**PPN Session 2 Nov 01\_Transcription**

[Rachel Davis] (11:59:53 - 11:59:59)

Right, let me get this clicker before I forget it. I did that last time, didn't I? Right, so have we had a nice break?

[Speaker 14] (11:59:59 - 11:59:59)

Yeah.

[Rachel Davis] (12:00:00 - 12:03:00)

And do you know what was really lovely? You were all chatting away to each other, so the speed networking worked. Everyone was having a really good conversation, loved it.

Okay, so, right, on to the next thing. So, what we have to remember is it's such a privilege, isn't it, to be here today, to be able to start thinking about choosing a theme for your year off, being able to decide how your life is going to work out by the end of the year. That's such a privilege.

So, let's not lose sight of the bigger picture. Some people mentioned to me in the break time that, oh, it's so much to think about, there's lots to do, but just try and stand out of that and step away from the fact that it's an amazing gift that you've got here and that you can make the most of, okay? So, we're on to session two.

So, who's looking forward to session two? Come on, who's looking forward to session two? That's what we want.

We want a bit of energy in the room, yeah? Very important person coming on in a minute. So, how do we achieve all of the things that you want to achieve this year?

How are you going to do that? There's one secret ingredient. It's not magic, but there is definitely a secret ingredient, and it's called handful of habits.

Now, some of you may have heard about this already, but it's super, super important. What's it like for entrepreneurs normally? So, they usually are burning candles at both ends, working really hard, running on that treadmill of life, and they can often feel exhausted, stressed, and burnt out.

Who here has felt like that before? Literally, you can't make it to the end of the week, you're so exhausted. Absolutely, I've been there too.

Often, yeah? You run out of energy by Wednesday, you're dying by Friday, yeah? But that's not where we want you to be at all.

Because when we feel good, our businesses do good. So, you have to think about this, is that your health is a reflection of your business health, and the good news is, you don't need to do anything, no massive target is required here. You just need to do simple, basic habits that you do consistently that will help you maintain a very high performance.

And think about capacity as well. You need to be able to, we talked about curve balls earlier, didn't we? These curve balls get thrown at you.

You need the capacity to be able to manage those curve balls, and you need to be fit and on your triple A game in order to deal with those curve balls. So, when I was on the Blueprint recently, I realised that I'm on my triple A game all the time now. I remember listening to Josh talking at the Blueprint in the summer, and I'm on this triple A game all of the time now.

Five years ago, I wasn't there, okay? So, who wants to wake up each day feeling energised? Yes!

And who wants to become a productivity machine? Yes! Come on, who wants to be a productivity machine?

Come on! Right, fantastic, that's better. Okay, so it's my absolute pleasure to introduce to the stage Mr Ultimate FD himself, Mr, I nearly did it wrong, Mr Josh Keegan!

[Speaker 12] (12:03:03 - 12:03:17)

Oh, oh, H to the O-V, I used to move snowflakes by the O-Z, I guess even back then you can call me CEO on the R-O-C, ho! Fresh out the frying pan, into the fire... Isn't Rachel a smasher, ladies and gents?

[Josh Keegan] (12:03:17 - 12:04:29)

Can we give a huge round of applause? Well done! So, it's a pleasure to be here, it's been awesome to sit at the back of the room and listen to all the shares, and I'm literally like furiously writing away at the back of the room as well, and this is just the magic of this season.

It's autumn, it's journals, it's cave time, it's like such an amazing, amazing experience, so really lean into it and make the most. A few announcers before we dive into a handful of habits, first is private dining. So, we did private dining at the Blueprint events and we're bringing it back for 2024, and what this is, is basically an opportunity for you to get a little taste of Supper Club, but for free, as part of the workshops.

So, during lunchtime, what we're going to do is we're going to have a table, three tables, myself, Rachel and Adam. What we want to do is make sure we eat dinner and have like a nice lunch and experience with each and every one of you, but also give you guys an opportunity to get to know each other a little bit further as well. So, it'll be an informal dinner, myself, Adam and Rachel will allocate the tables just before lunch, come and sit with us in the lunchroom, and then we'll actually just do a bit of an exercise, a bit of introductions around the table as well.

So, that is private dining, we'll be kicking it off today. And Supper Club, who was at Supper Club last night? How do we, did we enjoy it?

[Speaker 15] (12:04:29 - 12:04:30)

Yeah, really good.

[Josh Keegan] (12:04:31 - 12:07:01)

Yeah? Outstanding. Like, Supper Club, without a doubt, always gets like the, people rave about Supper Club.

Like, I don't know why people want to have dinner with Adam. I don't get it, but for some people, people want to pay and do that, and they rave about it. I don't know what this, when I have dinner with Adam, I come away just feeling tired and just thinking I don't want to see him for another month.

But, people love Supper Club, and it is a high value, smaller group. This is where people truly get stuff done. Like, small mastermind groups are very, very powerful.

And we are selling out rapidly with Supper Club. So, in your workbooks, you can see the dates. Got the 5th of March, and at the time of printing there are three spaces left.

They are now gone. There's no space on the 5th of March anymore. This is on page 19.

So, on page 19, you've got the QR codes to book on. 5th of March is now gone. It's now sold out since we printed these workbooks.

We now have four spaces left on the 30th of April, and we've now launched the new date in June, which is on the 2nd of July, sorry. And the new date is now launched on the 2nd of July. So, if you scan the QR code, you can be one of the first come, first serve for the launch of the July Supper Club.

So, get that QR code scanned, get yourself booked on. It's a high value experience, and the people who are on stage at the end of last year, all our finalists are all Supper Club attendees. This stuff really does work.

So, behind the scenes. Rachel said it really well. Adam also said it.

It's like one of the magical things about profit entrepreneurs. We're actually doing this with you. We're not telling you to go away and work out your year off and your objectives.

We're doing this. Dan's doing this. We're all literally doing this.

I'll share a bit about what I've been up to over the last month. Now, I had a crazy, crazy summer. I did the methodology, and that was all about, if you remember, summer is championship season.

We're not there now, but we've just come off the back of it. And I had a huge sales campaign to actually achieve. And we did it.

We literally sold out. We closed the doors. We bought all the clients we needed in that three-month period, and we were finished.

It was like sold out, done, and dusted. But I can honestly tell you, I was exhausted. You saw me at the last Supper event.

I was just about... I was surviving. I was in a place where I was like, I'm knackered.

I'm absolutely shagged out. I need to get away. So, we did our reward.

And this is work by reward. Shagged out. My dad gets really upset when I say that, as well.

He always says, Josh, don't say that. It's like, no, you're just shagged out. Just tired.

Tired. Sorry. Take that one off.

Inappropriate. Shagged, yeah.

[Speaker 14] (12:07:01 - 12:07:02)

Sorry?

[Josh Keegan] (12:07:04 - 12:07:15)

The third baby. So, unfortunately, not shagged out in that department. Let's move on.

Two under two doesn't really lead to much of that, unfortunately. Right, anyway.

[Speaker 14] (12:07:19 - 12:07:21)

Thank you.

[Josh Keegan] (12:07:22 - 12:08:03)

Thank you very much, Kate. That's the response I wanted. Thank you.

Right. Shall I leave? Shall I go?

I can just go. I can leave this session. So, work by reward.

My reward was Cape Town. We went away for three weeks to Cape Town. Family holiday.

Took the family away. And I've literally been there since you saw me in the last workshop. Jetted off a few days after, and I got back on Monday.

Like, what an amazing experience. No one tells you that holidays with kids aren't relaxing. I've learned that.

I didn't know that. You speak to any parent now, they go, yeah, yeah, they're awful.

[Speaker 14] (12:08:04 - 12:08:06)

Take grandparents.

[Josh Keegan] (12:08:06 - 12:22:18)

Yeah, exactly. So, I'm learning all these tips, and I've learned the lesson. But I'd say, more than anything, the mental clarity that's given me has just been phenomenal.

I'm just in a totally different space, totally different energy, and it's just that whole thing of work by reward. The time offer is a requirement, not a luxury. Now, my entire year came from something I'm going to share with you in a moment, which is a drastic decision.

So, I made a big decision at the start of last year. I was actually sitting here a year ago. I'd just spent a stupid amount of money on renovating my house, and I had all this debt that had accumulated, and there was always a plan to refinance.

But I was looking at all the numbers. The mortgage rates had just gone up, and I was like, do I really want to refinance and be tied into this mortgage for 42 years, because I had to do it because all the affordability and the rates had gone up, or do I just want to work and earn my way out of it? And this was a really big decision I made.

I burned the boats and said, this is going to be tough, but I'm not going to take this refinance. I'm not going to do it. And this was a drastic decision, because it fundamentally changed the course of my year.

It meant that I had to work really hard. I had to make this sales campaign happen. There was no way I wasn't going to get those numbers in, and it fundamentally leveled up my life and leveled up my business.

And what I'm encouraging you guys to start thinking about is what drastic decisions you are going to make this year, and that's how you're going to get the drastic change. I'll give you some examples of some drastic decisions over the years. Selling your business.

This decision I made in 2021. Adam made the same decision. Dan made the same decision.

Selling your business is a huge decision to make. It's like getting rid of your ... It's like selling your baby, not literally, and it's like literally pulling this rug out from underneath your feet, and it's a very scary thing to do.

So is that a decision you might make this year to fundamentally change your life? Julie and Ollie Perry, they were on the programme for about two years, and they were very clear about what they were going to do when they were on the programme, and that was fundamentally setting their portfolio to be systemised, so they didn't have to stay in the UK, so they could literally travel the world and world school their kids. It's the most inspiring story.

I really recommend following Julie on Instagram or Facebook, Julie Perry, and you can see they're literally travelling around, and they're not educating their kids in schools. They're taking them to tribes in Botswana, and they're spending like a week with these tribes and learning like that, and it's incredible. It's a drastic decision for drastic change.

Mark Shaw, he won Profit Entrepreneur of the Year Advance a couple of years ago, and he was ... He looks amazing, doesn't he? A guy who's in great shape.

This is what he did that year. That's a 12-month transformation journey. Mark, at the tender age of 52, so it's never too late, Adam, 52, decided to get in the best shape of his life.

He lost 13 inches around his waist, and he lost, I think it's 31 kilograms. It's crazy. That's not fake.

That's real. I know him. I saw the transformation happen.

At the tender age of 52, a drastic decision. What was his decision? I'm going to sign up to RNT.

I'm going to follow the blueprint, and I'm going to get in the best shape of my life. That was the decision he made. Sorry, if you want to ...

What are you doing with that one? I don't see. Really keen to get a photo there.

He zoomed in. Michael Taylor. Last year, he won Profit Entrepreneur on the program.

He was working as a doctor for years. He's kind of fallen out of love with being a doctor. He actually won Mastermind the year before, buying this HMO portfolio with his family, wanted to spend more time with his family, and he gave in his resignation.

He decided to quit work. He gave in his resignation. He burnt the boats and said, I'm going to quit being a doctor.

It's making me miserable. I don't want to do it anymore, and he gave in that resignation. Drastic decision, drastic change.

Umesh Kaura. A lot of you know Umesh on the program, now on Advance. He messaged me literally the other day and said, thank you so much for inspiring me.

A year ago, because I gave up alcohol for an entire year, and he just got off the back of one year no being. He's not drank a single drop of alcohol for an entire year, and he's like, it's just life has fundamentally changed. He's lost weight.

He's more present with his kids. He feels absolutely amazing. He's done more with his business than he's ever done.

Drastic change, drastic decisions. So a bit for your homework is to write a page, take a little page in your journals, if you've got any left. I know a lot of you have been scribbling pretty furiously, but have a page which is basically drastic decisions.

What decisions are you going to make this year that are going to result in the drastic change for you? And it's decisions that will fundamentally change your life. Cool.

So we're going to move on now to AAA game. Who likes feeling and performing their best? Everyone does, don't they?

Who would say that they're doing that 100% of the time? Gary, yeah. Just you, Gary?

95% of the time. Rachel? Yeah, Rachel's on it.

So this is the reality, is most entrepreneurs, they have a few good days, a few good weeks, and then they just fall off the bandwagon. It's like, oh, I'm going to get back on it next week. Monday's coming.

I'm going to start again. The weekend's been horrendous. I'm going to start again.

And unfortunately, this is like peaks and troughs. And this is not where we want to be. We all have so much potential in this room.

And if we want to have our best year on record, and if we want to achieve that potential, we want to be on our AAA games all year round. And we do that with a handful of habits. It doesn't have to be complicated.

It doesn't have to be some crazy six-hour morning routine that you do every day to prime yourself and feel the best you've ever felt. These are simple but effective things that are going to lead you to feeling and looking and performing at your absolute best. And as Rachel said, when you feel you perform and you look your best, what happens?

Your business performs well. You have a great relationship. You're present with your kids.

And your whole life turns its way around. Now, the reality is, Adam said earlier, it's all very well having a plan until the bullets start flying. It's like, the reality is, what most entrepreneurs do is they have this plan.

They have the few things that they do, this long morning routine, this hour-long cold plunge in the morning, whatever it's going to be. But as soon as we get busy, which is like all the time, what happens? It all falls out the window.

And we're in this boat where we feel the worst we've ever felt. We're like, I need to just get back into my routine. I need to just get back on it.

And it's really hard to do. So we don't want that. We don't want inconsistent habits.

We don't want inconsistent things we do. We want highly consistent things that we do, which are small things that we do each and every day. Powerful quote.

People do not decide their futures. They decide their habits. And their habits determine their futures.

And this is so true. If you look at what I showed you before with Mark. You can speak to Alex if you want the picture of Mark Shaw that I showed you earlier.

Mark, I'm just joking. I hope you do it. I hope we've taken a picture of you in a year's time.

Mark didn't just go, right, well, I'm going to lose all this weight. So I'm going to fast for a week. And I'm going to run two marathons.

And that's going to get me there. He created habits. He had a step count.

He had a certain amount of calories he was going to achieve every day. He had a certain amount of training sessions he was going to do in the gym. A certain amount of cardio he was going to do.

These are small things. They're not massive things. They're small things that accumulate.

And that's what decides your results. And if you look at what Dan's achieved, I always think about Dan. He just has habits.

He wakes up every day. There's an hour and a half of prime time every morning. He follows this methodology.

He has all of these small things that he does each and every day. He says thank you. He lets people out in traffic.

All of these small things. And this is how he achieves what he's achieved in such a short space of time. The aim of the game is this.

And you've got these on your tables, which is basically your handful of habits card. And where we're going to get to is this is going to be populated with five basic habits that you are then going to stick to. And we're going to talk you through that a little bit more towards the back end.

But we want to get five basic habits that you have. Sorry, we're not doing that. We're not doing that now.

So these are the habits. I was just waiting for him to give it out. Sorry, Dan.

That was confusing. So, handful of habits. So, for example, this is what some habits could look like.

Wake up at 5 a.m. No snacks in the day. 10,000 steps a day. No phone in the bedroom.

Bed by 10 p.m. Just an example. These are not my habits. These are just some examples I'm going to give you.

I'm going to give you lots of habits throughout that. What we're going to do in this session is actually help you curate these habits. We want to get to a place where it's in, by basically the start of next week, you've got this nailed.

You've got what your habit is going to be in the draft mode. And you're starting to build these new habits into your life. We're going to go through now some things to think about to make sure you get these nailed the first time around.

So let's do it. We're going to take you through. We're going to start with habits.

We're going to talk about what actually a habit is, what is a habit and what is not a habit. We're then going to talk about activity-based habits. So actually making sure there's motion in there, things to keep us moving, things to keep us active.

Talk about how you keep yourself balanced and avoid burnout, because we need habits in there that actually keep us balanced and stop us burning the candle at both ends. We're going to talk about intake, what you actually put into your body. We're going to talk about toxins, the toxins that we all take knowingly or we take unknowingly and how we can limit or control them.

And finally, we're going to talk about sleep. Sleep is just absolutely everything. We're going to talk about the power of sleep and the things you can put in place to actually manage your sleep effectively.

So, start with habits. So what is a habit? What actually is a habit?

One of the things I would say about habits is they're not easy. And our job is the 10%. So success is 10% inspiration and 90% perspiration.

So we're going to inspire you today, hopefully. You're going to have an amazing day. Hopefully I'm going to inspire you to go away and set your habits.

But setting them is really easy. That's the easy bit. Then you're going to have to do the hard work.

This is what you all signed up for and you're the ones that are actually going to have to work to make this happen and get this done. Because habits are not easy and forming a new habit is not easy at all, but it's definitely worth it. So once you have a habit by nature, it will stay with you basically forever, for the rest of your life.

So, habits are the fundamentals. They are the basics. They are the things and rules you need in place to stay on your triple A game.

What they are not is they are not a target. And that's really, really important. I'm going to say it quite a few times in this session because people just don't seem to listen to it.

If you've never meditated before and one of your habits is to meditate in the morning, don't say my habit is to meditate an hour a day every day. You're just going to fail. Your meditation is I'm going to meditate for five minutes in the morning.

If you've never cold plunged before, don't say I'm going to do an hour of cold plunging every day. It's like 30 seconds at the end of a shower to do some cold exposure. If you've never been to the gym, don't set yourself to go to the gym every morning.

You're just going to fail. So what are the habits? What are the simple things to do that you can do?

Jim Rohn says easy to do, easy not to do. Some of you will look at this thing and go that's really easy to do. Yeah, it might be.

But it's also really easy not to do. So first prove that you can do the easy stuff and then you're going to stack and you're going to build stuff on top of that. They're a platform of high performance.

So these are the things that are going to trigger high performance within you. I remember myself and Shiv, Shiv Haria is on the board, me and him are very, very close friends. Through the years we've grown these companies together and we've been on a bit of a journey together.

And the amount of times we would just, we'd message and say, hey mate, can we have a chat? And he'd be, yeah, of course. It's like, what's up?

I just feel off, feel crap, I'm not performing particularly well, I just feel tired, I just can't be bothered, clients are annoying me, I'm just not in a good place. The first question is always, how are your habits going? And the answer is always, oh yeah, I've not been on them, I've not been doing them.

It's like, okay, well do them for two or three days and let's chat again. And then instantly, like two or three days of doing the habits, you're just back, you're back to life. And it's like, we all forget it.

I'll do that mentoring with him, then two or three months later I'll be in the same boat and they'll say, hey, how's it going? It's just the same thing. It's like, these are the fundamentals.

Don't try and skip the gears, do the fundamentals first. And this is how you get on your AAA game and your high performance. What are we trying to do?

Well, it's like our mind, our body, our energy and our wellbeing. Habits are all about cultivating all of these things and actually keeping these things in balance. And that's what we're aiming to do.

That's what habits are there to do, is keeping you in balance as an individual, you in balance as a mum or a dad, you in balance as an entrepreneur. That's what we're aiming to do and that's what we're trying to achieve. And what we're going to create on your little card is five...

Have you already done yours, John? You've done four of them. I've not even done the session yet.

Fine. We'll see if they change. So you're ahead of the game.

So top five non-negotiables is what we're looking to achieve. Maybe John should be doing the session. I'll invite you the next time.

So what we're looking for is our top five non-negotiables, the top five things that must happen every single day, every single week, every single month without fail. And that's what we're trying to get to. Key sentiment, we are not trying to shoot for the moon and then not trying to shoot for the stars and then hitting the moon.

That's not what we're trying to do. We're trying to shoot for the moon. We're not trying to over-egg it and then hopefully if we don't quite make it, we're just going to land here.

No. We want to be in a place where we feel successful because we're ticking them off every single day. Easy to do, easy not to do.

Even if you think it's easy, prove that you can do it in 28 days and then add a more complex habit on if you want to. And it should feel like brushing your teeth. I've got like, I realised I was preparing for this session and thinking about stuff, but I've got a bit of, I think I do have some issues that need addressing.

But for example, I get very antsy if I get into a shower without brushing my teeth because I feel like my, if I'm not brushing my teeth, I come out dirty still. Chris, can you get it? Cool.

Brilliant. Brilliant. Yeah.

Amazing. So it's weird. Well, it is weird.

I was thinking about, is that weird? I don't know, but it's nice to share it.

[Speaker 16] (12:22:18 - 12:22:19)

You wanted to exit the shower clean.

[Josh Keegan] (12:22:20 - 12:26:38)

Yeah, I wanted to exit the shower clean. Thanks God. I actually also, I literally think about how I wash myself every day.

I've got like a system for it, but anyway, let's move on. But I'm clean. Hayley said I'm a very clean, anyway, let's move on.

So when I was on holiday, I literally, when I was on holiday, I got up really early and went to the gym when I was in South Africa. And then there's like this little beach and it's got like a cold, a cold pool in there. So I went down in there.

I went in there and then I had a shower on the beach. I came back and then I just got changed. And I literally, for the entire day, I kept touching my teeth going, what the hell's up with my teeth?

What's wrong with me? I feel really weird. Like this wasn't right.

And I realised it got to like three o'clock in the afternoon. I was like, I didn't brush my teeth this morning. And the first thing I did, and it just felt wrong.

I felt off all day. I was like, why do my teeth feel really weird? I kept touching them.

What's wrong? Have I eaten something really sugary? I don't know.

And I got back home and the first thing I did, I went upstairs and brushed my teeth. Like that is a habit. Like we all have this and it just feels wrong when we don't do it.

And we want to get to a place with these habits where they just feel wrong. If we don't do them, it's like a problem. It's like, we need to do that thing.

So that's why these things need to be fundamental within your life. So you've got one of these and obviously John's done his, but for everybody else, the aim of the game is to basically get our draft set of habits this month. And then next month we're going to formalise these and actually build these in.

So activity. Activity is the first area we need to think about. Habits around being active and actually movement.

And one of the key sentiments on Property Entrepreneur, you know we're big into health, but anyone that joins Property Entrepreneur, like normally loses two or three kilograms, sometimes even more. They're just like a different human after a couple of years of being part of this. And it's because our ethos around health.

And one of the concepts here is your body is a machine. Has anyone heard the phrase, ships and men rot in port? It's like if you leave ships and the crew in port, they're going to rot.

They're all going to fall apart. The boats need to be used. They need to be out on the sea.

The engines need to be running. And that's exactly the same for your body. If you stop being active, if you stop engaging, if you stop getting out and getting steps, if you stop going to the gym, your body will just start to deteriorate.

And that's not what we want. There's so much stuff coming out now about how one of the keys to longevity as well is muscle mass, and it's actually lifting weights, and it's actually being in the gym. It's all doing that stuff as well.

So it's like if you're not doing that and progressing that forward, things will start to move back. So we need some sort of movement to actually feed the machine. And where motion goes, energy flows.

So where motion goes, energy flows. Like who's ever like been sitting on the sofa, like knowing they need to get some steps in or things like that, they need to go and get a bit of exercise. And the idea of doing it is horrendous.

I really can't be bothered. I'm so tired. You go and do your steps, or you go to the gym, you go and do the run that you're meaning to do, you come back and you're like pumped, you're like full of energy.

And so the reality is, is expending energy gives us energy. So every day we need to expend some sort of energy. Now you might be able to get away for a few days of waking up in your PJs, lying in bed all day, doing a bit of work on your laptop, but over time that will just kind of catch up with you.

That's not sustainable. So having a habit around activity is really important. The most simple thing you can do is like have a minimum daily step target.

Who has this? Yeah. Who's never had a set target before?

Yeah. A few people. Cool.

So steps are like, they're just so powerful. They're the most, there's no excuse. Like put your shoes on, go for a walk.

Simple. Like most of us can do that. Like most people in this room can do that.

You go out, it's good for your mind. It fundamentally clears your head. Rachel says she does cave times with Paul where they're walking.

It's like, it's because they're getting creative. But I have some of the best ideas I have on the walk. It's shown to help you sleep better.

It's shown to improve your mental health. There's so many benefits of doing it. And it's also one of those things that just burns calories, burns fat.

So it's a really good thing to get out there and do. So at a basic level, if you don't have one of these, I highly recommend one of your habits being a minimum daily set target. There's a 10,000 steps a day target.

Now that's, there's no science behind that apparently. Like apparently there's, does anyone know where that came from? Japanese Olympics.

Shoe salesman. Shoe salesman.

[Speaker 14] (12:26:39 - 12:26:41)

Supposedly it's seven and a half.

[Josh Keegan] (12:26:41 - 12:26:41)

Sorry?

[Speaker 14] (12:26:42 - 12:26:43)

Supposedly it's seven and a half.

[Josh Keegan] (12:26:43 - 12:27:56)

Yeah. So exactly. So the scientific evidence has been shown that about seven and a half, around seven and a half is like a real sweet spot.

As in like when you get to that level, more steps, that doesn't really actually do much benefit. The 10,000 steps came from the Japanese Olympics. And actually it was like a stat they made up that 10,000 steps a day is what you need to do when they were selling fitness trackers.

There's no science behind it. But 10,000 steps is a really nice amount to do. Like it's like when you do 10,000 steps, it feels good.

It's like, it's quite hard. You know, it's like a bit of an incremental like push each day. But the key thing is to find a target that's right for you.

So as I said, if you never had a set target, don't go and set yourself 10,000 steps a day. Start with 5,000. My dad told me that one of his resolutions for the year is he's going to do 7,000 steps a day.

And my reaction was, that's pathetic. And I look back now, I look back now, I thought that was quite harsh actually. He's never had a step count.

So actually that's really good. And I've told him since actually, yeah, well done dad. So choose a step target that's going to work for you.

Like I'd recommend 10,000. But if you've never had a step target, have a smaller one. And if you have had a step target, go a little bit higher.

Gary, can we get the mic please? Oh, I've got it.

[Speaker 11] (12:27:58 - 12:28:06)

I worked it out. If you do four minutes of walking every hour that you're awake, you'll hit 10 minutes. You'll hit 10,000.

Nice. That's good.

[Josh Keegan] (12:28:06 - 12:28:07)

It's not actually that much, is it?

[Speaker 11] (12:28:07 - 12:28:08)

It's not that much at all.

[Josh Keegan] (12:28:08 - 12:28:09)

Four minutes every hour.

[Speaker 11] (12:28:09 - 12:28:16)

Yeah. And I do it sometimes if I'm cooking food in the kitchen, I'll just walk around our kind of kitchen. Yeah.

My 10 month old loves it.

[Josh Keegan] (12:28:16 - 12:32:43)

Yeah. Amazing. Perfect.

Yeah, absolutely. Like this is the thing, easy to do, easy not to do. Like 10,000 steps should be achievable, but choose a target that's going to work for you.

And then two birds, one stone. Those of you sitting there going, I don't have time to do steps. It's like you can do work while you're stepping.

You can do your proper entrepreneur homework while you're stepping. You can listen to audio books while you are stepping. Top tip, I literally still do, I always have in my diary at four o'clock every day, I have what I call, I call it clear the day.

And my rule is I go out, I clear my WhatsApps, I clear anything that's outstanding, I clear my Asana, and I do that while I'm stepping. So at 45 minutes in the day, I come back, I feel refreshed because I've been sitting at my desk all day. I come back and everything's cleared.

I'm really organized, really primed and ready for the next day. And my life just feels good. It puts me in a really good place.

So you can do that. It's like a productivity machine. When I was scaling my businesses and doing my body transformation, I would do all my emails in the morning.

I'd walk to the gym, do all my emails. I'd literally be walking around the gym doing sets, then I'd walk back. And I'd like conquer the day.

So there are ways of doing this, and there are ways of actually building this in. And then for those of you that are, you know, you've been doing step target for a little bit of time, you might consider some sort of like additional target, which could be gym. It could be racket sports.

It could be running. It could be an additional thing that you want to do. Now, what I'd say on this is like 100%, like if you, you know, if you've completed steps, you've been doing this for a long time, this could be a highly valuable thing to do.

But often, less is more. So when you, one of the biggest things that if any of you sign up to RNT to actually work with them to do body transformation, you'll probably realize that they're actually advising you to do less exercise. You might already be doing that.

That was my experience. It's like less exercise, less intense, but sometimes less can be more. So just word of warning there.

You don't need to be cramming our diary with, you know, gym seven times a week, but just find like a sweet spot that might work for you. You can potentially add into this. Consistency beats clever, and you want to find something that you can do.

Does anyone know what this is? High rocks. Yeah.

Gary knows what it is. So high rocks is basically this thing that's kind of sweeping the world at the moment, and it's kind of competition. It's like this basic circuit-based thing where you go around, you have to do a kilometre between each, a kilometre running between each exercise, and it's like you run a long way, and you have all this stuff to do, like wall walls and all this stuff, and it's like a specific circuit.

Now, my gym, they added me to a WhatsApp group that's called 5AM High Rocks. So they added this WhatsApp group called 5AM High Rocks. They thought I might be interested in it.

And basically it's kind of this core group of people that have committed to training every day at 5AM and doing this high rocks, and high rocks is high intense. It's like, it's ridiculous. It's very, very high intense.

Now, at first I was like really, like, fair play. Like, these people, like, that's aspiration. I wish I could commit to do that.

Like, it's just not something for me. It's taking them at 4.30 to get there for 5. But then you watch the group, and there are a few people that are there, and they're present, and they are there consistently.

But the majority, they're there for three days. They're in the group going, this is the best thing ever. Oh, it's amazing training you guys this morning.

I can't wait till tomorrow. And they literally disappear for four weeks. And then they come back.

Oh, this is the best. I'm so happy to be back. And then they just go away again.

Because it's not sustainable. They can't do this long term. So we're not saying get up at 5AM every morning and go and do a two-hour gym session.

We're saying get up at a reasonable time and go and get 3,000 steps. It's finding that thing that you can do each and every day. Steps for those of you iPhones, like, it's the easiest thing to do.

It's just get this set up on your iPhone. You literally go into your actual health app. You choose it as a favorite.

You add it on there, and you should be able to see your steps. So you can literally count your steps by your phone. Basic level, you can get a Fitbit and get something that basically is going to count your steps for you.

More accurate, it could be 49, 50 pounds. A more basic level, who's got one of these? Like that?

Yeah, a few people. And then more advanced level, you can get Apple Watch. You can get a Garmin.

You can get something else. Yeah, a smartwatch. More expensive, but they tend to offer a plethora of different things as well, which could be really highly valuable for you.

But I guess the sentiment is everyone's got a phone. You start counting your steps now. If you don't have one of them, we're talking the cheapest, like, wherever you can get is like 20, 30 pounds.

So you can get a cheap 20, 30-pound step counter, or you can spend the best part of a five-inch grid, whatever you want. But the key thing is just to start counting your steps. So that's activity.

So activity. Now we're going to move on to balance. Yeah, go, Chris.

Yeah. Microphone, please.

[Speaker 7] (12:32:45 - 12:32:57)

That was handy. Just around the consistency of it. So obviously, gym, adding it on there, it might not be every day.

So gym three times a week. Is that still a habit, even though it's not going to be a daily habit?

[Josh Keegan] (12:32:57 - 12:36:50)

Yeah. Yeah. So basically, it would be gyms three times a week.

I had one for a while, which was training when scheduled. So what I would do is, like, I'd have my training scheduled out, and then I'd keep moving it, and I'd get to, like, Saturday, and it's like, well, I do four sessions today. So it's like one of my things is when I schedule training, my habit was to just do the training and don't make it a reason or excuse.

So you could play around with something like that. Yeah, 100%. Who struggles with balance?

So only four people in this room struggle with balance. I mean, who struggles with balance? Like, work life, professional life?

Yeah, everybody. Yeah, well, sorry. Yeah, sorry.

I didn't mean falling over. I meant – Sorry, guys. Cool.

So most entrepreneurs struggle with balance, and if you're – I'd say, like, if you're doing it properly, you probably are struggling in some way, shape, or form with balance, even if you're not an entrepreneur. Key sentiment. Time off is a requirement.

It is not a luxury. So one of your habits might be around actually taking time off and actually getting away from the noise. And as I shared, it's like it doesn't have to necessarily be physically relaxing, but it could be, like, mentally relaxing.

We all need to get away from the parapet, from the cold face for a bit of time to actually come away and get perspective on everything. So balance is all about well-being, and we want to make sure we have a habit or a number of habits that are basically going to allow us to put kind of a – put fuel back in the tank, to recharge the batteries, because all day, every day, we're constantly depleting this battery. So what are we going to do to actually recharge the battery?

It's like plugging your iPhone in at night. What are we actually going to do to get us back to where we need to be so we feel good and we feel good about our lives? I've been at times – like, when you get to a stage where you're just mentally exhausted, everything feels like a pain.

Like, the kids are annoying. Like, clients are annoying. Like, you don't care about sales.

You just feel like, I don't care. Like, what am I doing? This is rubbish.

But the same things happen, but you feel good, and everything's amazing. The kids are amazing. Clients are amazing.

This is brilliant. I'm loving this. That's all about well-being, and we want to cultivate, actively cultivate that well-being.

Some of the things you can do is a miracle morning. If you've not read Miracle Morning by Hal Elrod, like, I highly recommend it. We recommend it at the super event.

It's like a miracle morning is all about win the morning, win the day. It's carving out some time in the morning before everybody else is awake, ideally. I appreciate it's hard on kids, but before everyone else is awake, and actually taking the time to recharge your batteries, actually taking the time to improve your mental well-being.

It's giving you that much-needed me time every single day. Cave time in Germany. Who's got value of cave time?

Yeah? It's just incredible, isn't it? Apparently, Marcus Aurelius, like, his book, well, he didn't write a book.

He wrote into a journal, which then got turned into meditation. Apparently, he used to use this at the end of each day to actually, like, calm himself down, to, like, ground himself, to, like, get his thoughts into a place so he wasn't, like, running away with himself, and that's what got published into meditation. So journaling's a really powerful way to give you just this space to, like, fundamentally get it all out, calm yourself down, think rationally, and just center yourself, and that can really help your well-being.

I've been in places before where you literally, like, your mind's all over the page, you think about all the stuff you've got to do, you're, like, you're not in a good head space. You write it down, you get on a piece of paper, you plan it all out, and it's like, oh, right, cool, that's not that bad, that's fine. It's a really good way to ground yourself and improve your well-being.

Stress management. Think about how you're going to actually manage your stress. Does anyone know what stress is?

I know we all feel it, but what is stress? Microphone here. Go on, Ian.

Can we get this? Adam, thank you.

[Speaker 15] (12:36:56 - 12:36:59)

It's not dealing with things that you have the power and control to deal with.

[Josh Keegan] (12:36:59 - 12:40:20)

Absolutely. And I think that's Jeff Bezos. I think that's his quote.

So, yeah, it's not dealing with things that we have, like, the power and control to deal with. So we feel stressed when we're actively not dealing with something that we could deal with. And I think one of the key things is, like, what actually causes stress?

Well, it's not necessarily what people think. Some stress is really good. But having a deal that you've got to get over the line, it forces you to get stuff done.

Having some deadlines can be really powerful. Like, some stress can be really good. But the biggest game-changing revolution I had was understanding that the things that I see as positive can also cause stress.

Working out at the gym can cause stress. And you need to decide how much stress you're going to bring into your life because of that. Because if you're doing an hour of high-intensity, a high-res class or a high-intensity training, that's going to add a lot of stress compared to going and doing some, like, a bit of cardio, a few weights, and then leaving.

They're very, very different stressful things. And we all have a stress cup. It's just complicated.

We have a cup. And everything we do, our commute to work, sitting in a taxi, our actual deliverables at work, our kids, family, gym time, all that stuff, it all fills this cup. And we can't be in a place where that's overflowing.

So we've got to find ways to actually reduce that stress and keep that stress cup from actually overflowing. So what could you put in place to minimise your stress management? One of the things I did was I used to do, literally, like, HIIT workouts every morning.

Like, HIIT workout probably five times a week. And HIIT is high-intensity interval training. I used to love Joe Wicks.

Go on now. I just literally used to go on that. I used to do it in my bedroom.

I used to wind my housemates up. But it worked. But I got to a point where I was getting absolutely exhausted.

And it's because I was doing high-intensity training every single day. And then I went on R&T, and it's, like, much more chilled, like, gym sessions. Still hard work, but it fundamentally just gave me so much more energy.

And, like, I was far less stressed, like, physically stressed. So I was less likely to have the burnout. Then time off and me time.

So time off, like, can you book in holidays this year? One of my objectives is probably going to be booking the quarterly. I don't know what the manager's going to be yet, but have the holidays booked in and have the quarterly holidays, two weeks a quarter, booked off.

Gone, paid for, I know where I'm going, all planned. And, like, have that. Because I just, I know the value in doing it.

But maybe you're in a place where you're riding the rocket, like Sam was talking about, in your businesses, where you're literally, like, you can't afford to take that time off. And I've been there. But me time.

I remember when I was scaling my lettings company, and Hayley was very much involved in that company for a little bit as well, we were, like, absolutely shagged out the majority of the time. And what did I used to do? I used to sometimes say, look, I just need a bit of me time.

So it was something I used to do. Like, I'm a bit of a geek when it comes to films. I love all the Marvel movies, all the superhero movies.

I'm pretty obsessed with them. You like them too? Yeah, good.

Good, one of those, one of those. But I used to, like, think, like, so much of a geek that the idea of going to the cinema with somebody else that doesn't like it as much as me wasn't appealing. So I wanted to go by myself.

So I didn't want them talking through it or not understanding it. So what I'd say to Hayley is, like, I just need a morning on Saturday. And I'd go to the cinema in the morning.

So I love going to the cinema in the morning. Empty in there. It's great.

I'd buy a popcorn, buy some water, whatever I was going to do. And I'd sit there, and I'd literally have an hour, hour and a half, watch the film, just chill, like, my time. I'd go and get myself a bit of lunch after, and I'd come home.

I'd feel amazing. Like, fully recharged. So I wasn't on holiday.

I couldn't afford to take the holidays at the time for both financially and because of the time limits for the businesses, but it fully refreshed me. So what's your thing? Go on, Adam.

[Adam Goff] (12:40:21 - 12:40:22)

A little idea from your manager for time off.

[Josh Keegan] (12:40:23 - 12:42:41)

Get the big rocks in first. Big rocks in first. It could work really nicely.

Yeah, thank you. And Adam's a pretty, Adam's like a bit of a master at taking time off. Yeah.

Which means I can take less time off, which is interesting. Anyway, let's move on. So, miracle mornings.

This is an example of my miracle morning. And I updated this today. So for me, and some of my habits are in here.

And one of the key things is, some of these are like, they won't be on my handful of habits, because they are genuine habits now. Like, they've been on there before, and now I don't necessarily need to put them on there. I wake up every day at six.

Now, I would really encourage you guys to try the 5 a.m. club. It doesn't work for me. I get to Thursday, and I'm like falling asleep at my desk at 10 o'clock in the morning, so it doesn't work for me.

So, but if you can make that work, Dan gets up at like four, like something stupid. So find the club that's going to work for you. Six works for me.

I get up at 6 a.m. on a Saturday and a Sunday. Like, that's just the time I get up every day, and it suits, and that's sustainable. I have to drink water.

Like, the first thing I do when I wake up is drink about half a liter of water. And I told this to Andy Ellard, who was on the program a few years ago, and he said it fundamentally changes life, because when you wake up, when you feel groggy, that groggy feeling is normally dehydration. So the first thing you do is get some water.

It sorts you out. In about five or six minutes, you feel better. Don't grab a coffee.

It's just going to dehydrate you more. Get some water. Get that down.

Get that down. It fundamentally changes the game. Like, the first thing I do when I wake up is get water.

It's a habit. Meditate. Normally about 15 to 20 minutes to meditate in the morning.

I then do about 25 minutes of actual cave time, particularly in the autumn season. This one will change depending on where we are in the seasons. Do prime time, a bit of high-value work before the family wakes up.

Family, all being well, wakes up about 7, 7.30. I then have an hour in the morning with Iris, my oldest one. And basically, I'm even trying to build some miracle morning fat now where we actually go into her room. We read for half an hour.

I get her in a chair, and then she has her breakfast while I pack the bags and sort everything out for the day. 8.30, Hayley wakes up. She comes down with Harvey, and then I normally head up, have a shower.

In the shower, I listen to a podcast always. Once again, it's just me time in the morning. I always end the shower with a 30-second cold exposure.

Now, is that going to change me in any way, shape, or form? I don't know, but it makes me feel good. It gives me energy, and it's just that thing of doing something every morning that's like, I don't want to do it.

[Speaker 9] (12:42:41 - 12:42:42)

It makes you uncomfortable.

[Josh Keegan] (12:42:42 - 12:42:43)

Exactly. It makes you uncomfortable every single day.

[Speaker 9] (12:42:45 - 12:42:45)

Yeah, it does.

[Josh Keegan] (12:42:45 - 12:52:46)

Yeah. It's powerful, and it's just one of those things. 30 seconds at the end of every shower.

I literally put my garment on. I time it, and then I'm ready to work by 9. I've got a coffee.

I've sat down, and I'm good to go. I normally have breakfast around 11 a.m. That's kind of my morning, and that's kind of how it works really effectively for me. Now, I have kids, and yesterday, we were back at home, so excited to be back home, by the way, into the routine.

I woke up. My alarm went off at 6. I was like, brilliant, and then I was like, I've crafted like two hours here to have proper cave time, not on holiday, like in my own environment, and I literally got four minutes through my meditation, then I heard, Daddy, Daddy, Daddy.

I was like, and Hayley was napping. We just did a night flight, so I was like, I can't tell Hayley to look after Iris this morning, so I just basically just accepted it, and that's part of my journey this year. Take a breath.

I had a plan. Well, I've got kids. I can't always do that plan.

Let's do it, and let's make it happen. One of the things I will say is that I do tell Hayley in advance, like tomorrow morning, I really need the morning, so like there are some cave times which are just sacred which I'll book in, so sometimes there's only three or four I can get in a week, but it's like, for those of you with kids and with partners, like it's just showing, like being really honest and actually booking that time out. When I train, I train normally two mornings a week, and then I do the rest in the afternoons.

It's like different. 6 a.m. I'm at CrossFit, like good to go, hour class. I'm back, have my breakfast straight after, I do a stretch, into family time at 7.30, and then start by 9 a.m., so it's not crazily different, like a lot of it goes just to train, but it's just like that's a choice and that works really well. One of the key things is I learn is breakfast is really important after I've trained, otherwise I was just, once again, just getting myself exhausted. It wasn't on my AAA game, whereas today, I've not trained in the morning, so I'm not eating yet, so it's like, it's just playing around, but if I train, I always eat straight after. So that's Miracle Morning.

Have a think about what your Miracle Morning could be, design that for yourself, and just create something that's really realistic, and where we see people fail on this is when they send through, as I said, I'd say, jokingly, but people literally send a four-hour Miracle Morning. It's like, oh, I've been doing it for three days now and I feel great. Ask them a week later, how's it going?

Oh, yeah, I'm not on time, not on time. It's like, that's not a Miracle Morning. It needs to be sustainable.

So the next is intake. So what are we actually taking into our body? Now, if you put ketchup into an F1 car, what's going to happen?

I don't actually know. Would it explode? Anyone know?

Any engineers? Don't know. It would just sit there.

It wouldn't be great, would it? So this is all about our daily intake, and we need to see our bodies as like these machines that we talked about. We need to be fueling ourselves with the right stuff.

So the question is, how are you fueling your body, and what habits do you need to put in place to make sure you're on form? The mantra, clean, lean, and full of steam. That's what we want to be.

So clean, lean, and full of steam. And what do we mean by clean? Well, clean calories.

This is whole foods. It's nutrient-dense foods, and it's things that you probably find in your grandma's cupboard. Like, it's things that are actual, real foods, and they're kind of micronutrient-dense, and they actually fuel your body more effectively, and we're going to talk about ultra-processed foods in a little bit.

But we want to make sure that you're eating the right stuff. So what habits do you need in place to do that? Water.

Our brains are 75% water. Our bodies are more like 66% water. We need water to fundamentally function, and as I shared with you guys in the last section, when we wake up in the morning and we feel groggy, that's because we're dehydrated.

Most people don't know that, and they spend their whole days in that zone, and they mask it with energy drinks, coffee, like crap food, and it makes them feel better for that period of time, but in reality, they're just walking around like a zombie, with brain fog. When you're dehydrated, actually kind of constantly... Everyone's grabbing the water.

That's what's going on. Everyone's putting out their glasses. What am I?

So when you're walking around like that, you're going to feel foggy. You're not going to be performing at your best. Your body needs water to function, and it's going to be all clogged up and all seized up.

It's really important. Generally, two to three litres of water a day. I don't want to get into debates on how much it should or shouldn't be, but generally, drinking two to three litres of water a day is kind of the sweet spot where we need to be.

You might have a habit around calorie counting. So at a basic level, you might want to sort your diet out, and you might want to actually count calories. Anyone know what a calorie is?

Definition? Yeah, I love this. So it's the required energy to heat one gram of water by one degree Celsius.

So it's a unit of energy. It's actually like a physical unit of energy. Now, if you don't give your body enough energy, what's going to happen?

You're going to feel tired. You're going to feel exhausted. You're not going to feel quite right for it.

But if you give your body too much energy, it's like fooling a car with fuel, and it's like blushing out. It's almost too much for it to cope with. Your body doesn't know what to do with it.

Your body's not designed to have this overload of energy. We were never designed to have that. So your body's not going to function very well either.

So you might want to count calories to try and find your sweet spot. How many calories do you want to have every day is a bit of a benchmark to actually make sure you're getting it right. By the way, this is not about me telling you you need to count calories to lose weight.

This is more actually finding the optimum level, which is going to allow you to actually feel really good and perform at your best. Then at a more advanced level, so once you really understand your food from a calorific level, you may want to go into macros. And macros, fats, carbohydrates, and protein, these are basically like what all foods are really made up of, the three kind of foods, the three kind of food groups that are macro level.

And you might find you want to start looking at that. And you actually look at your diet and realize, I eat a lot of carbs. You reduce your carbs, you put some more protein or fat in place, and all of a sudden you feel better because you're not having the peaks in blood sugar and the troughs associated with it.

So it's just finding that level. And a lot of these fad diets we talk about, they normally just go to extreme, whereas the carnivore diet everyone's going to eat loads of protein. It's like the keto diet and it's mostly around fat.

It's like we need to find what's actually going to work well for us. And generally extremes don't work, you just need to find that balanced middle ground. One of the things I would say, like top tip, and this has been a game changer for me this year, that if anybody wants to, this has worked for me, so caveat, this has worked for me, is a protein target.

So I set myself, my trainer actually sent me a protein target and it's like, right, we're going to aim for this amount of protein. And as a result of doing that, because I was training quite hard, it's kept my energy levels really balanced. And when you're trying to get like clean protein, it automatically takes all the additional bread, the bread basket off your, like your agenda of things you're going to eat.

It takes all the fat out and it automatically just results in you eating quite clean. So protein target, if you're at this level where you understand calories, you understand your body, could be something you consider doing. If you want to like be on your triple A game and you want to literally go to the next level in terms of performance, lose a bit of weight.

Like I lost about five, six kilograms last year, like not by anything crazy, but just by watching what I was eating, watching what I was eating, small calorie deficit. And honestly like, they're tough, like it can be quite tough mentally, but you are on a whole new level of sharpness when you're like actually losing weight. You're actually taking a few kilograms off your waistline.

And some of you that might be like, you know, something you really want to do. So losing weight can be very powerful. One of your habits could be weighing yourself every day.

So just checking into like, not trying to influence the scales, but just see, well how much do I weigh today? How much did I weigh yesterday? Oh yeah, I ate all that food, I didn't feel good and now I've woken up a kilogram heavier.

Let's think about that. Let's look at that and start thinking about that metric and you might find you're going to weigh yourself for 28 days, so you're going to understand where your weight sweet spot is and that's where you want to get to. Where does your weight sit where you feel good and you perform at your best.

So it can be something you consider. Anyone's not used it, MyFitnessPal. So MyFitnessPal, basically it's a great app and it's a great thing you can actually use to actually track calories and it makes it easy.

Because you buy a sandwich or you buy some protein or whatever, you literally take your phone out, you scan the barcode and you put it straight into MyFitnessPal for you. So it could be one of your habits. It could be to track your food.

I would say when I started on that journey to lose about 5-6 kilograms at the start of the year, the first thing I did is I just made a rule. I'm just going to track my food for the next, I did it for like, I did it for about 28 days in line with the challenge and it was really insightful and all of a sudden I was like right, well okay, well I'm eating way too much of this, way too little of that and I need to just tune into that. So actually track your food can be a really powerful thing to do and that could be one of your habits for the next 28 days.

Just get clarity on the food you're actually eating. This has been a game changer for me and that's meal preps. So I'm going to talk a little bit as top tips about making this automated.

I use this company, Prep Kitchen. Adam uses Fresh Fitness Food which is like a London based company. This has just been a game changer for me.

It's like, before, I would like to go, right, it's 12 o'clock, I'm going to go get some lunch. I'm really hungry. I'd go downstairs, I'd try and make an omelette or something, like 15-20 minutes later I'd finally actually done it.

Then I've cleaned up. It took me 40-45 minutes to do it, to eat it, to wash up, to put it all away and then I'm back to my desk. Whereas now, I have this company.

Every Sunday, I get this box of food that's delivered to me. I take it in, I put it in the fridge. I go downstairs.

It's a brand new meal every single day. It's absolutely delicious. It's got the right level of protein in it.

I put it in the microwave for four and a half minutes. I sat down and ate that. I have a kombucha, which is like a gut drink.

It's amazing. Kombucha. I have that and then I go walk in for 40 minutes then I come back to my desk.

It's a very different lunch time. It's an amazing lunch time where I feel good. I feel energized.

I've done a load of steps and I feel refreshed. That could be something you consider, like automating this and actually getting some meal prep in. I know if anyone wants to do fresh fitness food, I know Adam's got a referral code if you reach out to him, I'm sure he'll give it to you.

Prep Kitchen, I've got one for this but if you want to do it, feel free to reach out and we can recommend putting you in touch with the right people. That's all about intake. Then as part of intake, we need to consider toxins.

So toxins. Who likes ingesting toxins? Who likes taking toxins in?

No? You like it, Neeraj.

[Speaker 14] (12:52:46 - 12:52:46)

Alcohol.

[Josh Keegan] (12:52:46 - 12:54:41)

You like alcohol. Yeah, exactly. That's the thing.

We all ingest toxins in some way, shape or form but the key sentiment is everything in moderation including moderation. Now what I'm not about to tell you to do is give up alcohol for the rest of your life or don't ever drink a coffee again. That's not what I'm telling you to do.

So what I am trying to get you to do is to understand what toxins are because some people don't even know that they're ingesting or taking in toxins which are harmful to the body and it's being conscious about how often you're going to actually use those toxins and what you're actually going to use them for. First toxin, nicotine. So obviously smoking is one of those things which is basically almost guaranteed to shorten your life.

People know that and people still do it so it's obviously highly highly addictive but we recommend you think about giving up smoking if you smoke. So that can be one of your habits for the next 28 days. Now one of the worst things about smoking is people think it's cancer that kills you but it's not.

When people die from smoking they die from what's called a slow and painful suffocation. It's horrendous, it's painful and it's awful. It's the worst possible way to die.

So if you're thinking about giving up smoking that could be something you do. Guillaume Black who came on he's still on property ownership now owner of Property Filter he came to one of our events and gave up smoking and he's never ever smoked again. That's the power of this stuff so you could use this 28 day challenge to make some groundbreaking changes.

Now I can't promise you'll be finished with smoking by the end of the 28 days but you'll certainly make some serious serious head work. I did Google it it takes about normally about three months to get rid of all of the nicotine cravings associated with smoking. 20 years does it?

Surely after a few months you'll be in like a no but the cravings go don't they? For 20 years? Wow.

Did it? How long did it take you?

[Speaker 9] (12:54:41 - 12:54:44)

Probably about a year to get rid of the cravings.

[Josh Keegan] (12:54:44 - 12:55:04)

Who else has given up smoking? Bloody hell you've all given up smoking. Round of applause for all those wow.

Well done. That's incredibly impressive. Yeah Lorraine can we pass the mic back to for the main please?

Just behind you. Thank you.

[Speaker 6] (12:55:04 - 12:55:15)

Thank you. I actually was the worst smoker ever. Really?

From the age of 13. You're the best smoker. Yeah.

13 years old.

[Josh Keegan] (12:55:16 - 12:55:16)

You're the last good smoker.

[Speaker 6] (12:55:17 - 12:55:28)

And I was on patches and I would still smoke all day long on patches. I finally gave up seven years ago when I got hypnotised.

[Josh Keegan] (12:55:29 - 12:55:29)

Wow.

[Speaker 6] (12:55:29 - 12:55:44)

After all else failed I went and got hypnotised and I paid a lot of money for it and I was I don't think I actually went under but I came out thinking I've just bloody paid for that so it's going to work. And I never smoked since.

[Josh Keegan] (12:55:45 - 12:55:45)

Amazing.

[Speaker 6] (12:55:46 - 12:55:47)

And my cravings went straight away.

[Josh Keegan] (12:55:47 - 12:55:49)

That's amazing. Congratulations.

[Speaker 6] (12:55:49 - 12:55:51)

I highly recommend hypnotising.

[Josh Keegan] (12:55:52 - 12:56:30)

Well done to you for actually taking the initiative and paying to do that. I know Adam and I have both been hypnotised for well food. I didn't speak from my perspective I had a few issues around food and binge eating and stuff like that I couldn't shake and I did the same I paid for a therapist at the end of that therapy I did hypnotisation and it fundamentally changed things for me so if you try the next 28 days and you really don't get ground on something you really want to shake you know I don't want to drink but you can't not do it think about hypnotisation that's a really really good point and something that definitely people could do.

And acupuncture all of the above exactly. Caffeine who likes coffee?

[Speaker 16] (12:56:30 - 12:56:30)

Yeah

[Josh Keegan] (12:56:31 - 12:57:53)

I love the stuff but I think there's a big difference between having one to two cups a day to having at my peak I was having three large cafetieres of coffee it was mental I just got really into coffee loved the stuff and thought this is just amazing this is incredible so productive and I felt like there's no side effect but there were side effects I was like I was going to sleep in the afternoon so basically that was at my peak and then I was like well I need to kick this and now I have two cups a day and it's always before 12 and that works well so it's finding I choose to take caffeine there's quite a few podcasts about it and the best I've heard it described is I don't want to get into health debates I think you can listen you can google it it can be the worst thing in the world it can be the best thing in the world but the sentiment I got which sounded quite weird from I think Andrew Hooverman he said that basically caffeine is like it's getting a bit more energy now but taking a bit of energy from later so you get the bit of energy now but you're taking it from later so it's just getting the balance right going right I want to be really productive for the next hour and a half I'm going to have a drink like one drink of coffee but know that later on I might flag a tiny bit but it's like just getting the balance right whereas if you take three cafetiers full now you're probably going to be falling asleep on the sofa at five o'clock in the afternoon yeah exactly I wouldn't recommend it Adam do you want to share anything about caffeine because you've been on a journey haven't you

[Adam Goff] (12:57:55 - 12:58:00)

I've shared this with everyone similar to Josh great story Josh

[Josh Keegan] (12:58:01 - 12:58:02)

yours is better

[Adam Goff] (12:58:02 - 12:58:42)

well no very addicted to caffeine I don't know how much I had but it was unlimited amounts to the point where I'd walk around Clapham Common at like five in the morning literally like I'd just dropped a pill because caffeine can have that whole literally endorphin effect that drugs can have and I was literally loving life I was building my business so happy and then I went to Thailand for my December off and decided I was going to kick caffeine because I was realising I was having too much about a day and a half later I was bed bound for the next seven days I literally ran my mum I was like mum I think I'm going to die I've got like something yellow fever there's something seriously wrong

[Speaker 5] (12:58:42 - 12:58:43)

with me I'm having to

[Adam Goff] (12:58:43 - 12:59:05)

crawl to the bathroom long story short it was just caffeine withdrawal and as soon as I had a coke zero I was sort of back so yeah the point was that drug is a very dangerous drug if you overdo it but it has a good use and for three years I didn't have any caffeine and I'd really recommend actually having a caffeine break at some point if you are quite a coffee addict it's a very

[Josh Keegan] (12:59:05 - 12:59:06)

dangerous drug

[Adam Goff] (12:59:06 - 12:59:07)

but a useful drug

[Josh Keegan] (12:59:07 - 12:59:58)

yeah absolutely thanks for sharing so caffeine think about how many cups of coffee on my habits list probably a couple of years ago now I had two cups of coffee a day that was my habit and now I don't have it on there because I just naturally do it alcohol it can be the most wonderful thing in the world you feel amazing but there's a huge cost isn't there so is your relationship with alcohol measurable and manageable or is it disruptive and excessive and that's what you've got to define and we're not saying give up alcohol but we're saying you might consider I know I saw Adam's Habits from a good few years ago there was a couple in there about the amount he drinks in the week I know Rachel's Habits when she started it was about less booze on weekends etc and it's like I've definitely been through that journey as well so how are you actually going to manage alcohol Chris do you mind sharing do you want a microphone Chris was talking about the app you used it wasn't actually an app

[Speaker 7] (12:59:59 - 13:00:25)

I just tracked my alcohol units each week and I couldn't believe I didn't think I was a big drinker at all but I know the recommended was 15 units a week and I literally massively spike it every week so because I've measured it I've changed but now I hardly drink at all which is great when I do I go for it

[Adam Goff] (13:00:28 - 13:00:48)

I really don't know anyone who's given up alcohol or reduced it I don't know a single person I think Ian said it was like giving up alcohol was like living his life in black and white once he gave up alcohol it was full colour HD that was the difference he felt

[Josh Keegan] (13:01:15 - 13:10:05)

it was was like like he was like he he really don't know he has a of addiction to alcohol and he has a of self intelligent. So, ultra processed food, what is it?

It's basically anything that you wouldn't really see in your grandma's kitchen. It's not crumpets, sorry, it is things like, ultra processed food is things like crumpets, it's Smarties, it's chocolate, it's croissants, it's so much stuff, the things we see now, we see in normal food. These are not food, these are man-made bits of food.

So where you can, what ultra processed food can you actually, actually kick? But once, this becomes addictive as well. I was on the train yesterday and the gentleman came round, he gave me a cup of tea and I said thank you, and he said do you want any of these?

I looked in there, normally I'd say no, but I looked in and saw flapjack and flapjack is primarily oats, I thought, yeah, I'll have a bit of flapjack, I'm hungry, I'm going to the gym in a bit. And I looked at the back and I thought, oh, 92% oats. I was like, smash it, and there's only three ingredients.

And I thought, amazing, like, I'll eat this, this is cool. So I started eating it, and I got halfway through and there's this weird taste in my mouth, and I was like, it doesn't taste like 92% oats. And I looked again and I said it said 42% oats.

I was like, that's really annoying. And I looked at the rest of the ingredients and realised I was just basically eating like 42% oats and then 58% just margarine. And it's like, what are we doing?

Like, why is that acceptable? And I left it, I was really proud, I put it in the bin, I was like, I'm not eating that. So ultra processed food is not good, it's toxic, it's not good for our bodies, and it will make you feel crap.

And if you are in a place where you're not where you want to be with your weight, if you don't feel good about your food, don't start counting calories, don't start counting macros, just focus on clean, unprocessed food. And I fundamentally know that will change your life. And then finally, instant messaging on social media.

Once again, it can be a good thing. Like, it's amazing we can message each other all over the world in a heartbeat, we can stay in touch with our friends and family, but just be really careful about your usage here. You might find that you have a habit which limits you to watching cat videos for 20 minutes a day.

Or whatever it is you want, you only check your WhatsApp after 5pm, you don't go on your phone until 10am in the morning. What's the habit that's going to reduce this for you? One of mine, I think the year before last was talk over TV.

I was really tempting to sit down, me and Hayley had finished today, we got the kids to bed, it's like 7.30, we're both shagged out, and we were like, it's going to sit there, and we're going to put Netflix on. It's really tempting. The other option is talk.

It's like, Robin's got the TV on, do you want a cup of tea? Yeah, I'll have a cup of tea. We sit down, we can have a cup of tea, fine.

And we sit down, we literally chat. And it's just a really nice habit that we've built in, and we still do that today. And it's like, how can you limit your time that you're actually going to do?

Caffeine, we've talked about this. Could you give up caffeine? Could you reduce your caffeine intake?

I did a podcast, I did One Year No Beer, that was one of my objectives, the year before last. If you listen to my podcast, Ultimate FD Podcast, episode 48, I'll talk you through my experience of doing One Year No Beer, and I know that's inspired other people to do this. And it's like, you know we talk about drastic decisions, that might seem like a crazy thing for you to do, but I guarantee if you make the decision to do that, you'll look back on this year as one of the best years you've ever had in your entire life.

I got through a three-day stag do on One Year No Beer, didn't touch alcohol. And I had the best time on that stag do, the best time I've ever had on a stag do. So just take these...

You remember it all. I remember it all. I remember more than I wish I did remember.

But it's like, it was amazing, and I had more energy than everyone else. Yeah, I went to bed a little bit earlier than everyone else, but it gets to the point where everyone's just shouting and repeating themselves, and you're witnessing conversations, like you are not getting anything out of that conversation. You're not even talking, you're just making noises and hugging each other.

It's like, just go to bed, and you feel so much better for it. So I really would encourage any of you that are really thinking about, you don't like your relationship with alcohol. And by the way, I didn't have a bad relationship, I just knew that there was too much social pressure for me, that I would go out and think I'm just going to have one drink, and then people would peer pressure me, and then I'd be up till two o'clock in the morning, having ten pints.

That wasn't the way I wanted to live, so I wanted to shake that. So that's something to consider if that's you, and you're in that boat. This is all about dopamine, and dopamine is one of the most powerful drugs in the human brain.

And when we have that nicotine here, when we have that caffeine, when we have that beer, it gives us a release of dopamine. It's the same feeling we get when we finish a long run, but unfortunately, finishing a long run takes two hours. It takes an hour, it takes half an hour.

Having a sip of beer is easy. But what we want to try and do is shift our use of dopamine from having been the first down at the pub, to getting to the gym in the morning, to doing a high value piece of work. So really working on our businesses, and really shift it to working on our lives.

And that's what we're trying to do here, is actually control that dopamine. So, John, have any of your habits changed since we've been doing this session? No?

Good. We're literally adding no value to John here. So, you're not shagged out anymore.

Good. So, the last part of this is sleep. And like, sleep is such an interesting one, isn't it?

I think we all go on this journey, where at the start of our entrepreneurial careers, we can't wait to tell everyone we got up at 5am, we only had four hours to sleep, and we're smashing it. But now on the board, like, the Badge of Honours, I sat for 12 hours last night, and everyone was like, they literally like, clapped, like, oh my God, well done. 12 hours.

Amazing. Like, congratulations, like, good for you. And there's just a fundamental shift in terms of sleep, and sleep is one of those most important things.

If you think about it, it's like, it's a non-negotiable. And if you're not sleeping well, you need to have a habit that's going to determine and define how well you sleep. Sleep is so illogical.

We do natural evolution, don't we? And it's like, why on earth would we be made to be, like, basically, like, unconscious for eight hours a day? Like, right now, okay, we're in beds, we're in houses, you know, we're relatively safe, but back in the day when we were undercovers, like, why would we do that?

It's just threatening. Someone would come and stab us, or like, steal our stuff, or like, whatever. Why would we do that?

It doesn't make any sense. It's because it's 100% required. So it's a non-negotiable, and you need to start prioritising and valuing your sleep.

Like, burning the midnight oil, doing three or four hours of sleep, and then working, getting up early, like, when you've only had five, six hours of sleep. It's a false economy. It might work, like, every now and again, as a one-off.

Maybe you've got a huge event, and it's like, you know, I just need to smash this out of the park. But long-term, it's going to be a false economy, and it will catch up to you. My business partner, Phil, he passed away about three years ago now, and he had a really horrific battle with cancer.

And, like, a few months before he died, I was having a conversation with him, and he said, sorry, referring, when I first met him, he had two kids, and one of the things he would do is he would, like, push himself to, like, see how literally he could possibly sleep while still getting everything done. He had a small family. He'd literally work for the evenings.

He was, like, how, he was, like, almost, like, doing this test to see, if I get two hours, can I actually do this? Or if I get three hours, can I actually do this? And he was testing himself.

And a few months before he died, we were having a conversation, and he was, like, he was, like, he was so adamant that the reason he had this cancer, and the reason why it was, like, it was so aggressive was because of his behaviour. He was, like, what was I doing? Every book I read now is, like, if you sleep, if you look after yourself, you're less likely to get cancer, you're less likely to get dementia, you're less likely to get all these things.

He was, like, why did I do that? So don't be like him. It was a total false economy, and it may have cost him his life.

No, I don't know. I'm not a doctor, and, like, no one will ever know the answer, but he was adamant that it was him that got him to his situation. So please don't think that the extra hour of work is worth it.

It's not. Your health is the biggest priority above everything. What you might do is you might have a habit, which is your time to bed and your time to rise.

I shared with you before, I basically am always in bed by about 10 p.m. every evening, and I always wake up at 6 a.m. That's the way I operate. That's the way I work. Even, like, sometimes I'll be, like, I've got loads to get done in the morning.

Should I set my alarm earlier? Bless you. But I'm, like, no, it's a false economy.

I'm getting up at 6 a.m. That's what works well for me. So choose what time I'm going to wake up. Yes, Katie, can we have a microphone?

Katie, please. This way. Good girl.

[Speaker 5] (13:10:08 - 13:10:47)

So I listened to a podcast not too long ago, and it had, like, a lot about sleep in it, and one of the things that they say is that if you go to bed at the same time every night, you're guaranteed to sleep better. And as soon as you go out with that routine, for example, if you stay up an extra hour, your fight or flight kicks in because your body thinks there's something wrong, so it will keep you awake because it thinks that something's going to happen. So, like, if you go on a night out, you hit, like, 9 o'clock and you're, like, oh, I'm ready for bed, but you've been out for a couple of hours, and all of a sudden you've got loads of energy again, and it's because your fight or flight is kicking in to think that there's something wrong and you need to be awake, and then you can't sleep.

[Josh Keegan] (13:10:48 - 13:11:28)

That's amazing. That makes a lot of sense. Yeah, that makes a lot of sense.

Thank you for sharing that. So, and I think that kicks off another really important point as well, is when you do listen to people talking about sleep, they say it's not necessarily the time you wake up, it's the time you go to bed. So, if you are literally all over the place with your sleep at the moment, think about maybe setting a habit, which is I go to bed at 10 every night, I go to bed at 11 every night, whatever it is for you, and, like, think about the value you're actually getting from those hours.

Like, who, what time, let's do a bit of a poll. So, who goes to bed at 10? 11?

12? 1? So, on your hand almost shot up then, and then you scratch your beard when you saw no one else did.

And what time are you going to bed?

[Speaker 8] (13:11:29 - 13:11:29)

Yeah.

[Josh Keegan] (13:11:31 - 13:12:04)

Oh, okay, you're all right. So, Smith, are you going to bed at 12? You're a night owl.

Cool. I think it's just thinking about, like, how much value that time's actually using. Like, if you're a genuine night owl, some people are, they switch on at night and they're fair play.

But if you are not, and you're spending between 9 and 11 watching Netflix, could you get an hour earlier and get a better hour in the morning? Like, if I'm going to do work, I'd rather get up in the morning and feel dry and energised, because it takes me double the time to do it at night time. So, really think about that, about how you're going to make that work.

Yes, Andrew, do you have the microphone?

[Speaker 8] (13:12:07 - 13:12:26)

Hiya, Josh. My sleep is completely screwed up at the moment. I wake up, like, 1, 2, 3, it could be any time before 5 o'clock.

My time was 5 o'clock, but, like, last night I woke up 4 o'clock. I just automatically wake up. You're excited.

You told me that's because you're excited. It is, so do I need to somehow correct it?

[Josh Keegan] (13:12:28 - 13:12:30)

Like, how long has it been like that?

[Speaker 8] (13:12:31 - 13:12:34)

Since Blueprint.

[Josh Keegan] (13:12:40 - 13:13:11)

Yeah, well, I mean, it's working. I mean, like, if you know that you're, like, I would say right now just enjoy that, because that's an amazing place to be. Like, if you're obviously excited, you wake up early and you're feeling energised, just ride that wave.

At some point you're probably going to start to feel tired from it, so maybe just start thinking about if you know you're going to wake up energised every morning at 4am, go to bed at 8.30, 9 o'clock, you can pull that time back. Just be conscious of it. Schedule a nap in the afternoon.

Like, how can you recuperate that? I do that, yeah. You do a nap in the afternoon?

[Speaker 8] (13:13:11 - 13:13:17)

Sometimes my brain just shuts down. I tell my wife, I need to have a half an hour power nap.

[Josh Keegan] (13:13:18 - 13:13:57)

And she allows that? Yeah. Your wife lets you do that?

Wow, that's cool. I'm going to, I mean, you need to speak to my partner. But that power nap could also be the problem.

So think about if you remove that, it's like, I'm not comparing this to my two-year-old daughter, but I know if I let her, call it a danger nap, if you let her sleep that late in the day, it's going to be a nightmare to get, she's going to have a bad night's sleep. So one of the things to consider is, like, push through, get to the other side, and that might help you actually sort it out. It's like a self-fulfilling thing.

So have a think, play around, make a habit. Either a habit, I'm going to wake up, I'm going to have my half an hour nap every day, or the habit could be, I'm going to go to bed at a certain time, reduce that time frame. Yeah?

[Sam] (13:13:57 - 13:15:35)

Yeah, I just want to quickly add something I think might be helpful. I mean, we can go to the nth degree on this, because it's a, it's a big topic. So I think the most, a couple of things that I've learned, because I have gone to the nth degree, I historically have not been a very good sleeper in terms of quality or depth or that stuff.

And to Smitha's point, I, historically, most of my entrepreneurial life, I was a stay up till 2, 3 a.m. kind of guy, working, and then wake up 9, 10. So I was still getting some sleep in a tank. But I've completely changed that now.

And one of the important things I learned is that the thing about sleep chronotypes, whether you're naturally this way or that way, that's been proven to be completely malleable now. So that's really important. It's not- So you can change, if you're a night owl, you can change your habits.

Exactly. And that's both been sort of proven out, and I've done it personally. I think that's a really important thing, because it can become a bit of a fixed mindset.

I'm this way, so I'm going to be that way. And I think the important thing is just, it comes down to choice around how you want to live. But to your point, just, I think if anyone's not a good sleeper, there's so much good literature out there, and just set the goal to fix it for the long-term health, for the short-term benefits.

And yeah, the point being that now I may go to bed before 10, like 10 is late for me, up at 6.30 kind of guy. And I never thought I'd be that way. But the choice to be that way is because I want to participate in society.

And I say that in all seriousness, if I didn't, then you can be the other way. But if you do want to, then you kind of need to live on a regular clock.

[Josh Keegan] (13:15:35 - 13:16:07)

Well, that's it. I think it's a really good point. Thank you for sharing, because the point of this, remember, is like, it's not, I'm not telling you to get up at 5am, I'm not telling you to get up at 6, I'm not telling you to get up at 8, I'm not telling you to go to bed at, I'm not telling you, Smith, I'm not telling you to go to bed any earlier, I'm just saying, make sure it's working.

And what we're trying to do with these habits is all about our mental, our physical, our wellbeing, our energy levels. And if you have brilliant energy levels, and you go to bed at, you know, one o'clock in the morning and wake up at 6am, and that's working for you, then cool, who am I to say that doesn't work? Yeah, so that's what it's all about.

Yeah, go on, Sam, quickly, and then we can move on with the rest of the content.

[Speaker 13] (13:16:07 - 13:16:16)

I was wondering if you could give us a quick example, not about being shagged out, but in your evening, you mentioned your morning routine, what's your evening routine? Good question.

[Josh Keegan] (13:16:16 - 13:16:20)

So pre-bed routine, here we go, ahead of the game, prepared earlier.

[Speaker 13] (13:16:20 - 13:16:22)

I'll just delete the slides and add them in there.

[Josh Keegan] (13:16:22 - 13:17:56)

This is where the shagged out bit comes in, right? This is where you get shagged out, yeah, I'll teach you guys how to be shagged out. So pre-bed routine, like, I think this is what it's all about.

And Adam's like a master at this, actually creating this pre-bed routine to get you into a place where you're ready to fall asleep. There are certain activities you will do, which will stop you falling asleep as easy, and certain activities you can do, which will make you fall asleep easier. For example, if I get into bed and I read a book, I'm literally asleep within about 30 seconds.

If I get into bed and I put Netflix on, I could be awake for two hours. So things like screens are not good in the bedroom. My evening routine starts midday, so I stop drinking coffee.

It's like, I know, coffee has a crazy half-life. So start thinking about the things that you do to actually wind down for bed. One of those things could be screen time.

So after a certain point in the evening, you want to limit all this dopamine that's flying around, you want to limit screen time. When you look at the screen, the blue light, it actually reduces the melatonin, which is basically the chemical... Yeah, sleep hormone.

That's the thing that basically says you need to go to sleep, tells your body to go to sleep. So if you're sitting and watching Netflix for hours, if you're on your phone all night, that's going to dramatically reduce that hormone. It's going to make it really hard for you to fall asleep.

So could you limit your screen time, or could you put your phone into black and white? There are literally apps that you can put in your phone that basically give you a time limit. So once you've looked at your screen for a certain amount of time per day, it will just stop, and you have to unlock it.

If you want to unlock it, you have to then unlock it. It makes it hard. So it could be one of the things you consider is, can you limit your screen time to a certain amount every single day?

Could you change the colour of your iPhone or change the colour of your phone to black and white? You got an app?

[Speaker 16] (13:17:56 - 13:18:00)

Great one. Change it to black and white. Nice.

Fantastic idea.

[Josh Keegan] (13:18:00 - 13:19:39)

So change it to black and white. Who can't wait to pick up a Kindle? Who goes, I can't wait to look at my Kindle for the next three hours?

No, they're black and white. They're boring as hell. I haven't sat at my desk for like two years.

I've never used that. I wish I had. It's black and white.

Change your phone to black and white. You'll be amazed at how boring that phone gets and how unexcited you will be to pick up that phone. Kevin Edge on the board, he did this for about a year.

He totally fell out of love with his phone. He just wasn't interested anymore. So think about changing it to black and white.

It'll reduce the blue light, which impacts your melatonin, and also just makes you far less addicted to your phone. And then winter's coming. It's harder to get up in the mornings.

So one of the things that's going to help you set that going to sleep and wake up in the mornings routine could be a daylight alarm clock. If you don't have one of these, the worst thing to wake you up is your phone. They're horrendous.

They're noisy. It's horrible. Whereas this wakes you up really gently.

And if those you want to get up earlier, get this. The light comes on 15, 20 minutes, sometimes half an hour before you actually want to wake up. And it wakes you up really gradually.

I have to put mine down the side of the bed. It's not ideal. It's not ideal.

But yeah, she's not going to like it. I know from experience, they don't like it. But look after the goose.

Luke, look after the goose that lays the golden eggs, Pat. That's what I say. They don't like that as well.

None of this is stuff people like. But in all seriousness, it's like, maybe you can't do it. Maybe you have kids that see...

I've got a baby that sits in my room at the moment. I'm trying to kick him out, but I can't. So I might not do this this year, but I'd recommend if you're in a position to do it, go on, Gary.

Sam, do you mind just passing the mic to Gary, please?

[Speaker 11] (13:19:39 - 13:19:41)

Yeah, book called The Baby Whisperer.

[Josh Keegan] (13:19:41 - 13:20:40)

The Baby Whisperer. I love that baby that I get ready every time. Cool.

I'll do that. So if anyone's got a baby in their bed, book called The Baby Whisperer. Early to bed, early to rise makes you healthy, wealthy, and wise.

The people that go the distance tend to go to bed early and tend to wake up. Now, people, if you genuinely are a night owl, I know Stuart Bartlett's a night owl. He talks about how he works till one, two in the morning.

It's pretty successful, isn't it? So it's not a one-size-fits-all, but generally this rule tends to work. And there are some books you can tune into.

Matthew Walker, he's the original sleep expert. You can read this book, or he's been on a number of podcasts, Joe Rogan, et cetera. It's pretty fascinating, The Power of Sleep.

You've got Sleep by Nick Littlehales, and he talks about the sky cycling team and how they use that to actually recover and perform better. And then you've got Thrive by Arianna Huffington. So you can check those out as well, as extra resources.

Can you just pass the mic back to me, Sam? Just do it like a backwards one.

[Speaker 10] (13:20:41 - 13:21:00)

There's also another book called Blue Zones by Dan Boettner. He's done a Netflix thing as well, which is where they look at centenarians around the world, these blue zones in Japan, in Greece, in Italy. They look at diet, culture, alcohol levels, everything.

That's another good book that I'd recommend as well.

[Josh Keegan] (13:21:03 - 13:27:42)

It's on Netflix. Thank you very much for sharing that. So Blue Zones is all about centenarians and why people actually live.

It's a study of them. I've got a bit of a man crush on Zac Efron as well. And if anyone didn't catch his series, he does a whole episode in Sardinia looking at the blue zones, and you get to see Zac with his top off.

It's a good one to watch. Alex, you write that one down. So a few top tips from experience just to finish up on a handful of habits.

So success by the inch is a cinch. Do not create crazy habits. Create habits that are easy to do, easy not to do, and we want a habit stack.

So we're going to start with five habits. We're going to nail them. They might be ingrained as habits, and then you can add some more.

But for this year, we're just going to have five that we're going to work on. And it's these small things that you do that are going to take you the distance this year. Consistency beats clever.

If you want to lose some weight, if you don't eat well, don't sign up to do intermittent fasting, or don't go and do a keto diet. It might work. You might have some results, but just try and find something you can do consistently.

Meal prep at lunch, consistent. It's easy. It's automated.

It turns up every single day. Get it in early. So you might find you've got five habits, and you can do three of them when you wake up in the morning.

One of your habits could be journeying. It could be 5,000 steps in the morning. It could be meditation.

And the first thing you do is you wake up, you've done three of your habits for the day. Amazing. You've only got two more to worry about.

So get them in early and get them done. Automate everything. So the more you can automate this as a shared meal prep, good example, every Sunday a box turns up to my house and my lunches are sorted for the week.

It's automated. It's easy. It's so hard not just to eat the meal preps.

It's just great. If you want to go to the gym in the morning, get your shoes, get your shirt, get everything ready for you. So you wake up, you put everything on, and you don't even think about it.

You walk out the door. Automate everything that you possibly can, and then trust the process. So this is 28 days.

We're going to do this as part of your 28 day challenge, which Rachel's going to launch for you towards the end of the day. But your 28 days will basically be to work out what your habits are. So actually draft a set of habits and do them.

And it's not going to be easy. It's going to be like pushing a rock up a hill. It's going to be hard, but trust the process because these are things that once you ingrain, they're just going to happen forever.

And these are great things that are going to take you to the next level. It takes effort to feel good. And that's a real sentiment here.

It's not easy to feel good. We don't just feel good all the time. It takes a lot of effort, and it's these habits that are actually going to allow us to do this.

And if you remember last month, Dan did a session on raise your standards. So you might find some of those things you're thinking about to raise your standards, like taking the bin out on time, training when you have planned, et cetera, could be things that you actually bring into your habits. And that's how we could bring all of this together.

A few examples. So this is my handful of habits this year. It's still in draft.

I'm not nailed it yet. Stretch after exercise. It's just really important to me.

If I stretch after exercise, I feel good for the day rather than feeling like my body is battered all the time. Don't eat baby food. Rachel finds this funny, but it's like, in all seriousness, once you have a kid, you end up just eating so much crap because you cook them a load of chips or they have a jacket of potatoes.

It's not necessarily bad food, but it's like you end up just finishing all their leftovers. You have an extra meal a day as a result. So one of mine is don't eat baby food.

I find this one really hard. The amount of ice creams I ate on holiday, because Iris was desperate to have an ice cream, she'd have two licks and she's finished. I'm like, well, what do I do with that now?

I'm not going to put it in the bin, so I eat it. So it's just don't eat baby food. I need to get that back in habit.

Steps at lunch. I shared with you, I have 40 minutes at lunch. I get my steps in.

It's pretty sacred. No phone after 6 p.m. I now turn mine off and leave it in my office to charge. I find that that is very powerful.

That fundamentally just means that I'm just in a great place for the next day. Then read 10 pages. I've never been a good reader, but one of my habits I'm going to try and ingrain this year is going to be read my 10 pages every day.

That's inspired by Kevin Edge. But I'm actually thinking about reducing that to five pages. I've never been able to do that as well before.

What happens if I just make it one page? It's just starting that habit and then I can build from there. That's what this is all about.

It's easy to do, easy not to do. Some of the ones we've got. These are some of Adam's.

A while back, I know this has changed now, but he used to meditate and stretch in the morning when he woke up. Breakfast of champions. This was a concept of you have steps for breakfast and you go out and get 5, 6,000 steps when you first wake up in the morning.

Breakfast of champions. 30 seconds cold. It's one of mine that I ingrained last year.

It's like 30 seconds cold exposure at the end of the shower. You can all do this for your next shower. 20 minute meals.

Adam was really keen on mindful eating and actually make sure that he's not just scoffing food down his face. He's actually taking the time to enjoy a meal and actually eat it slowly. Instead, it's good for your digestion system.

It makes you feel better. Eight hours work, eight hours sleep. This could be one balance for you.

You work eight hours, you play for eight hours, and you sleep for eight hours. It could be one that's going to help you with your balance. Action list.

What we're going to be doing is we're going to consider all of our options. We need to get into our journal to consider what all of our options are actually going to be. This is all part of your homework, by the way.

Consider all of your options. It's all in your homework at the back of the book. What habits are you going to set?

What options could you have in there? You're going to consolidate these down. Choose one in each of the areas we mentioned.

You're going to define a draft. You're going to basically create a draft version of your habits. John, you've done this already.

I don't know why you're taking any notes. Test and trial your habits for the next 28 days. Test and trial.

They may not work perfectly. If they don't work, you've got to decide, do you actually want to do that habit, or is it just a target that you can't actually hit? Then you're going to formalize these.

In the next workshop, we're going to give you another one of these handful of habits sheets. You're going to write your finalized habits down. We're going to laminate them, and they're going to go into your journals for the rest of the year.

These are going to be your formalized habit for the rest of the year. Sorry, it's all in the back of your books as well, so you should have it in there. Page 49, Paddy.

Yes, absolutely. Define, trial, and test. It's just consolidating the back of your book.

The key thing is draft set of habits is going to be your 28-day challenge, and you want to formalize this by the time you get back. Cool. That's a handful of habits.

If you have any questions, feel free to post in the Facebook community, jump onto Midweek Mentoring, and we'll make the most of them. Now, has anyone got any final questions before we move on? Yeah, go on, Grant.

Can you pass the microphone over here, please? Just behind you, guys. Thank you.

Go on, Grant. We'll do one question. Just to Grant down here.

Here we go.

[Speaker 9] (13:27:44 - 13:28:06)

I've been building my habits, morning routine, and all that sort of stuff over the last 12 to 18 months anyways. What would you suggest would be a good thing to do for this exercise if I already have a really rigid habit that are already in place on a daily basis?

[Josh Keegan] (13:28:07 - 13:28:23)

I would say one of two things. Just expand on them. If they're rigid, then we don't need them for this.

They're done. If they're truly cemented, like brushing your teeth, you wouldn't write that down. If you, every morning, you wake up- Fine.

It's something that I want to add into it.

[Speaker 9] (13:28:23 - 13:28:23)

Exactly. Yeah.

[Josh Keegan] (13:28:24 - 13:29:42)

I'd say if there's any of those which you're not doing consistently, bring them in. I'd say any new habits you want to add in, or could be getting rid of old habits, bring them in, and that's what you're going to do for the next 28 days. Okay.

Cool. Yeah? Yeah.

Cool. That's a handful of habits. This is all about getting you in your triple A game.

Now, I'm going to launch, I'm going to finish up, and I'm going to invite Rachel on stage soon, and we're going to get some lunch. Before we do that, I just wanted to share with you something very, very special that's coming for Profits Entrepreneur 2024. Now, we know Profits Entrepreneur works, and that's just a fact, but in order for it to work, if you want to get in the best shape of your life, you're probably going to have to go to the gym.

You need to turn up, you need to be committed, and that's how we see people have these step changes year on year, and it's always the same people, the people that do similar things that have the best years. They turn up to workshops, they engage, they ask questions, they do the homework, and it's no shock. They basically end the year with an unrecognisable business and an unrecognisable life.

Who wants to have a step change year, to fundamentally not be able to recognise themselves where they were in years time? Yeah. Everybody.

You should all want that. It's like you want to create that incremental approach. Well, what we're going to be doing now is we're actually going to hold you to a higher level of accountability and actually reward you by actually doing this.

Excited? Excited? Excited ladies and gents?

[Speaker 14] (13:29:42 - 13:29:42)

Yes.

[Josh Keegan] (13:29:42 - 13:32:04)

So, we're now launching the official Profit Entrepreneur Programme accreditation. Now, this is something that you all have the ability to get, and one of the powers of this is once you complete the programme, you can have this and put it all over your stationery, all over your email chains. It's a mark of absolute quality, and it's going to help you guys raise your profiles within the industry.

There's only going to be a handful of people in the country that are actually going to be able to present this and actually have this. And I know over my years, accreditations has really helped me fast track my progress by having all my accreditations all the time on my branding and stationery. It's just taken me miles and miles ahead very, very quickly.

It's instant credibility. But there's no such thing as a free lunch. By paying to be on the programme, you do not just get this, unfortunately.

And so, what we're doing is there's three things that you guys need to do to achieve this by the end of the year. So, the first is you need to achieve 90% on your Sunday sanity. We're going to talk about Sunday sanity a little bit more later, but it's the fundamentals.

We're not asking you to do anything strange. We're asking you to set some targets, set some goals for the week and actually achieve them. So, 90% post in the Facebook community every single week.

And we actually think 90% is generous. It should really be 100%. We're going to give you 90% to get the accreditation.

You need to attend 10 of the 12 workshops that we have. You need to be here because obviously you're not going to get the value if you're not actually in the room. And then finally, you need to be present at both award days.

So, you need to be present at the strategy day presentation in January and you need to be present at the end of year presentations at the end of the year. Now, if or whatever you can't attend, family emergency, you've got a holiday you booked three years ago that you must attend, you can submit your presentation to the Facebook group. The key thing is you do a presentation and you submit it if you can't actually be here on the day.

Ladies and gents, we're not just doing this because we want to give you an accreditation and put it on your logo, on your brochures or whatever. We're doing this because we know if you just do these three things, you're bound to have one of your best years you've ever had in your businesses, in your lives and your careers. Who's going to get one of these?

Who's going to get one of these ladies and gents? Very, very good. This is what it's all about.

It's been an absolute pleasure to be on here today. I can't wait to see where you guys go over the next 12 months. I'm now going to, before we finish for lunch, I'm just going to welcome Miss Rachel Davis back into the stage.

Let's finish with a huge round of applause. Thank you.

[Rachel Davis] (13:32:10 - 13:32:19)

Wow. That was so good. Actually, Josh, you are hilarious.

You are a funny man. Oh, I don't know. Don't make me choose on stage.

[Josh Keegan] (13:32:20 - 13:32:21)

There'll be a lot of that this year.

[Rachel Davis] (13:32:21 - 13:36:21)

Oh, so did everyone enjoy that? Yeah? Great.

Okay. Well, I did have more handful of habits for you, but I'll whiz through this because I know everyone's feeling hungry for lunch. Everyone ready for lunch?

Yeah. So I'll fly through this. Okay.

So as Josh said, it's the simplest way to get yourself on your AAA game, having a handful of habits. So I just thought I'd share two of mine from, these ones are from a couple of years ago. So, well, I say a couple, about three or four years ago, two liters of water, less booze at the weekend.

There's a theme by the way. No weekend booze. This is for real.

I went back through my journals to get this and I was like, oh God, how embarrassing. Eight to 10 gear steps was where I started and eight hours of sleep. And that was from a few years ago.

And what was happening to me was I was just having too much fun at the weekends. Yeah. And it was eking into my week.

By Wednesday, I was dying. By Friday, I was literally can't wait to get finished. So I needed to change this and I needed it for my children because I was a grouchy old cow bag.

And so what I did was I got rid of those. Sorry, I got rid of the bad habits and replaced them with these and it worked really well. So today, these are my habits today.

So I read 30 minutes daily. I exercise two to three times a week. I do physio daily.

That's necessity for me. And then I can walk 10 to 15,000 steps. So the walking's improved massively and I'm always in bed by 10.

It's very hard when you've got teenage kids in the house to get to bed by 10, but we do make it work. Yeah. So that's what my habits are now.

So what we're going to do, Josh mentioned this, we're going to launch the 28 day challenge for you. And guess what it is? It's a 28 day challenge, but it's for a handful of habits.

That's what you're going to be tracking. So you'll be tracking your handful of habits using a 28 day challenge board. And Bianca's got the board, so you need to see her in the break or at lunchtime and get yourself a board.

This is what it looks like, the board itself. Mine's five years old now, so I've had it for absolute ages. Can't wait to get it replaced.

And what you're going to be doing is you're going to be putting your Sunday sanity in the top 10 and then you're going to be putting your five habits at the top of the page, at the top above 28 day challenge, and then you're going to track it. I'm going to show you one that I've done earlier. So I did a cave time challenge in the last month to help me get the cave times in.

I wanted to do five a week. So this is what it looked like, just to give you an idea of what the board will look like. So I've got my headline strategy there, but that comes later.

For now, it's just whatever your challenge is. You'll call it a handful of habits. And my habits are here.

Can you see that? Read 30 minutes a day exercise, and then you'll be ticking that off. That's what you'll be doing.

But this one was for me, was a cave time challenge. So it just shows you the ones that I did and the ones that I didn't. So it's a tick for when you've done it and a cross for when you haven't.

So you're going to be doing this with your five habits. If you achieve them in the day, then you tick the box. Tick the box, you've done it.

You've done all five habits. So is everyone looking forward to doing this challenge? Yeah?

Yeah. Good. Right.

So I will move on because it's now, I can see that everybody's dying for lunch. Okay. So obviously we want some one-on-one time with you throughout your time with us on the programme.

So private dining is the VIP guest list for this month is as follows. So Bianca's told me we've moved tables. So just speak to us as we will show you where the tables are as we go into the restaurant.

We're at the back of the restaurant, I think. Josh's table, he's got Afram, David, Greg, Natalie, and Susan. Adam has got Alan, Dewey, Hannah, Joshua, Mark, Nick, and Jamie.

And the best table of course is mine, isn't it? Which is Alex, Ed, Ian, and Niraj, and Suki. Yeah?

So that's who's on the tables with us. Do you want to add anything up there, Josh?

[Josh Keegan] (13:36:21 - 13:36:28)

Just a reminder that the 20-a-day challenge boards are at the back of the room, so make sure you collect those before you go today.

[Rachel Davis] (13:36:29 - 13:36:40)

Yeah. Yeah. Does everyone know what they do?

Right. Well, that's it. Let's finish on a round of applause.

Be back in the room. Be back by 2.30. Back by 2.30, everybody.