little bit of an insight for those people that would like to be on the board at some point, what you could expect on our end of year retreat. And yes, I know what you're thinking. If you come, you are able to braid my hair.

That is part of the deal. I don't know if anyone spotted that. So, that's absolutely allowed if you want to.

So, that was a lot of fun. So, thank you to all those board members that made it such an amazing holiday. And talking about the board, I would like to announce officially, as I've done to a few people already, our three new board members again.

So, this year, we had three new people join the board. They are Julian De Silva, Tom Appleton, and Mr. Dan Norman. If they could stand up, we're going to give all of them a massive round of applause, please.

Dan, Tom. That was a good hearty applause, Dan. That must have been for you and Tom.

So, and congratulations. So, this is our new team sheet. This is it.

This is the board. This is the 15 members of the board, Dan's private VIP group. There they all are.

They're in the room with you here today. All right, board members, put your hand up just one more time. Okay.

So, if you sat next to a board member, you know, just sit near them, see if a bit of money sticks to you, you know. But, you know, like, mingle. Like, we're all in the room together.

We're all part of the community. They were sat there in your position. They've all been on the same journey.

So, you know, they're not these big, bad, scary people. They're nice people for the most part. So, just go and say hello.

Go and introduce yourself and ask for their, like, words of advice. Ask for their wisdom. Because they've been around the track a number of times, okay?

So, I'd like to also give another shout out to another member of our community, actually, today. So, where's Richie Miller? Richie Miller?

Why is everyone laughing already? Is it? Cool.

I did actually know that. Thanks, Valerie. So, yeah, I'd like to give Richie a bit of a shout out.

So, Richie's story is he was an army officer. And in 2020, he first joined Property Entrepreneur on the Blueprint. And the army paid for his blueprint.

Because the army give you a certain budget when you're leaving to, like, get re-educated. So, he started, he couldn't be from a further back position in terms of business and entrepreneurship being an army officer. It's, like, pretty much the opposite, I would say.

So, they paid for his blueprint. He since went on to become a landlord with us. He developed that mega HMO for the people that have heard it on our Deals, Deals, Deals podcast with Chris.

And they've set up a self-storage company. So, that's a pretty amazing achievement so far. His goal when he left the army was to be full-time in business by his 40th birthday.

That was his goal. And he's actually achieved that. So, let's give him a big round of applause, Richie.

Congratulations. And so, Richie, to celebrate your 40th birthday, not only are we going to sing you happy birthday, but I would like to officially welcome you to the Property Entrepreneur Hall of Fame. Congratulations, my friend.

At the end of the day, everyone's on their own journey. He's come a tremendous way in four years. And I think that really deserves celebrating.

So, we'll get you on the podcast, Richie. You can share your story. That's fantastic.

But without further ado, I think we ought to sing happy birthday to Richie now, don't we? So, Dec, can you get some music on that? It'd be great.

Let's sing Richie a happy birthday.

[Speaker 13] (10:20 - 10:38)

After me, then. Happy birthday to you. Happy birthday to you.

Happy birthday, dear Richie. Happy birthday to you.

[Adam Goff] (10:46 - 11:28)

Congratulations again, Richie. Absolutely fantastic work. Right.

So, it's now over to you. I'm going to ask Dec to put some music on in just a second. And we're going to do a little super event icebreaker.

Okay. So, you're going to turn to the person next to you. Hopefully, not the person you came with.

Just going to introduce yourself. You're going to have literally no more than 45 seconds each. It's your name.

It's the business that you're in, where you're based. And that's it. Okay.

And if you're with someone that's maybe on advanced, essentially, you could ask them a bit of advice. Or if you're on advanced, maybe you could share some wisdom about how people in the first year can get the most out of the program. So, we're going to do that now.

I'm going to let you know when to swap over. 45 seconds each. Three, two, one.

Let's go, ladies and gents.

[Speaker 6] (12:16 - 13:06)

Okay. We'll swap over, please, ladies and gents. Swap over, partners.

Okay. We'll end it there, ladies and gents. We will end it there.

Thank you. Back in the room, please.

[Adam Goff] (13:11 - 13:16)

Okay. Ladies and gentlemen, finish up those conversations. Time to get back to the show.

[Speaker 6] (13:24 - 13:27)

Okay. Can I have your attention, please?

[Adam Goff] (13:32 - 18:51)

Okay. Good. I need four minutes to get everyone's attention.

So, that's an improvement. Moving in the right direction. Okay.

So, workshop one. Start at the beginning. What do we establish in the beginning?

Where is there? Where is there? Where are we going?

Life by design is one of our three core values at Property Entrepreneur. It is not life by default. It is not life by comparison.

It is not life seeing it through everyone else's eyes on Facebook, the highlight reel. It is not about external successes. It is about internal successes.

It is about leaving this earth with no regrets. It is about thinking about what we want and detaching ourselves from what we think we want and really making sure it's what we want before we waste a moment going to get it. So, we take three months to craft our strategy, and that's what it's all about.

It's actually more for us about internal success and happiness than it ever is about external success. We are in autumn. I've already said it.

We're calming down. We're going from fifth to third. The trees are changing.

The colour of the leaves are changing. It's getting colder. Things are starting to slow down in the natural world, and that's where we want to be in our businesses.

Josh and I were playing Conkers only at six o'clock this morning. That is a sign we're in autumn. So, get in tune with the natural seasons, and if you're still going 100 miles an hour, now is the time to start chilling out.

So, this is our methodology. This is our blueprint. This is the next level to what we saw on the blueprint three-day events for those of you that are in your first year, and this is where we are now.

We're just on our end of year presentations. We've done the board retreat, and we're at this workshop. So, this is the start of autumn, and this is where we stop trying to do new stuff unless it's urgent, and we just finish the things we've got to finish and try, like I said, get some time to work on the business, but this is the track that we're all going around now.

So, I need you to trust the process with me on this, and at the end of this quarter, we're headed for strategy day. Strategy day. So, in January, you're going to be in your respective rooms, and we're going to be doing a strategy day.

You're going to be announcing your life by design to your community, and it's going to have taken you these next three months to craft. So, that is what you need to be thinking about in your mind's eye because all the homework, all the content, it all leads to you creating that life by design strategy day presentation. So, you know what's coming, so no one can say that we've surprised you with it, and it's without doubt proven that if you have a fantastic strategy day presentation, you will do better at the end of the year awards because that's where this all ends up with people on stage winning awards.

There are also awards in January. We'll talk more about that next month, but while we're talking about awards, I'd like to actually congratulate again our award winners from last year. So, if you would like to stand up, please.

So, we've got Michael Taylor from the program, Sarah Lloyd from advanced, and Ian Bauer from the board. If you could all stand up, please, we can see who you are, and give them a round of applause. Congratulations.

I want to be on this table. This table's a good table here. Okay, so what have we got in store for you today?

Well, this is a super event. So, we have four sessions rather than three. It's an absolute game-changing day.

It's going to be fantastic. So, session one is the blueprint, the methodology. We know we've got to create our life by design presentations.

How do we do that? What's the secret weapon? It's cave time.

Cave time is the thing that's going to get you where you need to go. I'm going to take you through that shortly, then we're going to have a break, then we're going to go into session two, and session two is Dan's session. This is what we've all been waiting for.

This is our latest update, and Dan's going to be unveiling his latest model about how the economic situation is going to pan out over the next 12 months. So, this is our bounce back boom session. It's not to be missed.

It's not to be taken lightly. This is a game-changing session. Then we're going to go for lunch, and in session three, we're going to come back onto the blueprint.

I'm going to be back up on stage, and while we're thinking about this year and what we're going to achieve in 2024, we also know the importance of a five-year vision for our lives and our businesses. So, I'm going to be taking you through a really fundamental tool to help you get where you want to go for the long term, and that's called the long game. Then we have a shorter break, and we're back in for session four, where Dan is back up, and he's going to be building on the bounce back boom update, and he's going to be breaking it down to the sorts of deals that you can all hope to do, no matter what your risk appetite or what level you're playing at.

This is so you don't miss this window of opportunity. So, this applies to everybody in the room, and that's our famous deals, deals, deals session. So, today, it's going to be absolutely action-packed.

So, make sure you've got your workbooks. You're ready to go. Talking about workbooks, does everyone have the right workbook?

So, if you're on advanced, you have a black workbook, and if you're on the program, you have a blue workbook. If you have the wrong workbook, it might be time to swap over with someone on your table now, please, to make sure you've all got the correct workbooks. Fantastic.

[Speaker 6] (18:54 - 19:01)

Okay, everyone good?

[Adam Goff] (19:03 - 23:20)

Okay, fantastic. So, we're going to, if I can have your attention, please, ladies and gents. So, we're going to level up our etiquette as well.

We're going to set the scene for the rest of the year. This is something the board have put together and revised recently. This is just going to run you through very quickly.

We've got another session on this later. I just want to set a few ground rules, okay? So, well done today.

Everyone's got here on time. On time is late, all right? Punctuality is so important to us at Property Entrepreneur, and we're not about egos here, all right?

We've got some very successful people in the room, potentially externally, but this is all about internal access. So, everyone starts from a different place. It's not a competition.

You're only competing with yourself. So, leave eager at the door. Take notes.

Write an action list, all right? At the back of your workbooks, you've got an action list. Use it.

That's how you can cut out the noise of all the notes and be like, you know what? I really need to read that book. I really need to check that article.

I really need to do that thing. It goes in your action list, all right? So, take notes and do that.

No phones. No phones. No, no, no.

I don't say any more on that, okay? You will have my full wrath if I hear a phone drop. Take responsibility for your journey, for everything that's wrong in your life and in your business.

It's your fault. If you start taking responsibility and taking extreme ownership, then you can start to accept the problem and deal with it, rather than blaming other people or thinking you're just unlucky. As I've said already, as I've alluded to, this is your journey.

It's no one else's. So, this is not about comparing yourself to the person you're sat next to. And if you feel yourself getting anxiety because they've got three businesses that are all doing X and Y and Z, you need to just calm yourself down.

Use it for inspiration, but don't use it to beat yourself up. And we are a community. You know, we like to think of ourselves as the highest value business and property community in the UK, because of all of you.

So, share your challenges, share your successes, support each other. That's what we're all about. Whether it's in-person, whether it's in our Facebook groups, online, out of the events, like WhatsApp, all of it.

It all counts, okay? Be a good person and share the journey. We want you to have your best year every year.

So, if you're sat there thinking, this is not going to be a good year for me for X, Y, and Z, it's like, you need to talk yourself out of that right now, because you're going to impress yourself. I promise you, you will impress yourself, but you need to commit. We've got a year to go.

Give yourself the time, trust the process, fully commit to it. Because this is what it's all about, Life by Design. As I've already mentioned, this is what we're going for now.

It's so we can absolutely live our life with no regrets. So, just while I'm talking about this, and before I invite Dan on stage, I just want to talk about what a privilege it is to even be talking about Life by Design. We are so lucky that we're able to control and determine to a very large extent how we live our lives.

We are in the 0.1%, 0.1% as far as I'm concerned. So, if you're sat there thinking, oh, I've got to do my strategy, I've got to do my homework, I've got to do my presentation. You need to shake yourself up.

You need to have a rude awakening that this is a blessing, this is a gift. Do not squander this opportunity. Have no regrets, leave nothing on the table.

All you need to do, ladies and gents, is commit one hour a day. One hour a day to working on your business rather than in it, following our blueprint, doing your homework. This will fundamentally change your life.

If you can commit to one hour a day, I guarantee you this will transform your life. Guaranteed. Who's ready to transform their life?

Who wants to be a future Hall of Famer? Just grunt. Who wants to be a future Hall of Famer?

Who's committing to an hour a day? Who's committing to an hour a day? Good stuff.

Everybody, fantastic. Well, that's because I'm bringing on now, Mr. Daniel Hill. He's multiple award winner, entrepreneur of the years, an eight-figure investor, the author of Karma Credits, the number one bestseller on Amazon.

He created this blueprint. So let's give him the loudest hello of the day. Welcome to the stage, Mr. Daniel Hill.

[Speaker 15] (23:33 - 23:37)

How are we, ladies and gents?

[Daniel Hill] (23:38 - 26:56)

Very loud for an introvert. Welcome to Property Entrepreneurs 2024. It's our genuine pleasure to welcome every single one of you to the programme.

This is our 11th year of taking other people around the track. And genuinely, without doubt, it gets better and better every year. In the last decade, there could have only been a couple of years that you would have chosen to economically do the best deals and make the best progress.

Unfortunately for you guys, this year is going to be one of those. Many of you will know about Elon Musk and SpaceX. So their vision is to make life multi-planetary.

And they want to take rockets up to Mars. And to launch that rocket to Mars, obviously, it's got a long way to go. There's a lot of planets in the way.

In order to get there without taking a detour, everything else gets out of the way. Twice a year, the Earth and all the other planets align, and there's a clear run to Mars. And what that means is they can only take off twice a year.

And what they call that is the window of opportunity. The window of opportunity is where everything else gets out your way, everything is aligned perfectly, and you can go out and capitalize. And in the economy, this normally happens every 10 to 15 years.

You guys are fortunate because it's going to happen again within a space of five. So the last time we saw this, this window of opportunity where everything else got out of the way was the pandemic. And those of you that were on Property Entrepreneur at the time will know that through the two and a half, three years of the pandemic, we went out, we did more deals than we've done in any period, any other period.

We made more money than we've done in any other year period. And we were able to break records, buy deals off market, buy stuff blind. We were buying development sites from the side of swimming pools in the middle of lockdown because nobody else was there.

And when you've got low competition, you have high margins. And when everybody else is running for the hills, it's the time to get bold. And over the next 12 months, we're going to have this window of opportunity.

And what I'm going to take you through today is how to capitalize. The pandemic, we didn't know if it was going to last for six months or six years. We're going into this window now, and it might last six months.

It may last 18 to 24. But the main thing for you to take away from today is we do the heavy thinking. You guys have followed me, some of you for a few years, some of you for a decade.

We do the heavy thinking. We go out and figure out what works, and we blueprint it. We give it to you.

And all you have to do is execute. This window of opportunity could be two years, or it could only be the next six months. But by the end of today, you'll have everything you need to go out and put into practice.

And my biggest tip for you is to take the blueprint, execute it relentlessly, and take the speed of implementation. The quicker you put this into practice, the higher the returns you'll get. And I guarantee you over the next 12 months, it will be your best year on record.

Ready? Excellent. Without further ado, can I welcome our next speaker?

Three times board level property entrepreneur of the year. He's the founder of Ultimate FD. He's one of the mentors on the program, and he's the host of the board.

Can you give me a huge round of applause to welcome to the stage, Mr. Ultimate FD himself, Mr. Josh Keegan, ladies and gentlemen.

[Speaker 16] (27:04 - 27:11)

Welcome. We all good? Yeah.

[Speaker 17] (27:12 - 27:16)

Just grant, just grant again. Are we all good, ladies and gents? Yes.

[Josh Keegan] (27:17 - 30:38)

Very, very good. So we're going to dive into our first session of the day. Who's like literally like buzzing to be starting again, like starting afresh?

Yeah, I feel, by the way, the definition of burnout and the championship season, like that's 100% where I am. I literally, all of you cannot wait to dive into the cave and just start, start building this all out. So we're going to kick off with session one.

And the key sentiment here is that most entrepreneurs set their goals at one time of year, and that's on New Year's Eve. They're excited about the fresh year ahead. They're excited about what's going to happen next year.

They set all these goals. They get excited. Then they get a bit drunk.

They wake up the next day, they're hungover, and they've totally forgotten about what they even set themselves to do. Another year dwindles on, and then there is the same repeat event, and they achieve very little. And they just kind of slowly and steadily go through life, disappointed with where they've got to, and they never make the big changes that people in this room make.

Now the key sentiment is nothing should ever be arbitrary. And we, as proper entrepreneurs, we do not set arbitrary goals. We do not say, I want 10k a month or 100k a year.

Maybe you do want that, but it's too arbitrary. And we need to, as Adam said, really dive deep in exactly how this is going to work. Really get into that and really consider what it is you're going to do, and what it is you actually want.

Not what Facebook says you want, nor what Instagram says you want, but what you actually personally want and achieve. We spent three months in the autumn season, and three months for those on the program, it's going to sound like a long time. Those on advance, you'll know this will be over literally like that.

We spent three months digging deep, doing those introspective conversations with ourselves, really thinking about where we want to get to. So we can get to the end of that three months and be in a place where we fundamentally know exactly what we want, we know exactly what we want to get, and then we go out and we achieve it. And when you know what you want, and you build on what you actually want to achieve, that's how the magic happens.

That's how you actually have these step changing years, and you achieve these phenomenal results every single year. Now, there's one tool you need to make this happen, and that tool is cave time. This is all about going into the cave, switching off the outside world, and having these deep conversations with yourself.

And as Adam said, all we need for you to fundamentally change your life, change your life for the better, is one hour per day. One hour per day is all we need to absolutely smash this autumn season out the park, and you'll be sitting here in a year's time, and you'll have a totally unrecognizable life, unrecognizable business, and you'll be taking this all to the next level. Sound good?

Yeah. Sound good? Yeah.

Very, very good. Without further ado, I'm going to welcome Mr. Adam Goff back to the stage. So, Adam is your head trainer on Property Entrepreneur.

He's a multiple Property Entrepreneur Award winner. He retired at the tender age of 37. He's a digital nomad.

He's a seven-figure lifestyle entrepreneur, international landowner. So, ladies and gentlemen, let's raise the roof. Well, that's true.

I'll take that off Adam's intro. Well, that's been totally ruined. So, let's start again.

A seven-figure lifestyle entrepreneur. Ladies and gentlemen, let's welcome to the stage Mr. Adam Goff.

[Speaker 6] (30:41 - 30:53)

I love that, Josh. Thanks, man. Appreciate that.

[Adam Goff] (30:54 - 40:23)

Absolutely. So, cave time. Cave time.

Yeah, absolutely. Cave time. This is what it's all about, our secret weapon.

Why do we make such a big thing about cave time? Because this is what most people don't do. Why don't they do it?

Because they don't see the value in it. They're not aware of... My TV's going to turn off in a minute, okay?

They're not aware of the life-changing transformations that can happen in a journal. They're too busy. They've got urgent stuff to do.

The phone's ringing. The kids need picking up, et cetera, et cetera, et cetera. And they never make the time for this.

That's how most people go through their lives. They can't justify going to a cave for an hour and a half to actually plan and think about their lives when they've got busy stuff going on. So, that's how most people think.

But on Profits to Entrepreneur, we know this is where we add the most value. Think about your hourly rate. This is the thinking that no one else can do.

This is what makes you an entrepreneur. This is what's got you where you are. So, this is where you add the most value to your business and your lives.

This is why you absolutely have to do it. I will be the first to admit, I didn't know what cave time was. I didn't know what journaling was.

What is this all about? But this is the secret weapon for autumn. That's what this is.

So, the people that nail autumn nail cave time. And this will be a toolbox that you come back to through the year when you've got a problem because you'll solve it in your journal. When I was on the board retreat, well, actually, no, not on the board retreat, but I was on the board retreat with Shiv and it reminded me of something he said in one of our interviews this summer.

And he said, all I am as an entrepreneur is a problem solver. That's all I do. I just solve problems.

I get the journal out and I solve the problem. He doesn't get stressed about problems anymore. He knows to experience problems.

As an entrepreneur, a property entrepreneur, we've taught him how to solve them. So, he's no longer stressed. He's no longer got the anxiety.

He's no longer tossing and turning at night because he knows to expect them and he knows he's going to solve them because he follows the blueprint. So, that's what it's all about. If that hasn't convinced you, then journaling is a trait of successful people throughout history.

People that I know that journaled General Wellington, okay, defeated Napoleon at Waterloo, Darwin, Edison, who invented the light bulb, and Marie Curie, who was the first lady to win a Nobel Prize. All famous journalists. You're thinking, what on earth do I journal about?

Well, that's what this session is for. So, I'm going to take you through that because I know exactly how you feel because I used to feel the same way. So, I'm going to run you through this process now.

I'm going to give you five exercises that you're going to work through through autumn and certainly through the next month before we give you another load of homework in a month's time so we can start defining what we want. This is it. This is the session.

So, first of all, I'm going to take you through really the rules about cave time and then there's these five exercises that we can all work on in our own time. So, these are the rules. The rules of how to maximise cave time.

Now, before I describe those, there's a really important mantra that I want you to understand and that is that if abs are made in the kitchen, then life by design is made in the cave. Now, for those people that do not know what I'm talking about, losing body fat, you'll know that it's 70% diet. Akash Vigela, 70?

What's the latest? More, 80. Exactly.

Yeah, that was sort of my opinion. He's the expert. 80, potentially more.

Basically, if you want to lose weight, yes, going to the gym is important. Yes, being active is important. Yes, getting to sleep is important.

But ultimately, if you're eating more calories than you're consuming, you're going to put on body fat. That's what the body's designed to do. So, in the same way that we know it's that simple, the cave time is where we cook up our life by design.

So, that's it really. So, I'll take you through these rules now. Follow along in the workbooks for those people that are new.

Take these notes down so you can refer back to them. The first thing about the rules of cave time is that it has to be somewhere where you can get headspace. It has to be a dedicated location, time, and space.

It's got to be your little oasis. When you go into the cave, into your dedicated time, location, and space, you go alone. You go alone.

You go off the grid, ideally without a phone, right? You turn your phone off. This is not a group exercise.

This is not something you're always talking about. This is you and your journal. It's private.

It's not with your team members. This is personal. And it's like no email, no laptop.

You're not connected to the outside world. That's really important. You want these sessions to be very high value and focused.

You're not dipping in and out of cave time between sorting the kids out in the kitchen. That's not it. It's like this is you're going there to do a job and it's like you're locked in.

You are no distractions, blinkers on like a horse blinkers. That's what you want to do. You want to be mentally ready for this so you can actually execute it.

There's no point turning up and then thinking you've got something to do. It's just not going to work. When you go into the cave as well, you want to have a specific topic or title that you're going to work on.

What you want to do is sit down and spend half an hour trying to remember what you're going to write about and you only had an hour booked in. So I'm going to take you through these exercises to make sure in your journals you can literally write every exercise at the top of a new double page. And then when you turn up you'll be like I'm doing this exercise today.

It goes in the diary. It's like I'm going to go and work on this next Thursday. I'm going to go work on that on Sunday.

I'm going to do some time on this. Maybe I'm going to review how I've done in the week. That's the sort of level of strategy you need to take into cave time to enable you to put the ball in the back of the net.

And just with everything we do on PE, it's all a game. It's supposed to be fun. So this is not grueling hard work.

Why don't you treat yourself to a nice cafe, a good hotel lobby? Why don't you pay for the business class upgrade on the train? Like make it enjoyable.

Like this is you being the privileged person that you are who's able to design their lives and probably go make it happen. Certainly go make it happen if you follow what we tell you. So celebrate.

Do it with a smile and have fun. This is not too serious. This is great.

This is like lucky me. You should be skipping, skipping along. You all look so serious.

I'm just trying to lighten the mood. So it's all a game. It's all a game.

So where could your caves be? What locations could you have? It could be a Costa Coffee if that's what you like.

Personally, I like to go to like a nice five star hotel or where I can. Not all the time, obviously. But if I know I need to get some cave time in, then I'll make an effort and go somewhere really good.

It doesn't have to cost the world to have a coffee in a hotel lobby unless it's at the Belfry, obviously. But you know, it's really important to just get yourself in a good space. Go and enjoy it.

Get away from the noise of everything. One of my favorite caves is on the train or on a plane because there's no outside distractions. Like I can turn everything off.

No one expects anything from me. I can just lock myself in. And if I get my noise cancelling headphones and my journal, I am golden.

I'm good. I can be three hours, four hours, flying to Bali tomorrow. It's like 17 hours of cave time.

Like I love it. I literally love it. I really rarely get the movies out, to be honest.

Probably because I've seen them all. But it's just honestly like that is golden time. So get the biggest seat, get the aisle seat, pay for it and think, you know what?

I'm going to actually use this time. Like maybe get a taxi and be sat in the back while you're getting driven somewhere. That's what it's all about, in my opinion.

That's what caves are. This is what caves aren't. This is an example of what not to do in cave time.

Just so we're clear, this is absolutely unfortunately how it can't work. You can't get the clarity you need if you've got other things going on. This needs to be very introspective, private time.

And obviously, it's whatever time you can make happen. If it's a little bit every day, great. If it's long stints where you can get away for a few hours because you've got a babysitter, etc., etc., so be it. It's wherever you can make work at the end of the day. Places have power. Tony Robbins said it.

Places have power. Go and pick a good place. I feel inspired when I'm staying in a nice place.

I've stayed in some real dumps over the last couple of years, you know, being on my second gap year. Second, third, fourth gap year, yeah. And I've realised that actually it's an investment staying in a nice place.

I can stay wherever, but it's actually when I stay in a nice place, I feel better, I work better, I'm more happy. It's actually true. It's not materialistic at all.

So use that and take away this sentiment that you cannot paint a masterpiece while you're running on the treadmill. It is not possible. You have to slow down in order to get this clarity.

This is such a great quote. So when you're trying to justify going away to do this, you need to justify it to your significant other. It's like, you can't paint a masterpiece while you're running on the treadmill.

See ya, yeah. It's like, we've got to make it work, okay. We've just got to understand that if we don't do this, we're doing ourselves a disservice.

That's the reality. So that's really what cave time is all about and some rules you can take into when you're thinking about setting up your caves. Anyone got any good ideas about where a good cave could be for them?

[Speaker 15] (40:23 - 40:23)

Yeah.

[Adam Goff] (40:25 - 46:25)

Cool. Good stuff. So now we're going to talk about the exercises, all right, the exercises that we're all going to go through this autumn together.

The first is how we educate ourselves. So we need to educate ourselves by reviewing our last year. So we need to look back before we can look forward and we need to get out our cameras, on our phones, our diary.

If you are on Property Entrepreneur, you'll have an end of year presentation. Great place to start. And you get that out and you just remember what the last 12 months was like, the successes you had, the lessons you learned, and you start to just review and take yourself back because we don't want to make the same mistakes going forward.

So then, yeah, like we can, once we've kind of got all that information up, then we go through it and we just consider. We want to connect the dots on the things that went well, the things that went bad. You know what, how did I get here?

If I'm in deep doo-doo, yeah, how did I get here? Is it because I went on a bridge? Right.

Yeah. Well, that's, you know, that's potentially something in the future. Or if I'm sat on the top of a view right now and I'm taking it all in, I'm doing really well.

Why? We are the sum of all our decisions. So this is all about taking responsibility for that.

And then really what we want to do now is start to write down the lessons that we've learned over the last 12 months. The good, the bad, the ugly. What wisdom can we draw from all those different experiences, those photo memories, that end of year presentation?

Like what can we draw in and turn them into lessons? This is going to put us in the top 1%, ladies and gents. This is what no one else is really doing.

Not this intentionally anyway. And then you can shortlist your lessons. Hopefully you've learned 30 things and you can start to shortlist them at this stage to your highest value lessons.

Maybe you can join a few together. Whether it's good or bad, this isn't just like where things you did well, this is especially things you did bad, mistakes that you've made. And you'll get a shortlist together.

What you want to do then is basically pick your top 10. And the last point is to formalize them. So you sort of whittled it down.

You've got your top 10. And what you want to do is then take it on another level. So let's just say that a lesson you learned this year was that you hired your neighbor's brother because they were available to do the lessings and ended up not doing a great job.

So because you were in urgent need, you hired them. They caused you a headache and it took you nine months to actually get rid of them because you didn't have the courage or headspace, whatever, x, y, z. And you're like, you know what?

I really need to take more time over my hires. Because they're like family once you hire them and then it's your problem. You've hired them, you're paying them, and they're your problem.

So I need to actually take more time. So you might turn into a lesson. You might say, I need to hire slow and fire fast.

That'd be a great lesson. Hire slow, fire fast. And you formalize it and you go, hire slow, fire fast.

If I was a maid in the kitchen, life by design is a maid in the cave. These are lessons. They become mantras.

They become sentences that you use, that your team use. They become part of your culture. If it's like you're thinking a bit transactional or someone was transactional with you and they tried to cheat you out of a couple of grand or 10 grand or a hundred grand, or you actually took the high ground because you read Karma credits and you did the right thing.

And you actually invested for the future. And you know what? I'm not going to get obsessed with this little thing.

I'm going to play the long game. I'll play the long game. That's a good lesson.

That's how we get our little mantras and lessons. We do this reflective exercise. So you'll have your own ones that apply to your life.

And that really means something to you. These are ours. And we try and give you the context, but ultimately your ones are going to mean the most to you.

Who's this guy? Ray Dalio. Fantastic.

So Ray Dalio is one of the most famous Wall Street investors. And he talks about this failure loop. He's written the book Principles.

He's a very well renowned author, speaker, thinker, essentially philosopher. And he talks about this failure loop. And he talks about this very simple diagram, which is that we set goals and we head towards them.

And then inevitably we all have failures. Who's had a failure here? Good.

Couldn't put the hand up as a liar. Yeah. It's like, of course we just fail.

We make mistakes. It's cool to make mistakes. We fail.

But what we need to do is what most people don't do is they actually need to learn the principles of why we failed. That's the key thing that most, in his opinion, humans just do not do. The tragedy of humans, of humankind, I think he calls it.

Because it's like, why do we keep making the same mistakes over and over again? Einstein said that was the definition of insanity. So we don't want to be like everybody else.

We want to observe the masses and do the opposite. This happens in our journal. And then we improve with our lessons learned and stick them on our wall and tattoo them to our chest.

And we move forward having established our own principles and our own lessons. And then we get a chance to go to the next level. This is how we operate on an annual basis at Property Entrepreneur.

We take this, we run with it and oh boy, does it work. Okay. So I'm going to ask Dex to put some music on and we're going to do the first little exercise now.

I want you to write this exercise down in your notebook. So you've got your workbooks. This is called Lessons Learned.

This is exercise number one, homework number one. And based on everything I've just shared with you about lessons learned, I want you to start jotting down some of your first few lessons that you've learned. Just a quick brain dump.

I'm going to give you 60 seconds. You make the most of this time and it'll get you started for when you do it on your own. Three, two, one.

Let's go.

[Speaker 6] (48:09 - 48:11)

Okay. We'll just, we'll end it there.

[Adam Goff] (48:15 - 48:50)

So that gets you going. So when you need to get your journals out, you can refer back to your workbook. You can remind yourself of all these notes you've made and you've already started the process.

You've broken the seal. You know, it shouldn't be so hard to come back to you now. This is the intention of getting you to start doing some work.

Okay. So next we're going to validate actually where you are. We're going to, we're going to take a moment to just kind of assess the land and think, you know what, where am I right now?

How am I getting on? How am I getting on? Cause I'm a slave driver to myself.

I'm like whipping myself every day, every week, trying to like push the envelope. Sound familiar?

[Speaker 15] (48:51 - 48:51)

Yeah.

[Adam Goff] (48:51 - 55:39)

So where am I like, how am I getting on? So um, a little sense check, you know, a little sense check of where you're at. Maybe a well done, pat yourself on the back.

That's the whole point of the end of your presentations. When you, people on advanced and mastermind on the board will know what I'm talking about. You pull that together and think, you know what, actually pretty good.

Yeah. Yes. Absolutely.

Yeah. People on advanced. Yes.

People doesn't, yeah, exactly. Absolutely. So, um, you know, just take a moment.

Let's pour ourselves another decaf Americano and just soak it in. You know, that's what it's all about. It's like, this is what I've done.

Um, but ultimately now you must ask yourself the question, well, you know what, what needs to change? Like what am I hungry for now? I know you've already got a massive list of this.

So like, what does the monkey mind want now? You know, like what needs to change? What am I sick of?

Um, what could next year look like? Um, and the way we do this is with a very simple exercise. We neatly call this one more, less, keep.

More, less, keep. So you look back over the last 12 months as we've done and you make a list of everything you want more of. Free time, et cetera.

Healthy eating, holidays, money, whatever. Less talking to tenants. Yeah.

Doing bank payments. All right. Keep.

Significant other. Property entrepreneur. You know, all the things that are great in your life.

Absolutely fine the way they are. You know, that's what you do. You just, you just assess your life and you do a little report card and everything.

It's fantastic. That's giving you a list. It's getting, you were starting to join the dots.

So that's more or less keep. Um, this is a brain dump. So what I need you to do in cave time is go right.

Double expresso and just let it all out. And there might be tears, but just get it going, get it going more, more at the top of the page and then fill the page of mores and then less fill the page of less. And then keep, you've been doing keeping, you remember, oh, there's something I want more of.

And you'll be starting, you'll be cross pollinating. It'll just be like madness. Okay.

Um, and that is when you're really going and then you, you brain dump it out. And then what you do is now you set your stall out. You then we can't achieve life by design in a day.

This is not a task that we can just complete. Unfortunately, this is like a process. It's a journey where people say, you know, meditation is a practice.

Yoga is a practice. Half people don't know what they're talking about. It's like there is no destination.

There's no end point. Our end point is our life by design strategy day presentations. Fair enough.

But we can't just block out five hours and do them. We've got to like, let it simmer. So you write this more or less key, you brain dump it out.

And then you are now self-aware about this list that you've created. The naughty list where when something's rubbish in life, in your life in the next couple of months, you stick it on your less list. When something's great, you might stick it on your keep or your more, you're lacking something.

And it becomes like a daily practice. It's something that you are going back to. So when it comes to January, you are like, this stuff is like ready to ding.

It's ready out the oven. It's like it's baked. Okay.

That's really important. Um, analogy that I hope you can all take with you in autumn. Another sentiment I want to share with you.

Another lesson we've learned over the years is that you can only fix the roof when it's raining. You can't spot the leaks when there's no rain. It's a really good time is to spot the leaks when it's raining.

So some of you have heard this before. So as you go into the next three months, when it starts raining and you spot a leak, write it in your journal. Okay.

Maybe not in front of them. You know, if your tenant starts doing that, hang on a minute. Yeah, that's not the way to do it, but, um, but that's what it's all about ultimately.

Okay. So I'll give you some good examples. Hopefully that stimulates the mind.

Um, and a bit like winter hit list, which we're going to teach in December for those people in the program. Like this will be something you might keep a track of all year, actually. Like what, why wouldn't you have it in your iPhone notes?

And every time you just, your self-awareness is going to increase basically. You're going to become way better at this every time around the track. So I'm going to ask Dexter to put some music on again, and I'm going to give you an opportunity to write your more or less keep.

So I suggest you set up three lists and I'm going to give you a couple minutes to dive into this. So enjoy ladies and gents, off you go. Three, two, one.

Okay. We'll close it down there. I'm feeling fruity.

Who'd like to share something they'd like more of, less of or keep? Who'd like to share? Yes.

We'll get this. Uh, Alex, can we, it's a good thing you're six foot, isn't it?

[Speaker 14] (55:41 - 56:02)

So introduce yourself to the team. Good morning. Hi everyone.

I'm Karthik. Uh, cash, freedom and properties. Uh, the list of things I need is stress, chaos, and my body weight.

And, uh, things I would like to keep is health relationship and personal development. Thank you.

[Adam Goff] (56:02 - 56:21)

Very nice. Very nice. Congratulations.

I think Bianca's got a mic for this side of them. Who'd like to go in this side of the room? Mr. Matt Dolman. Well done. Can you, he's just, he's just sat here. I know.

Oh, there we go.

[Speaker 4] (56:21 - 57:03)

That's smoky. Um, yeah. Hi everyone.

I'm Matt. Sounds like AA. Um, so less is definitely less spontaneous spending.

I am a nightmare for walking down the street and going past the supermarket. And even though my fridge is full of food, I'll just go and drop 20 quid on just something that I'll eat in five minutes or a crazy fancy dress outfit, which gets you on the telly. Um, but all of those 20 pounds just really add up.

And I've really noticed that over the last couple of months of just dipping in and dipping. And I know if I hadn't spent it, I'd have had an extra like 300 pound in my bank account by the end of it.

[Adam Goff] (57:03 - 57:07)

Awesome. Yeah. What a surprise.

A blaze getting emotional and just winging it.

[Speaker 4] (57:07 - 57:09)

I know. You wouldn't imagine it.

[Adam Goff] (57:09 - 57:10)

Absolutely. I mean, that's how it goes.

[Speaker 4] (57:11 - 57:12)

Uh, need to be more steely.

[Adam Goff] (57:12 - 57:16)

So PCM city PCM up, got your evolution card, your budget, your monthly allowance.

[Speaker 4] (57:17 - 57:24)

Yeah, I do have that. But then as soon as I spend it, I just transfer more money from another account and then it just goes round and round.

[Speaker 13] (57:25 - 57:25)

I know.

[Speaker 4] (57:26 - 57:43)

I know. But my other one is, but my other one is I need to more of is more to say no, because if someone says, do you want to do something? I'm like, yeah, okay.

And then I go out and it's just more self-control in a few different aspects of my life.

[Adam Goff] (57:43 - 1:01:07)

Yeah. So a great lesson for you might be put your own oxygen mask on first, potentially, because when you start to say yes to everyone else, you're not really doing what you're not doing your own thing. Are you sometimes maybe just like, yeah, thanks for sharing Matt.

That's awesome. Let's give Matt a big hand. Thank you, Matt.

Okay. So next step we're going to move on to is where we start to identify what we actually want for next year. So we start thinking about the destination that we're going to, maybe our destination in our sat nav, like where is there at the end of the day.

So this is all about what is success to us, right? So first of all, we've got to identify what success is for us. Success is Sunday, no working.

Success is taking the family away for 10 days. Success is 10 units. Success is a million pounds in the bank.

Success is featuring on a podcast. Success is launching a podcast. Success is fill the blanks.

Okay. This is for you, no one else. This is your version of success.

That's what's most important. And what's really important to understand is that this changes every year. So we need to do this every year because the goalposts are always moving because we're relentless.

We don't give ourselves a break and we're not happy to just settle. Otherwise, the human race would never have achieved what it's achieved. So this changes every single year.

So just kind of accept that. So you start asking yourself, what do I want to achieve this year? I can achieve anything, but I can't achieve everything.

So what do I want? What's realistic based on where I am now? What ambitions have I got?

What awards do I want to win? Do I want to be on the board? Do I want to be on the mastermind?

Do I want to be a TED speaker, a TEDx speaker, do I want to be a YouTube influencer? Do I want to be invisible? Do I want to be off the grid?

What do I actually want? Come on, what's your dreams at this point? What I want to have, so what I want to achieve, maybe some external things in there.

What I want to have, do I want to have my own land, overseas landowner. I've always wanted that at the end of my intro as the peak of my achievements was overseas landowner. Step back, ladies and gents, there's an overseas land over coming here.

Hold your horses. Yes, he's real. Yes.

Yeah. What do you actually want to have in life? These could be tangible things like physical health, physical abs, weight loss, et cetera.

Or they could be intangible things like mindset. I'd love to just stop being such a negative Nancy. I'd love to get rid of my anxiety.

Whatever it is, this is a time where we can really carve it out. Another crucial one we like to throw in the mix is who do you actually aspire to be like? Thank you, Graham.

Yeah. Finally. So you've taken seven years.

Your tenner's in the mail. Who do I aspire to be like? Overseas landowner, Adam.

That's the first thing that comes to mind. Holiday home, Adam. Yeah.

I'm not going to let you lose that, Josh, am I? Yeah. This is where people might have touched us or no.

[Speaker 6] (1:01:15 - 1:01:19)

Delete that from the video, please. That was inappropriate. Wow.

[Adam Goff] (1:01:25 - 1:02:19)

A really good way of thinking about this is who are my role models? And something we use is my hero. We like to say, take a hero with you.

So who do you look around to in your life? And they inspire you in a certain way. I really like the way that Dan's always got time for me.

Or no matter how much I ask Max, he's always on the end of the phone. Or Laura never loses her cool. She's a great leader because she's just as cool as a cucumber.

We start to think about those qualities in other people. We think, who do I actually want to be like? Who can I role model?

And every year, we suggest that you take a hero with you. Someone you can role model. My past role models have been people like Warren Buffett.

Being more Buffett was one of my objectives because I wanted to invest in less risky things and take long-term positions. Yeah. Thanks, Billy.

[Speaker 15] (1:02:19 - 1:02:20)

Yeah.

[Adam Goff] (1:02:21 - 1:04:55)

That was a few years ago. I've been a blazer. I've forgotten all my lessons.

Yeah, I know. Billy told me not to buy it. So I'm like, fingers crossed it doesn't go wrong because I'm going to get the biggest I've told you so ever from him and Dan, to be fair.

So yeah. We start to think about the people in our life that inspire us, that are leaders in our lives that we look up to. Maybe people we ask advice from.

Maybe it's people on YouTube. Maybe it's people on the TV, on the radio. It's like, these people are inspiring us, authors.

So these are the people that we might want to replicate as our heroes. I have got a really good idea about two of my heroes are this year. And it's these two friends of mine, two board members, Ian Bauer and Garrett Pierce.

These guys are stand-up guys. They're super successful in their own right. You wouldn't know it by the way they're dressed.

But that's what PE is all about. It suits me. Garrett's a bit better.

To be honest, he's a smart guy. But these guys, they both inspire me in different ways. They're both, like I said, very successful in their own right.

There's no ego. All that stuff is our values. It goes without saying.

But specifically, Ian has just got a fabulous relationship with his wife, Annetta, who I know really well and just had a baby, Harry. And I go to him for advice. He is my hero in that respect.

And I really value his input and appreciate his wisdom. And Garrett's the same. His family are number one.

He's got two beautiful girls that came on our blueprint. They're young and they're already learning about business. They're doing their own thing.

And he's always with his family. He's a family man. So that goes without saying with Garrett as well.

But he's also just so generous. He's so generous. And he always does everything for everyone.

I'm like, wow, that is just who I want to be like. He's still out there smashing it. Still working hard.

He's just giving. He's just abundance. And if I could just take a little bit of stuff from both of those guys this year, then I'll be a better person.

So that's already what I know. So let's give both of them a round of applause for being amazing. So much I could say about those two.

So I hope I've done you justice. Yeah, thank you for everything. So we're going to do another little exercise.

So what is success to you? Who are going to be your heroes? What is it going to be for you this year?

Is it cutting down your work hours? Is it creating a business? Is it winning an award?

Is it having more family time? Is it learning something new? Is it selling your company?

Is it going on a gap year? What is it? So I'm going to give you 60 seconds or so now.

Off you go.

[Speaker 6] (1:07:38 - 1:07:40)

Okay, we'll draw it to a conclusion there.

[Adam Goff] (1:07:40 - 1:07:58)

If I could ask Bianca to get a mic ready. Who's at the back of the room? Who'd like to share what success is to them this year?

You might be at the back, but I can still see you. Who's going to share? Yes.

Just about through the smoke.

[Speaker 9] (1:07:59 - 1:08:27)

Thanks. Hello, it's David here. Hey, David.

So yeah, success for me is building and finishing our own house next year, getting a land sourcing business up and running and cash flowing, and having time for the kids, quality time and things that they'll remember forever. Being a more patient parent and husband. Fantastic.

I think that's beautiful. Let's give David a big round of applause.

[Adam Goff] (1:08:33 - 1:08:50)

That's amazing. Very, very clear now, isn't it? It's like, wow, you've already kind of got it.

And you now set that out, let it simmer. You come back to it, you change it, switch it up. Fantastic.

That's beautiful. That's what it's all about. Someone else from this side of the room?

Yes. Rav. Oh, yeah, I've got my...

[Speaker 6] (1:08:53 - 1:08:53)

You ready?

[Adam Goff] (1:08:58 - 1:09:05)

Rav checked out my number one tip for a spa in Astana, sent me a video. Not allowed phones in the spa, but somehow he did and he sent me a video from it. So well done.

[Speaker 8] (1:09:05 - 1:09:41)

I didn't realize, yeah. Loved it. Hi, everyone.

I'm Ravanel. So my definition of success, focus on daily health, focus on quality of each relationship, be thoughtful, be mindful, build strength and stability of my main business, Be Inspired Films, do one highly profitable deal this year, learn how to do more and replicate it, complete the book about my mentor when I was a monk, focus, cut out all the time wasting, not align to my values and goals and start to meditate again.

[Speaker 6] (1:09:43 - 1:09:44)

Fantastic. Just a few things then.

[Adam Goff] (1:09:44 - 1:09:45)

Give Rav a big hand.

[Speaker 6] (1:09:47 - 1:09:48)

Yes.

[Adam Goff] (1:09:50 - 1:15:24)

Awesome. Some big chunky things on there. Some stuff I didn't know about.

That's great. Thanks for sharing. Brilliant.

This is great. This is what it's all about. We should be getting excited.

Jim Rohn's got a great quote about one of life's biggest challenges is being happy where we are whilst also having an ambition for more. So what this is doing is again, it's hungry. It's like building our appetite for the next year.

We start to get a bit of rest, recuperation. We're starting to salivate for the challenge that's coming. So just a little word of warning for those savages out there.

Those savages that want to literally go and take over the world, maybe get to entrepreneur level, go all in and hungry for more. It's burning for them. And you know if it's you because you think you say, this is good, but it could be better or I want a bit more.

That's kind of how it goes. This is Avicii, the story of Avicii. Described by Chris Martin, the lead singer of Coldplay, as the Mozart of our times.

He's a DJ, absolutely gifted with music, could do things that even someone who is known as being probably one of the most talented musicians of our time is saying, this guy leaves me for dead. This guy was an absolute revelation. He was a storm.

Because he was so good, he was selling out concerts, going on world tours, but it wasn't all roses and honey. And if you watch this documentary, it's on your action list, called Avicii's True Stories. Avicii's True Stories, it tells the very sad story about a guy who is on the hamster wheel of success.

He's not happy. He tries to pull out of concerts. It doesn't happen.

And it has a very, very sad ending. Unfortunately, he takes his own life. So this is just a little bit of, for those people getting super excited, because Adam got them revved up at the super event, just remembering that everything has a cost.

And if you want to go do it, go do it. To a large extent, that's how Dan and I certainly used to live our lives and do to an element. So we will support you.

We'll back you. You can do it. But just know what the risks are.

That's all I'd say. So just a little word of warning there, just to temper the mood. But next, we're going to go on to your why.

So we need to enhance our understanding of ourselves. This is a great opportunity to start addressing that question, which everyone's been pushing to the back of the backburner, which is, what is your why? The worst question you can get at a networking event.

So what is your why, then? Hang on, it's on my phone somewhere. I've got it somewhere here.

Yes, to excel in all areas and share... It's like, I'm saying that because it's me. It's awkward.

I'm ablaze. I can't remember my own name half the time. So this is an opportunity for us to enhance our understanding of ourselves.

We're going into the cave. We're making this time. This is our one hour a day.

It's like a luxury. We're indulging. We're like, oh, I love it.

And we get a chance to answer these questions. So you can really reflect on yourself and your internal values, first of all. So what things are important to you in your life?

They'll be a theme. Your successes will probably have some of your values interlaced in it, like health, losing weight, and strengthening relationships, love relationships. These are all values.

These are things that we put ahead of other things. That's what values means, ultimately. So that's what you want to try and work out.

Who am I and what are my values? And then potentially, what value can I bring to the world, like external values? So if I'm a really talented designer, I was put here, I believe I was given this gift of design.

I'm really good with numbers. So this is what I'm supposed to be doing. I was always the best at maths.

It's not an accident. I'm here. So what is your skill, talent that you are supposed to deliver to the world?

Are you doing that? Do you know what it is? Could you get in tune with it more?

This is a good time to dig it up. And a really good question you can ask yourself is, why do I do what I do? Why is it?

Am I posting on social media every day because I actually want to be famous? Like I want to be an influencer and getting the respect of likes really turns me on because I was shunned at school or in the family and I'm craving attention my whole life. Is it that?

Or what is it? What's driving your behavior? Basically, it's a good chance to ask those questions.

We're normally going off some pretty basic human needs like love and security and recognition and things like that. So why do I do what I do? You want to give yourself a session to answer some of these questions.

And importantly as well, who is influencing me? Is it my dad? Is it my mom?

Uncles? Celebrities? People in my life?

My brother? My boss? My business partner?

How have I been conditioned to be like I am? And am I happy with that? Is this really a good influence?

Every time I talk to this person, I get anxiety. Is that really? That's influencing me maybe in a bad way.

So this is a real good chance to start identifying these thoughts. If we've got the mic, who's got the mic? Sarah's got a question.

Yeah, Rav, if you want to get the mic to Sarah, if you want to pass it to the mic. Oh, no, straight in. Okay, cool.

[Speaker 5] (1:15:28 - 1:15:29)

It's not a question but a point.

[Adam Goff] (1:15:30 - 1:15:31)

Okay, do you want to take the stage?

[Speaker 5] (1:15:31 - 1:16:21)

Not really, no. This is, and it literally is about why, but the perfect time to do this is in a journaling session is to ask why five times. So every time you sit down and think, okay, well, this is my value.

Why is it your value? Because suddenly you might realize that it's an external opinion. So it's someone else's value that you've imposed in your own learning.

So just every time you're going to sit and write and think about something in your journal, I would just encourage every single person to ask why five times. So instead of writing something down and thinking, oh, that's the first thing, it was my gut instinct to write this, or just deep dive it, that's the whole point of the journal. So ask why five times on every single thing that you're coming up with.

And before you know it, it goes from thinking you've answered the question in five minutes to needing the whole hour to actually understand it.

[Adam Goff] (1:16:21 - 1:28:43)

Great point. Let's give Sarah a big hand. Thanks, Sarah.

It's a good point. Well made. So the point is, is that it just really encompasses how we can't just achieve this thing.

It's like, well, I've done it, nailed it, right? Next thing, no, you're bringing the wrong mindset to cave time. This is a chance to dig.

It's like dig deeper. So I had coached it to me once and it was quite powerful, actually done the right way. So you just basically, every time you ask why, you go another layer deeper.

So that's really good. Influences, obviously social media is a big one for that. I was thinking about that.

Who you follow on, when you go on Instagram, Facebook, who you're following, who's in your feed influences you. So it's like unfollow, get them out of your life, or follow some better people. I'm quite intentional on Instagram.

I like to have business stuff, inspiring stuff, and it's like, I'm pretty good with, if I do go on there, or maybe some surfing stuff, I like everything I see. I'm really strict of what gets in my vision. So I would encourage you to do exactly the same.

So I'll give you a minute now to, if I had to put a gun to your head and ask you what your reason why is, see if you can crack it in 60 seconds. But now have a think about your purpose, what sort of things come to your mind. Okay, we'll draw it to a conclusion there.

Another one for your action lists is to listen to this podcast on this, which is called Self Awareness Episode 79 to make it easy for you. I'll always try and recommend a podcast to do some further reading, extra context around the subject. You can hear it from Dan rather than me.

It just gives an extra perspective on things and could get you in the right zone and the right frame of mind, get you inspired to go and do some cave time, maybe in the car on the way, when you're out walking before, et cetera, et cetera. So last thing is just, we say we want to look at our wins and losses. So our wins and losses.

So to do this, we're going to do a SWOT analysis. So we're going to do this on our business and our personal lives. So we're going to count our wins and our losses for both business and for ourselves.

For those people that haven't done a SWOT analysis before, it's these four really easy points. The first is you outline all your strengths. So where are you good?

Where's your business good? What are you really good at? What did you do really well?

What's a no brainer? Play to your strengths. And the second is weaknesses.

So where am I not so good? I know I'm bad at managing my budget. I know I'm bad at just trying to be a doer rather than just like a thinker, you know, than a beer, which is the whole thing about cave time.

It's like, it's not to ask to tick off. It's to sit with them and be with them. It's like a practice, right?

I know I'm two mouths and one ear, not two ears and one mouth. You know, I just talk, talk, talk. I don't listen, listen, listen.

It's like, these are weaknesses and we do the same in our businesses. You know, we're really bad at customer service. That's why a good one I've got on there is check some Google reviews.

If you want some feedback about your business, best place to get it is on your Google reviews. People don't hold back. So, you know, if you're asking for regular feedback like we do, like we'll do for you today, then that's a really good place to see all the review sites, how you're getting on, like what stuff have you neglected, what's got under the radar, et cetera, et cetera.

What are your opportunities in life and in your business? So what's on the horizon? What's coming in the year ahead that could be opportunities maybe three years ahead, five years ahead, the new MAPD rights, for example, opportunity, right?

Equally, what's a threat? So what's going to change, what changes are coming? There's changes afoot.

You know, government legislation is changing. Competitors have just launched. Could be stuff in your personal life, like my gym membership's just doubled, you know, like whatever it is, you know, it's like we've just moved house.

It's, you know, 10 miles from the gym rather than 10 minutes. Like these could be threats, you know, things that are going to come up to unsettle us. So yeah, this is what we do.

We do it for ourselves. We do it in our personal lives. And it's called a SWOT analysis.

That's what it's called. I would, a bit of advice that we did on the board retreat is we did a SWOT analysis on ourselves, sorry, on each other. So we invited each other to do a SWOT analysis.

So you know me pretty well now. Tell me, what are my weaknesses? Because we want to ask for feedback.

So giving feedback and asking feedback are really important skills on Property Entrepreneur. So you don't want to be, you know, a dick about it when you give feedback, all right? But you also don't want to be a friend about it either.

You're there to give them honest insight. And what I've learned, and I shared it on Mastermind last night, is there's very few people in this world that we can ask and get an honest, well thought through answer that isn't bias, because there's nothing in it for them. Your neighbor sat next to you now doesn't have an interest in, well, if he came with your business partner or your wife or your husband, then that's not maybe true.

But the other people in this room, they're here to genuinely help you. They want the best for you. They don't owe you anything, all right?

They're not gonna make more or less money based on what they say. You know, you're not gonna love them any more, any less based on what they say, as long as they can understand that it's feedback. So this is like a rare thing we have, is the chance to get honest feedback from each other.

So if you've got someone in your life that you work with, or a friend, and you can ask them for their SWOT analysis on you, I think that's a really valuable, incredibly insightful thing to do, to be honest. So I want you all to put this in your action list, in your journals. It's another exercise to do both for yourself and personally.

So I'm going to finish with some top tips now, and then we're going to go to a break in just five minutes. So just stay with me. So five top tips for absolutely nailing your cave time this autumn.

Number one is be strategic with the time and location. 5.30 on a Friday is not a good time to do cave time. Okay?

It's just like you're tired, it's the end of the week, you're knackered. Obviously as a caveat, I'll probably do a little bit of cave time this evening when I go on the train to London, but that's just because I love it, you know? But like generally as a rule, on a normal week when you've given everything away, that's not a good time.

So it's mornings, it's getting away location-wise, like be basically thinking it through as I took you through in the first session. And it's a non-negotiable in the diary. It's not something that when someone says, can you do a call at nine, and you look at your diary and you say cave time, you go, yeah, I could do nine.

Yeah. You know, no, no, you've made a commitment to yourself. You don't, you don't move it for anyone.

It's like, it's an appointment with, with Josh, you know, you wouldn't move it for the world, would you? Right? It's very important.

Okay? The goal of cave time is to do some creative thinking. That is what it's all about.

So you need to go with a clear head. And if you haven't arrived with a clear head, you need to calm yourself down. I'm going to give you a little exercise later in the day to help you with that.

So don't worry. So, um, yeah, like get the juices flowing. Listen to that podcast I shared with you.

Listen to something that inspires you, like calm yourself down. Um, look at your notes from the workshop, like get yourself in the, in the mood for those people that are doing it for the first time, like get yourself going. You need to be strategic with how you map this out.

So you want to map out in your journals, like you've done in your workbooks, a different exercise on a different double page, you know, give yourself the space, right. And the next month I've got all these exercises to do. Happy days.

Yeah. It's going to be the first thing I do every morning. Can't wait.

Really excited about this. Doesn't feel like work, but Adam tells me it's work. So okay, I'm going to do it.

You know, it's like great. And then you're going to, you're going to go to your journal. You're going to be like, right, I'm doing, I'm doing this today.

So it's like, it all goes in one place. Nice and nice little top tip for you. Um, yeah, I sort of alluded to this on the first slide.

It's like, enjoy this process, indulge every now and again. I said, go to a nice place, order yourself a nice coffee and enjoy the process. Don't, don't do this in a, in a dark cupboard, you know, locked away from everyone.

Like, like it's supposed to be fun, you know? So, um, so yeah, like you're designing your life. You're super privileged to go and enjoy it.

And the last tip would be to, to really get going as soon as you can start yesterday. Because there's already not enough time. Unfortunately, um, for those people that are on the, in the first year, they're thinking I've got loads of time, you know, it's not until early January, these strategy day presentations for those people, everyone else in the room has done this before.

They're thinking, this is not enough time. I've got a lot to think about. This is my year.

I don't want to spend another chapter of my life wasted. I want to like, this year was good. I want to have a better year.

I want to have the best year every year. So you're already thinking, oh, I've got a lot to think about. I've really got a, I really can't wait to get into this.

So have a sense of urgency about this because the sooner you put it on, the longer you can let it simmer. So you really need to get that going. It will be over before we know it.

Trust me. So yeah, when you, um, plan out your weeks with your Sunday sanity, get it in the diary. This counts as part of your top 10.

Yeah. Start working on more or less key. Another one later in the week, review more or less key.

Yeah. Start working on lessons learned. Review lessons learned.

Yeah. 60 minutes, 90 minutes. That's exactly what we do.

Are we clear on that? Are we clear on that? Good stuff.

Okay. Fantastic. So yeah, if I had to give you one big takeaway, uh, is that you really, this is all about blue sky thinking.

Like you need to come in the right frame of mind for cave time. You've got to really bring your best self to cave time or get yourself there whatever way you can. So if you want to understand more about how to get yourself in a good state and why this is important, we love this video.

This is John Cleese, obviously famous for being one of Britain's best comedians, but he's a very bright Oxbridge graduate for those people that didn't know. And he's actually done a talk on creativity in business. So this is specifically about why it's important to be creative and how you get yourself into creative states and the different states we're in.

So get on your action list. I'm going to ask Bianca to post that in the online groups so that everyone's got the reference. Would you like that?

[Speaker 15] (1:28:44 - 1:28:44)

Okay.

[Adam Goff] (1:28:44 - 1:29:05)

So get that on your action list. Listen to it when you're not feeling like doing any of the homework, you just want to watch your video. Right.

You know, remember at school when they like video dates, like, yeah. Okay. It's exactly the same thing.

So, um, yes, that's cave time. So any other questions on cave time? Yes.

Steve. Mike for Steve, please.

[Speaker 11] (1:29:11 - 1:29:15)

Just a quick question, Adam, on, uh, you talked about mapping this out for the month.

[Adam Goff] (1:29:15 - 1:29:16)

Yeah.

[Speaker 11] (1:29:16 - 1:29:17)

Is cave time a month or is it three months?

[Adam Goff] (1:29:18 - 1:29:36)

So we'll do cave time all through the autumn, right? But these exercises that I've given you now, you'll come back to them all through the autumn, but you need to make a really concerted effort this month, because next month, I'm going to give you a load more homework, right? It's going to build on each other.

So what you don't want to do is sit on it and go, well, I've got until I'll just do it in December.

[Speaker 15] (1:29:36 - 1:29:36)

Yeah.

[Adam Goff] (1:29:36 - 1:29:42)

You really want to come on the journey with us and get as much done this month as you can. Okay. With those or more.

[Speaker 11] (1:29:42 - 1:29:45)

That's all right. Of course. Uh, you're like me spent a lot of time on planes.

[Adam Goff] (1:29:46 - 1:29:46)

Yeah.

[Speaker 11] (1:29:46 - 1:30:00)

17 hours cave time sounds like too much. And I mean, you weren't probably being serious or maybe you were don't know. Um, but you say an hour a day, seven hours a week probably doesn't work.

Is it, is there a balance where you say there's a maximum that you would do it at any one session?

[Adam Goff] (1:30:00 - 1:30:51)

Yeah. I think it's a great question. So I would always say, so I would always book prime time as I call it the first hour of the day.

And we'll come on to that on the program later, at least the well, Monday to Thursday in my business, because on Friday, I'd normally be quite tired and I wouldn't really feel like that creative. And I'd have like a good session at the weekend. Um, so I don't, I think it's as much, you can't complete it all in a day.

Um, and as soon as you, but equally, you might have an hour and then you might go for three. I think that's good as well. So it's quite hard to be, it's, it's quite hard to put it in a box, but sometimes I'll do three, four hours.

And I'm at, if I'm like in Portugal by the pool, I'm absolutely flying, you know, because I'm a well holder. I haven't got any work to do. And I'm like in my flow and same on the plane.

I'll be like, wow, I can get into it, but no 17 hours of course.

[Speaker 11] (1:30:51 - 1:30:53)

A bit of trial and error it sounds like.

[Adam Goff] (1:30:53 - 1:31:08)

Yeah. So I just see, it still works for you different days, different things, you know, in a busy work day, it's going to be harder for you to get a lot of time, but a weekend or on a plane home, it's like, you're going to have some time. So I think that's, um, that's a great question.

Any other questions?

[Speaker 16] (1:31:10 - 1:31:12)

Yes. At the back of the room, Rachel.

[Speaker 10] (1:31:17 - 1:31:23)

So of course I don't have my partner with me, but do I make him do this with me? Because he's part of my business.

[Adam Goff] (1:31:24 - 1:31:28)

So you just sit him down, you make him do it. Paul will love that.

[Speaker 10] (1:31:29 - 1:31:45)

Um, but yeah, um, in the past when we've done this, we've always struggled because we do, you say, sit down on your own, do it for yourself, which I know is really important as well. But of course, if you're in business together, you do need to put some work in together, don't you? Because you're both heading in the same direction.

[Adam Goff] (1:31:45 - 1:31:45)

Agreed.

[Speaker 10] (1:31:46 - 1:31:48)

Yeah. So to answer your question, yeah.

[Adam Goff] (1:31:49 - 1:35:09)

So to answer your question, this is a very personal thing and this is you on your journey. Okay. For the business, as I'll take everyone through next month, it's like getting your team and your business partners together to form the strategy for the company is different.

So this is not, you are doing the business swap. Fair enough. So yes, you would do that with Paul, but cave time is a personal thing.

So you could invite him to do it and you could share this with him, but we all know what it's like getting it secondhand, right? But when you do your company, you absolutely need to take those people on the journey with you. So you need to be setting them agendas in advance, things to think about so they can come to those meetings prepared.

So you can have useful conversations. So I'll take, you know, as you know, we go through that at the next workshop. So good question.

Okay. So yeah, just got a few minutes left. We're going to round up now.

So I'm going to invite Josh up on stage to close. So without a doubt, one of the most skillful cave timers I've ever known is this man, Mr. Chris Moss. He has taken it to a whole nother level.

He loves it. He's like, he lives in the cave all the time. So he does a really good job of crafting his life by design genuinely every single year.

Like he's created his own PDF booklet. It's fantastic. He shared it with me.

It's amazing. So this guy really knows what it's all about. Like he, that's his vision board.

He absolutely kills it. Everybody in the room is already in the community knows what I'm talking about. For those new people, just trust this.

This guy is the G. Okay. So he is, I've asked him to host a midweek mentoring session on Cave Time.

So Chris is going to be doing it on Zoom on Wednesday, the 11th of October. It's in your workbooks, it's in the back of your workbooks. Write the date down.

So Chris will take you behind the scenes of what he does in Cave Time, how he carefully crafts his life by design. Top tips. You can ask him questions.

He'll be on Zoom. He can share stuff with you. Deep dive behind the scenes, basically.

So that's absolutely not to be missed. And finally, before I invite Josh up on stage, who likes gifts? Just out of interest.

Who likes a gift? Oh, okay. Like half of you.

Who likes gifts? Two thirds. Who likes gifts?

Okay, good. Good stuff. All right.

Good. Well, ladies and gents, we do have a gift for you. To celebrate autumn, to celebrate the start of the new year, to celebrate the start of 2024.

And this quarter, we have a journal for each and every single one of you. These journals are specifically made for us. They're custom designed, bespoke Stanford Press journals.

These are literally the best journals that you can buy, because this is where the magic happens. This is going to be your highest ROI. So we want to set you off in the right way this autumn.

So these blank pages will become your life. This is how valuable this is. This book is our gift to you.

So good luck going to get... Good luck this autumn. This is...

You'll have one for the program, one for Advanced. You'll be able to collect those at the break from Lauren and Bianca at the back. So we like that?

You're welcome. Okay, so we've done Q&A. So it just leads me to welcome my good friend, the UFD UK landowner, Mr. Josh Keegan to the stage.

[Josh Keegan] (1:35:20 - 1:38:43)

Do you want that session? Good to kick things off. Already some ideas firing through, some concepts to think about.

Cool. If we could arrange it, who would actually like to do Adam's SWAT on stage? So we could all literally do a live SWAT.

Mainly focus on the weaknesses, and then we can just leave everything else. Shout them out as you go right to the back. So cave time.

This is what it's all about. On your action list, ladies and gents, there should be a number of things that we need to dive into and do. The first is your lessons learned.

And with your lessons learned, please do share them in your community, in your Facebook group, on the program, or the app on Advanced, because it's so powerful for everybody to actually learn from those lessons we do every year on the board. And it's game-changing. You should have more, less, keep your hero, successes, and your why as an absolute minimum of exercises to do on cave time.

I highly recommend as well, top tip, when you get your journal, first page, just actually write all the exercises in the front. Just have them all listed there. This is your content.

So when you get your journal out, you can just work your way through each of the exercises, tick them off when they're done, when they're finished. And yeah, that's how you work your way through autumn and get this done. So just to reiterate one of Adam's points at the start, this is life by design, not life by comparison.

And it really does take three months for you to actually work out what you want. If you're sitting there now and you're thinking, oh, I already know, I don't really need to do all this stuff. Then it's probably because you're basing what you want off what you're seeing other people doing.

This is introspection. You need to get into the cave. And remember, this is an absolute privilege.

We're all sitting here in a room of people that are now all going to like get excited, sit down, actually think about what they're going to be doing for the next 12 months. And then they're actually going to make it happen. This is absolutely huge.

It's a huge privilege. So please do take this seriously. This is not easy because it's an hour a day, but we will have businesses.

We'll have things to run. And it's very, very hard at times to get this slow space and fit this in. Particularly if like me, you have kids.

Who's got kids in the room? Yeah, basically. Who doesn't have kids?

Yeah. So a lot of us have kids in the room. Yeah.

Okay. Well done, Chelsea. Well done, Chelsea.

One day, one day. So with kids, it's going to be quite hard. We all know what they're like.

They wake up early. Like when you're going to sleep till eight, they wake up at five. You can have the best day plans and it all goes wrong.

Now what I do, I'll show you my methodology. It's basically I wake up early, like set the alarm early, 5.30, 6 a.m. And then I only spend 20 minutes. I literally do 20 minutes of cave time, five times a week.

That's all I do. I don't have... The hour is very difficult.

Sometimes I can squeeze in, but it doesn't always pan out. So those with kids, I challenge you, 20 minutes of cave time, five days a week. That is all you need.

But it only works if you do it consistently. So you can't catch up, you can't miss a session. 20 minutes, five days a week.

And if you're sitting there thinking even that's going to be almost impossible, like really difficult because my kids wake up in the night or maybe you're a new mom or a new dad and you're up all night and it's just not feasible, really consider speaking to your partner and saying, I need to book out some me time. And agree once a week, you're going to get a morning where you're going to spend some time working in the cave. Get that me time, carve it in and make sure it happens.

It's so important. And for those of you with kids in particular, you've got to make sure you carve out that time. So ladies and gents, that's session one.

Did we enjoy that? Did we enjoy that ladies and gentlemen?