**PPN Session 3 03.04.2024\_Transcription**

[Rachel Davies] (0:00 - 2:04)

Stage in two and a half minutes time, take your seat. Ladies and gents, this is your two minute warning, grab yourselves a drink, finish up your conversations. We're going to be live on stage in two minutes time.

Ladies and gents, please take your seats. This is your one minute warning, ladies and gents, this is your one minute warning, we're live on stage in one minute's time. Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're going to be live on stage in 30 seconds.

[Speaker 12] (2:35 - 2:51)

Ladies and gents, this is your 30 second warning, get ready to put your hands together, we're going to be live on stage in one minute's time. Ladies and gents, please clap your hands and give a huge round of applause and welcome to the stage, Rachel Davies.

[Rachel Davies] (2:55 - 6:00)

Right, come on stragglers. I know, there's loads of stragglers. Honestly, you can't get the staff, can you?

Yeah, that's what we're going to be talking about. Right, welcome back. How was lunch?

Nice? Filling. Filling.

I actually thought it was really good. I've recently gone vegetarian and actually the vegetarian option was really good. No, don't boo Adam.

You're not allowed. You need to read longevity and you'll change your mind, you're getting old now. You need to focus on staying healthy for longer.

Right, now that you're all energised and almost back in the room, almost, it's now time to talk about get up and give back. I thought I'd put my jumper on because I'm absolutely raring to go. So, this time last year I was laid on a sofa wondering when I was going to be able to walk properly again and this year I'm going to be climbing a mountain and I'm going to be swimming a mile.

Wow. And this is the kind of success that you can get from get up and give back because the framework's incredible, right? So, there's two things you're going to get a lot out of for this.

The first one is health. If you actually do the training, yeah, so don't try and climb a mountain without any training. It's not recommended.

Yeah? Please don't do that because your knees will not thank you for it. If you're swimming or if you're running or doing anything, you need to do some training.

Take it seriously, otherwise you're just going to hurt yourself. You don't want to be having big operations like I've done. Yeah?

So, you don't want to be there. So, do the training. You get super fit and healthy.

That's absolutely a fantastic reason to do get up and give back. And the other fantastic reason is to raise your profile. Now, do we all here want to sell something?

Is everyone here because they're selling something to make money? Hands in the air if that's the case. Right, absolutely.

Come on. Surely you're all here to do business, to make money. That's the whole point of it, right?

Now, one of the things that get up and give back does is it uses the oversubscribed blueprint. And this is how you market your products and services. So, you're going to be warming the tires and learning how to do this, right?

During get up and give back. So, if you start to think, I haven't got the time for this. This is a lot of pressure.

Don't think that. Think about the massive benefits you're going to get from taking part in this, from learning how to market yourself and market your business. This is exactly what it's going to do.

And it will have massive benefit for you. And the other thing, if you just want to do good. Yeah?

So, if we all look at Dan, he's in the corner over there. If we all look at him and squint, we can actually see the halo that surrounds his head. So, if you want to be on first name terms with the man at the pearly gates, then this is the way to do it.

Collect your Karma Credits. So, Dan's here and he's going to talk to you right in a minute about what's going to happen this April and May. So, listen carefully.

And he's going to talk you through how we're going to do get up and give back right now. So, please put your hands together. Give a massive warm welcome to our PE Hall of Famer, our board member, the king of Karma Credits himself, Mr. Dan Norman.

[Speaker 3] (6:12 - 15:25)

Be very kind. Oh, there we go. I'm not sure about a halo, but it's a very kind sentiment.

Yeah, with a squint. This is really where the rubber hits the road. So, what have we been through so far?

We've learned a lot about some of the people that need our help. We've thought about how we're going to help ourselves. I must just make a very, very quick mention of someone who's got started before we've even got started.

Because we are not fundraising yet, to make it very clear. But this chap, because he can't go walking and hiking in Oman when it's 50 degrees out in the air, decided to get it done before. And he actually doubled his total of fundraising before the 1st of March by doing his challenge.

So, please give a huge round of applause for Steve Cowgill. Also, please note that you had a team of 12 people. When you start talking about cancer and fundraising to help people who are helping people with cancer, this is a very, very easy sale.

However, what we're going to do is we're going to teach you the over-subscribed model, which is a blueprint. Now, I have a bit of experience in marketing. I used to own and run for 20 years the UK's largest nightclub promotion company for students called Vodball UK.

Not exactly a hard sell for vodka and Red Bull. That's what we started doing. Over 2 million admits, 20 years of experience.

The over-subscribed model is the most strategic, executed, targeted way of doing it. So, I take Chris Moss exceptionally seriously in how well he's done this. And we're going to give you an overview by Get Up, Give Back.

It's an 11-week campaign, which is actually a bit larger than you would usually do. You might only do a week or a couple of weeks or three weeks. But you will find the fundamentals contained within this.

And we've broken it down into a week-by-week process. So, you will not get overwhelmed. This will be easy, be simple, and we've provided you with all the assets.

If you have looked on page 36, as per last month, the QR codes are there to download these assets. So, we're literally making it paint by numbers. We're here all the way with you, because I appreciate some people haven't done 20 years of marketing.

You might just be getting started. That's entirely cool. If you want to be really lazy, just look at my posts at 8am every morning and copy them.

Not the ones about my cats, but the ones about Get Up, Give Back. Okay? Everyone cool with this, yeah?

It's this simple. April is Promotions Month. We are not fundraising yet.

The reason for that is we want to lead people through a journey. We want to tell them a story. If you want to get deep into the marketing of it, because we're, what, 80 people in the room?

There's 86 people on Get Up, Give Back. The way that you market now is you have a very, very limited window of opportunity. And you have to repeat yourself a lot.

So, we're going to leverage each other. We're going to do the same thing at the same time. Okay?

And that will get a massive tsunami of marketing activity, which will make it all the easier. Week 1, we're going to count down. We're not going to tell anything to anyone about what we're actually doing.

Week 2 is about the cause. It's Cardio versus Cancer. It's five challenges over five weeks for five charities.

We're not going to tell them what the charities or the challenges are. Week 3, we're going to reveal the charities. We've stopped seeding what we're going to do, and we're going to tell people.

We're going to give them a sizzle. Okay? If you think about it like a kitchen, you can smell the cooking, but we're not going to let them eat yet.

That's fundraising. Okay? You get the analogy?

And then to really set things up is the challenges, because that's what you're going to do to raise this money. To break it down a little bit more succinctly, we start the promotional campaign this Friday, the 5th of April. Now, because there was some confusion last year, the countdown goes 7, 6, 5, 4, 3, 2, 1, day by day.

People did make some mistakes. So, please, 7 is Friday, 6 is Saturday, 5 is Sunday. You get the point.

This is all broken down in the assets on page 37 or 36, I can't remember which it is, of your workbook. If you download that promo plan, you can do it yourself or you can pass it on to someone else. It's broken down that simply because we want people to make...

We want it to be easy for you, and a lot of work has gone into this. Friday, the 12th of April, is when we talk about the cause. This is cardio versus cancer, and we reveal the statistics behind what we're doing.

We don't tell anyone exactly what we're doing, but cancer in under 50s has gone up by 80% in the last two decades. These are the actual assets that you can use. Rather than having to create them yourselves or work out yourselves, these are the things that you can post.

A headline to that might be something like, I can't believe this is true, but it is. How sad are these statistics? There's something called read and react headline, and then a very quick post, nice and easy.

One in three of all cancers are urological. Crazy stuff. Promo week three, you have these reels, which reveal what the charities are, and what they're doing, and the impact they're having, and the problems that they're combating.

These have all been produced for you, so you can use them without having to do it yourself. This is all part of the Get Up, Give Back package, and to see that over 86 Facebook, LinkedIn, social, Instagram, whatever accounts will just gain massive, massive, massive traction. So please, make sure you go on those QR codes, download the promo and asset plan, and also get the assets out of the vault.

The challenge is, this is what you're doing. Whether you're walking, whether you're running, whether you're hiking, whether you're swimming, whether you're cycling, we don't reveal this until the week of the 26th of April. At this point, if you really cannot stop yourself from fundraising, this is a point where you talk to your very nearest and dearest, and this is where the oversubscribed model comes into its own, because the idea being that we've already feathered the pot, we've already garnered some traction, but that will be only from a very select, maybe your five closest family, your five closest friends, your five closest suppliers. We're not yet fully fundraising, but we're planting the seeds. Maybe you change your email signature, and we've provided you with a get up, give back email signature, so it is mega, mega simple.

That's the process for April, just to be clear. Grand finale event, Friday the 7th of June. If you haven't yet, we're now 90% sold out.

It is going to be absolutely jam-packed. Without confirmation, Richie Clapson from PropertyCO, Saizuchi from obviously the PIN Network are coming, a whole gang from CrowdProperty, so there's folk outside of PE as well, so the tickets are mega, mega, mega limited. If you want to attend, if you want to bring guests along, make sure you do that very, very, very soon.

If not, it might be hard lines. Partly oversubscribed model, right? Almost sold out.

And you can also, at that event, you can promote your business. If you want to donate a silent auction prize, anything that you want to do, whether it's mentoring, if you've got a holiday let you want to donate, all that funds, last year we raised about £14,000, all that funds will go to the charities. You see there, I'm promoting Commercial Property Academy, because she was part of it last year and she's renewed that for this year as well.

So please get in touch. If you want to promote your business, we can do that at an event in front of 120 people. All you need to do is donate a decent prize.

These QR codes, sadly, we've only had like under half of the crowd funders set up so far. And that is my datum, that is my yardstick for how many people are taking this seriously and activating themselves. So please, please, please do not miss out.

Because if you act now, and I appreciate everyone's busy, we've had Easter week, I've got families, we've got holidays, try organising 86 property entrepreneurs, that's hard work. But please, please, please take action, because it's less uncomfortable to do it now, get it done, get it out of the way, we'll fundraise quicker. On that note, myself, Nat, the other captains, where is everyone?

Can, we're going to be at the back in case anyone does need help between four and five. So we can help you set this all up, get it all in play. We're here to help you, okay?

Come on, come on, there we go. Any questions, queries? That's us.

May is fundraising month. The first three letters are fun, so we can have some fun with this. Again, it's all set out so you will see that programme.

We've done the scripts for you, you just need to plug and play. We've done it for you, but we can't do it for you, if that makes sense. You have to execute this, but everything's there for you.

Who's seen the film Jerry Maguire? So, May, show me the money. Show me the money.

That's what we're going to be doing, that's in May. April's promo, so it's the countdown. It's the causes, it's the challenges.

It's the charities, okay? Everyone got that? I keep on breaking this clicker.

Very, very simply, let's do this. It's get up, get back, we're here afterwards, four till five. Any questions, please come and grab ahold of us.

Ladies and gents, are we ready? That's all I need to know.

[Speaker 10] (15:25 - 15:26)

Let's give them a round of applause.

[Rachel Davies] (15:35 - 19:15)

Thank you so much. I have to say, you guys have raised the game over the last couple of years. When I first started Get Up and Give Back, we didn't get any of these kind of assets.

This is amazing now. It's like next level. Next level on the assets, and they're going to make your profiles look so professional.

Remember that. This is the way you warm up and get ready to start marketing yourself. What an amazing thing to do.

All the charities are such amazing causes. I just want to tell you a little story. The first time I did Get Up and Give Back, I had a target of £725.

I thought, there is no way on earth I know enough people to raise this money. It's not going to happen, but I trusted Dan. I followed the process, and I did as I was asked.

I managed to double my target. I was absolutely blown away by the results. If you just follow what Dan is telling you to do, you will absolutely nail this.

Don't worry about, I'm worried about my cousins, my family, my clients, they don't like me. I don't know, they're not going to donate. Whatever you're worried about, don't worry about it.

You'll be absolutely blown away by the results. Just follow the methodology, and you will get massive success. We're on to session three now.

This, I think, might be my favourite session, Adam, of the day. No pressure, so I want you to deliver. This is what changed the game for me.

I went from landlord level to investor level following this blueprint. The reason I'm here on the stage today is because when I first started in Property, I was like, I'm going to give this six months, see how it goes, because I'm going to go back to corporate. There's no way I'm going to be doing this for Paul for the rest of my days.

Being on this programme, following all of these blueprints, and particularly this one, changed the game for me. It made me realise how much we could make from being in Property, and how much of a great business we could build being in Property. You do that because you have world-class assistants behind you, helping you.

The theme of today has been do nothing, delegate everything, hasn't it? You really have to take this on board, and you have to remind yourself constantly, steals, tempos, do nothing, delegate everything. Do not do the jobs yourself.

Really, really important. If you get this right, you'll be amazed by the results. You won't believe how good the assistants are when you recruit the right ones.

They come into your life, and they do amazing things like this. This is Michelle. You might have heard a bit about Michelle.

She came on board in the first year of Property Entrepreneur. I didn't do what Josh did. I didn't wait four years to get an assistant.

I got one straight away, and got loads of results from it because of that. Michelle built all of my onboarding processes for me, and my business still runs on them today, four years later. They're absolutely brilliant.

Last year, I hired another virtual assistant. One of the beautiful things was Michelle then trained my other virtual assistant on my onboarding processes. I didn't get involved, and now she runs them for me.

I didn't do any of the training or any of the work. When you get this right, you get a world-class assistant behind you. They will deliver world-class results.

You might be sitting there thinking, well, it's going to be hard work. Honestly, put time and the energy in, and you'll get back what you put in. I promise you that.

They become your right arm. They do everything for you. They do your inbox.

They can organise your children's parties, like I said earlier. They can research your holidays. They can look after your diary.

There's all sorts of things personal assistants can do. In this session, we're going to show you how to hire a world-class personal assistant who is going to take away all the jobs you hate doing, and that you don't have the energy to do. So please put your hands together, and welcome to the stage your head trainer, Mr Adam Gough!

[Adam Goff] (19:27 - 24:42)

Rachel loves it, doesn't she? Because I remember when Rachel joined at the Blueprint, and she sat there, and she had this look on her face, like, I didn't want to be here. I'm only here because my husband made me.

Just to be clear, Adam, I'm not sure I'd buy into this. But six years later, she's here, and she's done very well. It's a great example, really, of how anyone can go from a standing start with no experience, just being busy, and actually systemise their business to the point where they're able to pursue other passions, make more money, spend time with their family.

Life by design, basically. And the reason why Rachel's talking about it so passionately is because it has changed her life. And I would say that, without doubt, the single most important thing every single one of you could do this year, if you don't already have one, is hire a personal assistant.

It is literally that simple. You're welcome. You'll get...

You know, it's taken six months and £15,000, and that was the bit of information that you needed. But I had to save it until now, you know, so you felt like you were getting your money's worth. But literally, if you just did this, your life will get better.

This is like the single biggest piece of advice I could give each and every one of you. Some of you will already be doing it and think, wow, this is actually a bit of a reminder that this does work and I could maybe do more and actually I've done pretty well. And some of you will be thinking, no, I can't do it for X, Y and Z, and hopefully I can convince you or at least show you a path for when you are ready to do it, to actually do it.

So, yeah, I'm very passionate about this. It really works and it will make your life easier. Because we all want to be elevated.

This is why we're all here. We don't want to be shining our own shoes and booking our own train tickets the rest of our lives. We want to focus our energy on bigger problems.

And we all get to solve problems in our life. We have so much energy, we can solve problems and some of us can solve whether the bins go out on time. And some of us can like put rockets into Mars, you know.

And it's like, it's up to you which problems you choose to solve. And if you get distracted by the small problems, you'll get small results. So, what you really want to do is free up your time so that you can focus on the bigger problems.

That's actually what this is. So, most entrepreneurs will have a serious lack of capacity. That's what this whole theme of today is.

And they'll be successful at turning the tap on. They'll get busier and busier and busier. But then the more they do, the more tasks they create.

It's like a hamster wheel. You know, the faster they run, the faster the wheel goes, the faster you have to run. And that's like the journey of an entrepreneur.

And it ends with overwhelm, burnout, dropping the ball, breaking personal relationships, losing your health. Like this is kind of the journey that is quite typical in entrepreneurship. You're always late for things, you're running around, you're chasing things.

You never really enjoy your life because you're always busy or rushed. That used to be me anyway, for sure. Or you can learn how to delegate even the simplest things in life to make your life easier, to free yourself up for these big problems.

And it doesn't have to be the traditional team that's sat around you. Some people will choose to have assistants in the office. But you can have an army of helpers like Josh said, all over the world, helping you to focus on where you add the most value in your life, as a father, as a mother, or in your business, as a founder, as a CEO, whatever you are.

That's what it's all about. So very, very important. But it all comes down to this mindset, what did I say?

Mindset shift. It all comes down, down, down. Oh dear.

What have I had for lunch? I was going to go with that, but there's a couple of people here from Miami looking at me like, don't you dare. Don't you dare.

A mindset shift. We are trying to drill this into you today because this is what's holding you back. And lots of us have grown up with all sorts of values, beliefs around why we do certain tasks.

And it's almost like ingrained in us that we have to, and the mindset shift that I'm trying to get you to do is that just because you can do something doesn't mean you should. Like just because you are good at it or you can do it does not mean you should do it. You know, like cleaning the house is a great example.

It's like, yes, you can scrub that frying pan really clean. Good for you. Congratulations.

But is that really the best use of your time? Like really, unless it's like a hobby of yours, it's a passion or you're using it as some kind of meditation or release, that's fine. But actually, you know, the reality is that there's probably someone else that could do it better.

And this video like really sums it up. But I would say that your goal really is to do as little as possible. Do...

Oh my goodness. You really put me on the spot here with this pressure, you know. I really felt this now.

It's like do nothing, delegate everything. Do nothing, delegate everything. And this man in this little short video really sums it up.

So I'll let P Diddy kind of explain for those people that have seen this.

[Speaker 9] (24:42 - 25:15)

I need my brain to be used in that. I've got too much genius shit that the world needs to see and feel. Y'all got that work to do.

That's why I pay everybody so I could do less work. That's the hustle. Did y'all know that's the hustle?

You make enough money to pay everybody so you don't do shit but be as happy as you can be. I want to be happy. I pay too many people.

Please. That means I don't want to do shit. Walk around this motherfucker and enjoy it.

Smell the flowers and all that shit.

[Adam Goff] (25:16 - 42:33)

So excuse me for the swear. He's got his own unique style but the sentiment is the same. The aim is to make enough money to pay people so you can focus on whatever it is you want to do.

In his case, smelling the roses or whatever he said. But that's in a nutshell where we're at. Jokes aside, if you want to be a seven-figure entrepreneur with a six-figure income, you need help.

You cannot do it yourself. It's just not the way it's done. We'll have assistance.

So this is it. This is the blueprint. I'm going to take you through everything you need to hire a world-class EA, PA, VA.

I'm going to talk about the differences. I'm going to share a blueprint with you for how to do it, how to hire them, the job advert. So by the end of this session, you'll know the difference between all of them, how to hire them and how they can help you.

First off, we're going to talk about this task triangle which has already been mentioned today. The reason why this is important is because we have to understand that whilst we want to delegate everything and do nothing, we need to understand that things are broken into different components. A task isn't as simple sometimes as giving it to one person.

There's different types of work within a task. You have the high-value work. This is the stuff you should be doing.

This is the business development, the direction, the strategy. This very much is our cup of tea. The medium-value work which is much more the management style, getting things done.

This is where your gatekeepers come in. I'll talk about this more in a second. Then you've got the low-value work which is functional, get it out the door.

It's tasks, it's easy. Frankly, anyone who's well-trained can do it. We understand that any task or project is broken down into these three components.

It might be that you just do the high, someone else does the medium and somebody else does the low but it's actually one thing. What I might encourage you to do, what I would encourage you to do but it's not an official 28-day challenge or anything like that is for those people that are still toggling, who is still toggling? You'll get my good books if you put your hand up.

Thanks for those people who didn't, you're being honest but you can now exit left, that's fine. For those people that are keeping up, good for you, why not set up some tags this month and start tagging this low, medium, high? Actually, I used to do a project so I'd have business development, business management and business delivery as my three projects and I would just put my work into those three things.

For those people that are already toggling, they're going to get this clarity over where you're spending your time and you're on the business in it or managing. This is basically the task triangle in just a really simple diagram. Ultimately, this just comes back to the Dan Martell book of buying back your time.

That's really all you're doing. If you just think about life, all life really is is energy and time. It's the only real currency we have and money is actually just energy or time stored.

Have you ever heard that before or thought about that? If you've got a lot of money, you've really just got a lot of time stored, safe. You can effectively spend that money to get your time back and if you don't have any money, you have to give up your time to get money.

You're going to sacrifice your life to earn some cash. Money is really like a symbol of value and time. What we're trying to do is buy back your time and by buying back your time and for those people who think I don't have the money to pay for an assistant, this is the kind of thing that you really should probably be borrowing money for or using credit to buy back your time because you might pay someone now on the basis that you're going to pay them £10 an hour on the basis that you're going to start earning £50 or £100 an hour. It's just a cash flow issue that you've got where right now you can't afford an assistant but you know that if you rewrote your marketing campaign and did more business development and tapped up those investors or went looking for deals, you'd actually make a lot more money this year but you can't because you're too busy shining your shoes and replying to emails and things like that that aren't making you any money. Does that make sense? This is all about just trying to raise your hourly rate and for those people that don't have the free cash flow you might have to invest like every investment you get a dip and then you're going to hopefully come up the other side.

For those people that have this is time to start loosening the purse strings. So when it comes to your to-do list and whether it's in Asana, on your notebook, in Google Diary, however you are planning your week, you need to be highly strategic about every task that comes on your desk. Now I was really good at this and then obviously I sold the business, retired and my workload went down to basically nothing and I still was good at it because Toni, my EA, you'll see in a minute, she did a lot for me to allow me to stay on the beach and surf and do all that type of stuff.

But now that I'm getting a lot busier again I have to be even more selective about everything that's on my, I literally have a daily task in my Asana which is what can you delegate today? It's literally like a daily reminder of before I assign something to myself I need to be super, super selective because there's a lot of tasks coming in. So when you're planning your day, when you're planning your week, you want to be highly strategic about everything that goes on your to-do list to the point where you want to be able to give it to someone else.

So like I said, you've got the three different types of work within this task triangle. You've got business development which is on the business, it's entrepreneur stuff. This is stuff that only you genuinely can do.

Then you've got the medium value which is where it's going to get a bit more noisy talking to other people, managing people. This is like what the executive assistant could do or a gatekeeper. I'll talk more about that in a second.

And then you've got this low value on the task triangle which I explained which is where you can get your functional team in. This is the personal assistant or the virtual assistant. If it wasn't office-based work this would be the cleaner.

It's like things that are functional they're functional. Like the bookkeeper, it's repetitive, it's functional. It's just a labour thing.

It's a service, you can pay for it. And this is how we want to be thinking about absolutely everything that comes across our desk that's going on in our business and we want to be sticking to here as much as possible. And it is a journey because it's not going to happen overnight.

So like I said, you want to be at the top. You want your gatekeepers who are going to act as the conduit between you and the noise of the world and then everybody else. All the helpers, all the contractors, all the suppliers.

Everybody needs to filter into those gatekeepers and then the gatekeeper talks to you. And by doing that you can have just like three to five people reporting to you rather than 55 people reporting to you. That's kind of where you want to get to in your business over time.

So that hopefully illustrates it really nicely and really clearly. Yeah, just a little story about this. So when I, the Rewire Your Brain section that Josh did and kind of when I started in my journey, I mean I was, probably lots of us would have said, very, very careful with money.

I was very, very frugal. I didn't like spending money ever and yeah, everything was very transactional for me back in the day and I was very tight, I guess is probably a good way to describe it. I didn't want to spend any money.

I'd always want to hire the cheapest team. Everything was cheap. Okay.

And when I started getting an assistant, the game I wanted to always try to play with myself was like how little can I actually spend? Like my goal is to spend the least amount of money with my assistant. Like I need an assistant because I'm way too busy and if that bill comes in under like £400 a month, like I've won.

You know, it's like well done me. Like you know, you kept it tight. You kept her to the minimum.

And then I completely flipped it on its head after I got some business coaching and I was like actually, if this is my time and she's, I'm paying her £12 an hour, what if I flipped it on its head and decided the game was actually not how little could I spend but actually how much could I spend? How much could I actually give to this lady? What, is there anything she would not do?

You know, and it was, and it went from just stuff in the business to going into my personal life like sorting out my travel insurance et cetera, et cetera, et cetera. And that is what by just basically simply bought back my time. Complete mindset shift.

Changing it on its head to the point now where I really don't want to do anything. Gabby and I were talking about it at lunch. Like literally, he's kind of similar.

I just want to give it, I want to try and give everything to someone else. So that's where we want to get to and that's what allows successful people to do whatever it is that they want to do because they've got that same mindset. So, let's look at the different roles in a bit more detail.

So, there's two separate roles. We've got your personalist because these roles are interchangeable. People say different things and it's quite important that we just clarify what we say when, what we mean when we say things.

So, let's just take a personal assistant and an executive assistant. Well, that's a snazzy word, isn't it? So, these are the sort of things your personal assistant would do.

They'd look at your personal life whereas an executive assistant, if anyone was wondering what that was, they're normally higher paid and they would run your professional life. So, they would be with you more in the company whereas a PA would be doing more stuff in your personal life. So, that could include managing your diary, helping you with your finances like monitoring your credit score, your credit card, your budget, maybe doing your PCM for you potentially if that was appropriate.

Whereas an executive assistant probably have a bit more training, maybe slightly higher skill set, should be able to review your management accounts for example which is what my EA does for me. She might review contracts and sign them like she did one for me today just now released on Office Space. She did it.

She reviewed it. She sent me the summary. I signed it off on WhatsApp.

Boom, it's been signed. Happy days. She might also run your hiring process.

So, like literally run that recruitment process that Josh showed you from start to finish and executive assistant could do that standing on their head. Personally, they might sort out your travel. They might book your plane, your train, your cars, bless you.

You might rent a car that sort your holidays out like Rachel does and insurances like the things that you always forget to do. The travel insurance, renewing the home insurance, getting better quotes, all that home admin that you do on a Saturday when you should actually be chilling out or spending time with your family or going to the football or going to the pub or going shopping or whatever it is that you want to do. Not doing your admin.

You know, why are you giving up Saturdays for admin when you could be paying someone eight pounds an hour to do all of this stuff for you if you could just sit back and do whatever it is you want to do. Whereas in EA, they might be looking at the data in your business. They might be creating scorecards, populating scorecards.

They might be finding deals for you. They could actually be revenue producing, all that type of stuff. So they can go away and help build your business for you.

In summary, a personal assistant could run the household. They could take some of that role off you. They might even come into your house.

They might go and collect things like your dry cleaning or all sorts of things I think Josh used to have an assistant that came into the house. Do you still do that or is that not a thing anymore? Or you did have, was that you?

She can do some errands and things like that. Like people, if you want to have them local, can run errands. You know, an au pair or a nanny might do similar stuff.

But your EA is going to run your company. This is why you pay a little bit more for the EA because there's more responsibility, a bit more training, a bit more, it's a higher skill set and you know, that, the market would pay a little bit less in terms of personal assistant. All good?

Cool, so that clarifies it really nicely. So, this is my executive assistant. So, her name's Toni.

She's based in Cape Town. She is my executive assistant. She is a gatekeeper.

She, she does actually manage all of my properties. So, she's the gatekeeper for all of those, the service providers that rent them, the tenants, et cetera. She checks all my management accounts.

She's got full access to everything. She can access everything, my American Express, like the whole, the whole nine yards. I've known her for a number of years.

She's completely self-sufficient. She, for the most part, does everything with very little input from me. She can deal with urgent stuff.

She can basically act like me. You know, if I need something done, like done properly, Toni is like the heavyweight. She'll come in.

She'll absolutely smash it and she asks for very little sort of feedback or needs very little setup. So, she's my EA. My PA is Marielle.

So, she's based in the Philippines and she is very competent. She's fairly new. I've only been employing her for a few months.

She will need a much more detailed setup. She'll need more training. She'll need like a loom video, proper my house, like an ops manual, detailed.

It'll take her a little bit longer but she's very capable. She'll run it all crystal clear. She does a lot of my personal stuff and so, whereas Toni might do urgent stuff, Marielle probably is a little bit better for like important stuff.

Regular stuff, steady set of hands. I don't throw as much stuff at her although I am throwing more and more stuff at her now as she's proving herself to be quite self-sufficient. And then, Arnel.

So, Arnel is the VA which is kind of the third level and he is functional. He posts everything on my Facebook, everything on my Instagram. I don't post.

He does it. He does engagement on my socials and things like that. So, he does all that basically.

My content calendar. So, there in a nutshell is your EA, your PA and your VA. And the difference between a VA and a PA which there isn't really.

These are just like semantics is that a VA probably is normally a little lower paid than a PA because a PA is going to have to be quite astute and they're going to have to run if they want to run their house and run your life they're going to have to have a high caliber whereas a VA is very functional. So, I wouldn't give R&L anything really urgent or ad hoc. It's just like just slow and steady.

You know, he gets on with it and it's just repetitive. So, these are kind of your three different levels and we have three different levels of pay. So, we're going to share these job, these are the job adverts that we've written for you.

These are templates which you can use and actually the funny thing is that both of these were created in less than about five minutes because it was done with a voice note to our assistant who then wrote up the job description which is a good example of the task triangle. So, so much stuff can be done on voice notes and delegating. You never really have to pick up a document unless you really want to.

Okay, so, let's just drill this home. Not recruiting an assistant is actually costing your business a fortune. This is because you are the bottleneck like Josh said.

You are the bottleneck. You are the bottleneck and so, things aren't getting done, things are late, things are slow because you don't have enough capacity and capacity is really cheap. Like, it's not expensive.

It's an absolute no brainer. Yes, it might, okay, all of a sudden I've got 1,500 pound a month on my P&L coming out of the business. That is a lot of money.

Yes, but how much more money are you able to make now that you've made that investment? Like, yes, it's 1,500 pounds but it's spend a penny to make 10. It's like, it's a simple case of hourly rate and changing.

So, I really would, I really would recommend investing in an assistant whether it's your personal life or your business because even if it's saving you time on a Saturday for you to rest, that means you can bring your best self to work again on a Monday. So, like I said, what position are you going to recruit for? Are you going to recruit for a VA, a PA, or an EA or are you going to recruit for all three?

So, you want to think about task triangle, what level do you need, what would make sense to do first. Profile wise, as I said to Louis earlier, you really are looking for a steel if it's reactive, sorry, if it's like proactive, if it's like well drilled, well rehearsed and it's very like repetitive and probably quite established. This is not a hard and fast rule but generally and if it's a bit more ad hoc or dealing with lots of people and a bit more on the fly, a tempo would probably be a little bit more better suited than an out and out steel.

It depends on the level of candidate because at the end of the day, a world class steel or a world class tempo will probably deal with either. Yes, Ravi, one second. Have you got an assistant?

No. No, okay, cool, good.

[Speaker 15] (42:34 - 42:36)

You're South African EA.

[Adam Goff] (42:36 - 42:39)

No, you can't hire Ravi, get your hands off.

[Speaker 15] (42:44 - 42:45)

What's her profile?

[Adam Goff] (42:46 - 45:03)

She's a steel. Okay. Yeah, she's a steel.

She's a steel. I mean, I've worked with her for three years. It's, how do I know she's, well, I tested her.

Yeah, she's just, you just, I mean, well, yeah, you can tell she's a steel. She is a steel but equally she's very good at ad hoc. She's not as steely as I'd probably like her to be actually.

Yolando's in our business is very, very, very strong steel. Never, ever, ever miss a beat. Whereas Tony, she is a steel but she's definitely got quite a lot of tempo so she's quite happy to roll with it.

She doesn't get too stressed out. She actually thinks she prefers a little bit of ad hoc. Everyone's different.

It's quite nuanced, I think. Yes, so, when you are recruiting, okay, when you're going to go through this process now and you're going to find your assistant, it is going to be quite hard to find someone who probably has been an assistant for a number of years. This is kind of just the nature of it.

Like, not many people, there are some and obviously if you go to an agency, a lot of them are going to be VAs because they're going to have worked with VAs but Tony, for example, when she worked for me, she had never been an assistant and I'm pretty sure that Emma, when she downs a year, had never been an assistant before. So, it might be that when you're recruiting, you don't want to be too specific about must have been an assistant for five years or anything like that. You know, you can alter the job advert or you can increase your search or let other people into your funnel that might have other relevant experience like anything that's detail orientated like compliance or they've been in support roles and things like that where it's pretty clear they're operational, they've got that detail.

You know, you don't have to have someone who's literally done it all. That's absolutely not required and you would promote this on Indeed as we know and love or go to an agency. You know, these really are your two options in my opinion.

Do your own job advert, put it out there and as we've taught you but there are also these specialist agencies like Josh Shared where they're ten a penny. I mean, there's loads of them. You know, Vava, Voom, which lots of us have used.

The one Josh Shared, I mean, I could share six pretty much in the Facebook group. You can ask around, you can post in the Facebook group. We'll all share and do you have one you want to share?

[Rachel Davies] (45:04 - 45:29)

I'm going to ask Advanced on Friday we're going to do an open mic and ask Advanced to give us everyone they've ever hired for a virtual assistant, personal assistant on EA and get a list from them. I think it's a really good way to give you a really big overview of the different companies out there so I'm going to do that on Friday. I think just better to announce it to them and then let them send me what they've done.

[Adam Goff] (45:29 - 45:30)

That's a good idea.

[Rachel Davies] (45:30 - 45:31)

I think it'll help everyone, won't it?

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

Yeah, that's a good idea.

[Rachel Davies] (45:32 - 45:36)

At this point, I think all everyone wants to know is how do I do this and who do I do it with and I think it's really important.

[Adam Goff] (45:37 - 45:39)

Yeah. Try.

[Speaker 15] (45:41 - 45:47)

Along with a rating. A list, like with a thumbs up or a thumb, you know, like a rating just so we know.

[Rachel Davies] (45:48 - 45:50)

What recommends me was rubbish.

[Adam Goff] (45:51 - 51:26)

Yeah. The thing is I went through this journey recently in kind of Jan, Feb and I, because I hadn't ever had to use an agency, I'd always gone to South Africa and I'd always hired great talent there and I was happy to pay more and it just worked really well and then I really, Tony was at capacity and I needed to hire and that's when I hired Mariel. I had Arnel for a while.

Anyway, the point is is that I did interview a few companies and I think they're all much of a muchness. Ultimately, it depends on the person they give you, right? So like, Vavavim could be the best company in the world but if they give you a dud, so it's more what happens if the, it's like any recruiter, what happens if the recruiter's bad?

are you going to give me my money back? Am I tied into a contract? So it's like anything, it's just terms, isn't it?

It's like, so I'd say if you want to get started quickly, agency's the way to go. There's even an agency I used in Australia where they like, they write an operations manual for you as part of, you pay a big fee, you pay like a grand but they'll write your ops manual, then they'll hand it over to a VN, you're like, you get an ops manual. It's pretty cool, you know, so there's lots out there.

If you haven't got one, the most important thing I think is to start and then you'll work with an agency and then you'll probably get your confidence up and then you'll start recruiting next time yourself. You'll think, well actually, there's probably a bit of arbitrage here, maybe I'm overpaying and you might be but you're also paying for a service, they got you up and running quickly. So it's like a journey.

So if you need to start, go to an agency and as long as you're negotiating good terms around if they're not working out, I think you're fine. That's probably what I would do if I was getting started quickly and I think, yeah, the thumbs up or the score, well everyone's going to have different experiences but there's a few names that will get bandied around that people have used generally but ultimately, you will hire the person. They won't just necessarily give you, you'll still interview them even if you're working for an agency.

Does that make sense? So yeah, so it's great to dip your toes in the water, you know, don't go and sign a 12-month contract with an agency if you can help it. Just dip your toe in and equally, you don't want to put all this energy into an assistant and half-arse it and then six months later change.

It's like you're probably better doing it properly but you will learn a lot from doing the process. And then, yeah, so just use our, like, even if you're going through the agency and an agency like Valve, I mean they will talk you through, I mean they will literally make it so easy for you. They'll even have an onboarding call with you to tell you, excuse me, like what to do at the onboarding meeting.

On Advanced on Friday we're teaching the onboarding blueprint, you know, how to onboard team members. And Valve, you know, Richard obviously is a customer and he'll have a meeting with you about what to do in your first meeting. They'll hand-hold you all the way to this very task triangle.

I mean you're literally just doing the top but you're probably going to pay a little bit more, you know, you can do a lot more but then you're going to pay less but you're going to have done a lot more effort. So it's just kind of, so yeah, so use our strategic shortlisting process if you're going to the open market. Equally, don't forget about it if you go with an agency because there's still interview questions in there you can ask because you're still going to have to interview this person and work with them and ultimately it'll be your responsibility.

The agency aren't going to hold your hand and sit in on the meetings with you. It's you hiring them. You know, like you will have the one-to-ones with them and you'll use your SCS that we've taught you and things like that.

In fact, we're going to obviously SCS next month. So just to sort of summarise and put some numbers to this. So VA, like I said, would be the lowest value on the task triangle.

They're very functional. You know, you're not asking them to do like a tremendous amount of difficult stuff. You can pay anything from zero upwards for them.

You know, you can get very, very cheap people in parts of the world. But ultimately, you know, you get what you pay for, let's be honest. So you can have them on a contract that it could be pay as you go by the hour.

It could be fixed, guaranteed number of hours per month, something the Philippines like. And they're just going to be functional. You know, they're literally going to be posting on social media is a good example.

Your PA, well, at this point, you know, they're a bit more, a bit higher paid. They can do a bit more higher value stuff, so medium value stuff maybe. You know, if they ran your household, they could be managing all the bills, all the, you know, sorting out the cleaners, the handyman, you know, for example.

They're the gatekeeper for the household. I think you're going to be paying minimum of about five pounds up to about 20 pounds an hour. Obviously, it depends where they are, if they're coming into the house or if they're based abroad.

And, you know, again, pay as you go, fixed term or part time or full time, full time. You know, if they're in the UK and they're full time, they could be an employee, obviously. And, they're going to focus on your personal life, right?

They're going to be your personal assistant. Your EA, again, medium level of, on the task triangle. I'd say you might get them a little bit cheaper than 15 pounds an hour.

Certainly, in the Philippines, you might. I don't have as much experience in the Philippines, but UK, certainly, you're not going to get anyone from under 15 pounds an hour, EA level. And, that's probably more than likely, certainly, if you're in the UK, you're going to have to probably offer them some sort of fixed term contract.

Like, they're unlikely, in my experience, to do it on an hourly, ad hoc. It's going to be like, you'd agree a certain number of hours per week, et cetera. And, they're going to look after your, where's the mic?

Ravi, could you, Lauren, do you mind passing it? They're going to be managing your business. They're going to be your professional gatekeeper.

Ed, you've got some input.

[Speaker 14] (51:26 - 51:38)

Yeah, I haven't got an assistant at the moment, but I'm just thinking. Not yet. No, not yet.

And, I'm definitely going to look to get one. Can you, obviously, I'm going from nought. Could one do a bit of both?

[Speaker 10] (51:38 - 51:39)

Yeah.

[Speaker 14] (51:39 - 51:40)

Professional and personal.

[Adam Goff] (51:40 - 51:40)

Yeah.

[Speaker 14] (51:41 - 51:42)

Yeah, as a starting point, yeah.

[Adam Goff] (51:44 - 56:18)

Absolutely. This is like a journey. You don't want to necessarily go and hire an EA, a PA, and a VA all at once.

I would say, so I was talking about at lunch, it's like my, it's like anything with team, and you know, because you're experienced in your team, it's like you have to be kind of careful how much you're asking them to do. You know, if you have an EA and they've got to do urgent stuff, but then they've also got to manage the compliance on your properties, which you probably wouldn't do, but it's probably a very bad example, but you know, it's like compliance is important, but it's never like urgent, but managing tenants is urgent, and when the phone rings, it's urgent, and if you give one person too much of that, then they're going to drop the ball.

So just think about that, and if you wrote different job descriptions, you could hire, but I would probably start with the top of the tree, have them systemize some of your life on the basis that they're going to blueprint it, create maps, training videos, and then they hire, like Rachel did, the level below them, and then they train them, and as part of their PDP, you can say, look, you know, I'll be honest with you, I'm an experienced employer, but I don't actually have any help, I need all this help in my business, I need my washing picking up, I need everything actually, and I need someone to come in who I can work with over a number of years to help me build my team of assistants, and you know, let's go for the first year, and if you do well in the first year, then we can talk about building a professional development plan for you, where you can start hiring people under you, you can start managing them, and if you found an EA that really would love that opportunity, then they could build this little business for you, that works quite well, and it becomes like a waterfall effect, like at the start you're paying the EA £20 an hour to pick up your laundry, but once she's blueprinted it and hired someone else, then you're paying £10 an hour, you know, it's like, it's expensive at the beginning, but exactly, if you level her up and then level that down, and then you get the, that's definitely the journey I went on with Tony, you know, Tony used to be a lot cheaper, she used to be £12 an hour when I first hired her, and as soon as she went up to £20 an hour, I was like, right, well I need to now get Marielle, and now Marielle does a lot of what Tony used to do, she's £8 an hour, you know, so it's like, so yeah, so I'd probably start at the top, and then obviously you've got your suppliers, who are going to be more specialised, and your gatekeepers. Now, gatekeepers can be your assistants, but they can also be people in your business. Yeah, managers, people that are basically keeping things away from you, this is like the really key thing about gatekeepers, so your assistants are definitely gatekeepers, personal assistants for your house, you know, I don't want to know if the gardener can't show up, like frankly, don't tell me, just fix it, that's fine.

EA for your business, they might do a lot of things, like Vinny can't do this meeting, blah, blah, blah, blah, okay, cool, just change it in my diary, like it really doesn't matter, or you might have a gatekeeper, like for example, in your business, like for his lettings team, he's got a head of lettings, I don't want to hear about lettings, I just want to have like my SCS with you once a week, you can deal with all the noise, you're the gatekeeper for lettings, or landlords, like you might have a head of landlords, I don't want to speak to a landlord, you know, like your job is to speak to the landlords, and then you can speak to me, and that's how we build this protection around us, so we don't have all of these people coming to us for the answer, for the question, in an ideal situation, we don't want to be able to say the answer, like sometimes people come to me, they're like, I need this document, I'm like, I literally don't know where it is, you can't get it off me, because I don't know where it is, so can you just give me this person's contact details, I don't have, I don't have a login to the CRM, I'm sorry, you're asking the wrong person, like you're going to have to ask someone else, because it isn't me, and that's kind of where you want to get to. So Tony, like I said, based in Cape Town, I pay her 20 pounds an hour, which is pretty much going right through the ages, as I said, Marielle is 8 pounds an hour, and Arnelle is around 5 pounds an hour for doing my content calendar, so I get a blended rate across the three of them, and it works really well, actually, it's working really well, Tony will train Marielle on stuff, Marielle holds Arnelle accountable, and it's kind of working really well, it's working really well right now.

Okay, like 45, 45, sort of 10, yeah, and it will probably go up, actually, so, yeah. Can we get a mic for Liam?

[Speaker 4] (56:18 - 57:20)

Yeah, so 45 is like two hours a day, they're all busy, I mean, yeah, these two are busy, I probably could hire more, usually, but you know, it's like, yeah, it's like, so 45 is like yeah. So, so, so, so, And I'm like, I'll ignore that and do my own thing, you know what I mean? Which is, do you know what I mean?

It's just like, it was hard. So for me, I got rid of it, and then I found my movement. I think you need a PA back, because you just set a meeting up there, and we're in PA, so I don't know what you're up to there.

So I thought, I definitely need to change a little bit at the same time.

[Adam Goff] (57:22 - 59:00)

Or am I just doing it? You really have a way with words, Lee, you know that? That's really good.

So, yeah, I think as entrepreneurs, we all need to be organised. And I think one of the biggest things that changed me was when I started planning my day, planning my week, Sunday sanity. And that level of responsibility that you're taking over yourself then translates to everything you do in life.

And how you do one thing is how you do everything. So you setting an example as a dad, as a boss, as a business partner, it's like, actually, like people start to take, like there's nothing worse than someone who's late for meetings and misses meetings and things like that. People start to lose credibility.

So I definitely think that there is a need in all of us to take responsibility for everything. I think that's an observation. With regards to your assistant, I would say that it's probably more of a management issue.

You haven't necessarily set her up in the right way. If she's planning your day and you're not doing it, there's a miscommunication around what's required. What you probably would want, if you think about the task triangle, is someone you can just start delegating things to, even on the fly with a voice note.

It's like, please set up a meeting with AFAM and X investor next week. It's like, you've just direct and then they execute. You don't necessarily need them to do the thinking for you.

You don't need them to plan your week like that. You plan your week or you plan when you're available and then you instruct them to do the function, the actual doing, the executing.

[Speaker 4] (59:00 - 59:16)

Yeah, I think you're right there, because I am completely obsessed with this in business. So I think it's not a case of, like, she was setting things up and I was just swerving and that kind of thing. It was more just, we're busy and I haven't set it up properly kind of thing.

So I think you're right there kind of thing.

[Adam Goff] (59:16 - 59:25)

Yeah, so you need help. You know, like, you definitely shouldn't be... LAUGHTER I'm not used to sitting here like that.

[Speaker 10] (59:28 - 59:36)

LAUGHTER Yeah, I'm sorry about that.

[Adam Goff] (59:36 - 1:00:23)

I didn't mean it like that. You definitely shouldn't be booking in your own meetings. Like, no one here should be...

Josh and I were on a call the other day and Josh sent me a diary invite. He sent it to the wrong flim and email address. And I was like, well, of course he did.

We should not be booking our own meetings, should we, Josh? We shouldn't be. It was a mistake, you know?

And it's like, it's a mistake. I always book the wrong... I book plane tickets.

They're always wrong. Like, the amount of money I've lost, it's ridiculous. And it's like, I should not...

I cannot be trusted. Like, to do simple things, all right? Like, I leave stuff, like, hundreds of pounds a month by leaving hotel rooms and stuff like that.

It's a joke. Like, I cannot be trusted, right? So, you want to get to the point where you've got that person that is going to do the detail for you, you know?

[Speaker 4] (1:00:24 - 1:00:30)

I think that yours is the hard part, isn't it? Get her on board properly and have her on your way, whereas I probably just... Well, I didn't.

[Adam Goff] (1:00:31 - 1:01:26)

Well, you didn't invest. And next month, you know, we're doing management and leadership. And this is just about you becoming a better manager and leader, which is a key skill.

Because we set you up in this one about recruiting, but then it's... That's only half the challenge. The other half of the challenge is actually being a good leader and being a manager and having a weekly call with them and setting them up and giving them clear instructions and clear expectations, and then managing them against those expectations.

That is the thing that very few people ever crack, but we blueprint and we teach you. So, this will be your journey now as entrepreneurs. You know, you're young guys, you're doing some stuff in the world, but you're going to have to learn the skill of delegation, management, accountability, challenging conversations, SCS.

These are the skills we're going to teach you. So, you know, sit tight. It's coming.

And you've got experience, and many people have had a similar experience. But the worst thing you could do is think, well, it didn't work. I'm not going to do it again.

It's like, no, it just didn't work because you didn't have a blueprint to follow.

[Speaker 10] (1:01:27 - 1:01:28)

So, yeah.

[Adam Goff] (1:01:28 - 1:30:26)

But it definitely starts with, like, setting the expectations at the beginning. The job description can do that really well. Having a good recruitment process.

Like, all these stars have to align. It's not really as simple as just getting an EA. It's like, you've got to do everything, most of the things right in a 20-step process, and then you'll have success.

So, in terms of what these assistants are going to do for you, and it's actually quite a nice segue, Liam, so thank you. Two different types of work, really. And I've already sort of touched on it with this tempo versus steel things.

Like, the first type is reactive work. This is tasks that are coming in thick and fast, how most of us are living our lives in this room. Busy, you know, too much to do, everything's urgent.

A sentiment to take into this is, it's the small wins that actually make huge successes. So, even though I'm saying to you things like booking your train tickets, polishing your, you know, sharpening your pencils, polishing your shoes. Like, it's kind of a bit of, I'm saying it a bit tongue-in-cheek.

Like, booking your plane tickets. Some of you will be saying, well, that's so easy to do. What's the point in delegating that?

It takes me 10 minutes. But it's these small things that actually add up to huge wins. Because you're, yes, it's 10 minutes, but it's 2,000 things a year.

It's like, you don't realize they're small, and that's why you're doing them, you're trapped. And this is the trap rule in our businesses and in our lives, like I said, on a, who else does admin on a Saturday? You just, it's just like, how much would you pay to never have to do that?

It's like, 60 quid a week, 50 quid a week? It's like, when you think of it like that, it's like, how much is that day off worth with your family? It's just worth way more than eight pounds an hour, isn't it, to someone in the Philippines?

So the point is, is that don't overlook it because it's small, because actually these things compound up, and they, first of all, you're gonna learn the skills to allow you to do it for bigger things. If you can do it with running your house or running your life, then you can do it with world-class talent in a business, and they can start running your companies for you. So these are important skills, and they'll give you your time back.

So when it comes to reactive, and our mindset we need with this, it's like, as I've already said, it's not, when am I gonna do this? It's, when I look at my tasks, it's, who am I gonna get to do this? And you won't all be there this Sunday because it's only this Sunday, but for those of you that have got help already, when you do your Sunday sanity this week, why don't you ask yourself that question?

Why don't you put it on your action list now and say, rather when, rather than when, why not who? Who can I actually get to do this task that I've been putting off for weeks? Is there anyone in my sphere who could do it for me?

When it comes to reactive tasks, you could just quickfire off at the beginning of every day, from the beginning of every week, at the beginning, whenever, of a period, things to do. I need you to send this to someone. I need you to send this in the post.

I need you to chase this person. Chase the mortgage broker every three days until you hear back. I need you to send this email.

Please send this email. Dear Josh, please do not send me any more diary invites. Ask Brian to do it.

Thanks, Adam. I need you to order me some new mouthwash because I've run out. It's like, oh, and can you find a really good restaurant for this Friday because I need to take the missus out?

It's like, that could all be done in a three-minute, 13-minute voice note of all the instructions and that EA or that PA could then start executing all those tasks. So you could just clear things off your to-do list, high in the task triangle. They get on with the noise.

They do it. They'll come back to you with any questions. Happy days.

It's probably something that Liam didn't do, for example, when he had his new EA. He's like, you have got to set the clear expectations. This is absolutely fundamental in managing anyone is clear expectations.

You've got to give them a clear brief. So aside from the quick, easy things that I just said, if you are asking them to do something, it is your responsibility to set clear expectations. This is basically 90% of management is clear expectations, bless you, and then making sure they understand and then holding them to account.

Honestly, nine times out of 10, it's because the brief wasn't good enough. That's why I didn't do the task. It's not that they're a bad assistant.

It's that you didn't tell them what to do. You didn't put enough energy in to delegating the task. When is the deadline?

And do you have an SLA? So for example, an SLA stands for service level agreement. So for example, if you've got someone managing your inbox, when you bring them on board, or if you've currently got them on board, agree an SLA with them.

How quickly do they have to reply to emails? Is it once a day? Is it twice a day?

Is it once a week? If they're checking your Facebook Messenger and they're clearing your inbox for you there, how often do they check it? Is it once a week?

Is it once a month? Is it once a day? What is it?

And agree it. Agree the terms of service they're gonna provide to you. If you send them a WhatsApp, when are they gonna come back to you?

Is it by 3 p.m., by 6 p.m., every hour? These parameters are really important to agree with your assistants. You can obviously send it on a WhatsApp text.

You could send them a voice note. You could send them a SANA if you work with them on a SANA or another task-based software like Monday.com or whatever. But probably something like a SANA isn't gonna be as reactive.

It's probably gonna be more proactive, which we're gonna come onto in a second. So it's just like acknowledging that this is urgent. It's like, okay, I'm tracking stuff at you and you need to just run with it.

But you do need to store these on your SCS document, your setup, check-in, sign-off document, or SANA or diary, if they are worth it. If you ask them to do a quick task and it's easy and done, no. But if someone needs to be keeping a log of all the tasks you've given them, it would normally be the assistant's responsibility to update the SCS and you would check that it's there.

Equally, you could add it to the SCS document and say to them, listen, I've added you these five tasks on today. Please check it before 10 a.m. and let me know if there's any issues. Yes, no worries.

And you could do like a daily delegation. So that's your reactive. A great example of what you should not be doing as an entrepreneur, which is the epitome of reactive is monitoring your inbox, your email inbox, okay?

I'm not even gonna ask, because I don't even wanna know who is still, who is monitoring that. Who's been in email in the last week? Everybody, cool, great.

Oh, okay, good. You're in the right place. Because inbox is, like, your inbox, I've already made this point, haven't I, about the post room, do you remember what I said?

Like, you wouldn't hang out in the post room looking for mail and hoping for a good one. It's like, you do not need to be the one in the mail room. You do not need to sort through the mail and filter it and open them all and store it all and log it all with bills and, like, wrong address and, like, household.

That's not your job. Your job is to answer the two or three letters that are really important about a deal or et cetera, et cetera. This is why, this is a task triangle literally in complete, in isolation.

Because there's so much work just to get to that gold that you do not need to do. You just need to do the high value work, which is the direction and deciding and there might be one email in there a day that's actually important that you need to sit and work on. But your inbox is not the place for you to work on it.

You don't sit in email and craft the perfect email back. Get it forwarded to Asana, get it put in a WhatsApp group for, like, Adam or Josh or whoever it is to respond to and then go away, do the work, build the spreadsheet and then send it to your assistant and say, okay, I've done the spreadsheet, here it is, this is the email I want you to send. Dear Louie, thank you for your email.

I've now done your project projections that you've asked me for. You can see that there's 12 months thing, blah, blah, blah, blah, blah. And just a covering note, boff, please send the email, dosh.

That is the task triangle in practice within your inbox, okay? Like, email is just, frankly, a complete waste of time. If you are gonna delegate email, though, which I would suggest you all do, I actually, believe it or not, we don't have a podcast on this because we just used to teach it all the time and so I actually asked Dan to make a podcast on this recently.

We will give you the complete blueprint for how to delegate your email. But in short, you can teach an assistant to filter, for those people who want to write it down, filter your inbox between anything urgent, if it's urgent, it goes in a WhatsApp group, for me, on my personal number that dings because it's very rare that anything is urgent. So I have urgent, I have to action, and I have to read.

And they go to three different places. The urgent, like I said, goes to my number, which does have a notification on, so I know it's urgent. Action goes to Asana, just goes into Asana as a task with a project and a deadline, if applicable.

And then to read goes into a WhatsApp group, which is just more like an FYI. EE are putting their prices up, cool, it goes into read. Maybe I care, maybe I don't, but she'll put it in there just as an FYI, which means it's not urgent, I can read it whenever I want.

If I read it today or next week, it probably doesn't make a difference. So, or never, frankly, yeah, and I just would scan those and then if I want to reply to any of them, I'll just sort of swipe the message, put on a, do a voice note and say, yeah, you know, this one with EE, can you just shop around now? Can you make a task in Asana to shop around?

And that's it, and I just don't go in my inbox. You know, just generally like, I'm not saying I never go in it because we all get sucked in every now and again, but literally, it's not on my phone. I don't have the app on my phone.

I can't check it on my phone. I just, I very rarely go in it. I just tend to go in it sometimes very early in the morning because I'm in Bali and my assistant isn't awake and sometimes I go in there and do some stuff.

That's it, that really is it. So yeah, so get out of email if you can. Let's talk about being proactive.

So we'll do questions at the end. So let's talk about being proactive. So Dan always used to think I was a bit of a diva when he started working with me because I would always be really fussy about deadlines and getting things early, and Dan's a dynamo, so he would literally do things very last minute, whereas I like to be organized and important.

And until he realized and he saw the light and he realized why I did it, and it's because being early and being organized, like I was saying to Liam, is setting an example in your business and it allows you to do your best work. So we want us all to be, we all want to be on time, well prepared, not rushed. We don't want to be rushing things out the door.

We don't want to be late. We want to be early with all our work so we bring our best selves to our business. So did you want to get a picture of that, Tom?

Go for it. So by being organized and ahead of the game, we minimize all that reactive, urgent stuff. We have less urgency in our life, which actually improves the quality of our life because we have less stress, basically.

So this is where things like My House that Rachel implemented, this is like, My House is great. If you've got 20 deadlines in a month and everyone knows what they are and everyone hits them, guess what? There's nothing urgent that happens.

If you don't have a My House and you've got 20 deadlines in a month and people forget, you've got 12 things you miss, 12 urgent problems. Oh, did you send that to, oh no! You know, and it's like, you get that 12 times a month, it causes stress.

So this is why we want you to be early. And this is, again, mindset, breaking down a task into its component parts. Where does it fit on the task triangle?

Where does it fit into your week? Who are you giving it to? You know, when's it happening in Sunday sanity?

How is it happening? Have you blueprinted it? You need to create these, for these reactive tasks, your job, or your EA's job, if they're capable, is to create these high-value blueprints.

Set and forget, like, blueprint it once, do a Loom video once, write out the instructions, and then you never have to touch it again. Like, invest the time. It'll take you double the time.

If it takes you half an hour to do a task, it'll take you an hour to write the process. You do it and you never do it again. That's the whole point.

So you can build these set of blueprints, this operations manual. You include, again, the clear expectations, what needs to be done, when does it need to be done? My house.

And how does it need to be done? A Loom video. Step-by-step instructions.

Loom video, whatever's appropriate. And yeah, so you use the map process. The process we've been talking to you about in Windsor.

Remember what we said? Content and context. Content is the document, the ops manual, the step-by-step guide.

Context is the Loom video talking through what those steps actually are, or a live demonstration. Content plus context means very little questions for you. That should be the motivation.

It's like, the more I put into this, the less I'm gonna get back. And then you store it on my house, as Rachel's done, as we do, as Josh does, and in your ops manual. The content goes in the ops manual along with the supporting Loom videos.

The deadlines go in my house. A very clear document showing you exactly what you've got to do and when. And it allows someone to manage their workload.

They know what's important. They can tick as they go. And if you can set a steal up, either set a steal up with this or have them help you create this, they will rarely drop a beat.

They will not drop a beat. As long as they're not overworked, they will just nail it week in, week out. Isn't that right, Rachel?

They will just nail it. You'll have very little noise. It's because you invested all of this.

Okay, we'll come to questions at the end. So the goal really is to automate everything. And I was a bit more obsessive than I am these days, but we get to the stage, bless you all, literally everything was automated, even how I made my porridge in the morning.

It was like, literally I'd measure, I wasn't OCD, but I'd measure out whatever it was, 80 millimeters of milk, and it would go in for 80 seconds or whatever in the microwave. It was just because I didn't want to have to think, because when I was that busy, I didn't want to, I'd always wear a black t-shirt and black jeans, it was like automate everything, like remove all these decisions from our lives, like think about it once, and then pass it off, and just let it go, and then focus on solving a bigger problem, because worrying about what I'm gonna wear every day is a complete waste of my time. I'd much rather be applying that to my business, which is what allowed me to build my financial fortress and retire at 37.

That's what I was able to do, because I wasn't worried about all of the nonsense. So yeah, be early, take this into your lives. I think it's a really great mindset to have, and this is an example of my assistant's blueprint, I call it, my ops manual.

So all the things she does for me, whether it's basic details, down to managing my finances, et cetera, even dietary requirements, basically the seafood diet, everything, like zero, this is like EA stuff, all my tax, VAT, age payables, credit control, rent payments, et cetera, et cetera. This is EA stuff, it's managing company. She does my management account report, the management account checks every month.

Stuff for PE, invoicing, managing all my properties, whether it's the paint colors in the houses, or how to manage, or what tenants are having, DPS, et cetera, et cetera, et cetera. These are proactive examples of blueprints that we've built, and Encyclopedia blueprints do everything we want in the business, so she can just basically go on and do it with very little input from me. Building this out at the moment, a new operations manual, mainly for my personal life, my PA, Marielle, bit of a level up.

This has got a lot more detail in it, it's more step-by-step, because this has meant a lot of the stuff I'm gonna delegate to an even cheaper VA in the Philippines. So she's literally doing it, every time I travel to Bali, what to do, what to do with my social, all that sort of stuff. So this is kind of a more sexy version, because the person she's gonna delegate that to is probably gonna be a lower skillset, lower per hour, so they need it all on a plate.

Totally a bit more dynamic, she can kind of just run with it. This is just part of my house. It's Tony and Marielle now, just like Rachel showed earlier, just our daily, weekly, monthly, quarterly, annually, and these are just grouped into colours.

We're starting to loom everything. We didn't have looms all in one place, so where it's a hyperlink now, it's a loom, and that's getting built out every single week, and when in the month it has to be done, and who's responsible, and very, very clear. Incredibly clear, and like I said, very rare that I'll ever miss a deadline.

So this is one of the podcasts which you could definitely listen to, which is The Margins You're Missing, and it really is focusing on something I've mentioned a few times, which is like, you're missing, there's money on the table in your business, but you're missing, because you're not following up with leads, you're not doing that extra sales call, you're not putting in the offer on the deal that you haven't heard from for six months, because you're too busy doing the low value stuff, and this podcast really focused on the fact like, if you could free up all your time, how much more value you could add to the business, and ultimately bring in on the top line, so this is the motivation you need to basically free up your time so you can make more money. This is a good illustration of how Dan creates his podcast. Yes?

What number? No, the number's not on there, so I don't. Lauren, could you essentially find out the number, please, and post it in the Facebook group, that would be awesome.

So this is how, this is a good example of the task, this is how Dan does his podcast, so he'll record his podcast using Otter, okay, so Otter, and then a simple WhatsApp instruction, voice notes, he'll do the podcast on Otter, WhatsApp instruction goes to, well, then he's got a blueprint for how to basically do his podcast, goes to his EA, his EA then is the gatekeeper, she distributes it to everybody to make it happen. All he's done is the top of the triangle, recording it with a voice note, with the show notes that are gonna go in. The EA then distributes it to everybody else to execute.

The website designer, the person's gonna put it on the blog, the podcast editing, people are putting it on YouTube, the VA's posting it across all the social channels, done. So it's a blueprinted process, which means that when Dan started doing the podcast, it was like, wow, this is a lot of work, I mean, for the first few months, he'd only got a few episodes out the door because he was too busy. And he's like, well, this is not, this is just a system problem, I haven't systemized this, and he built this system and every week, without fail for the last three, four years, now we've had a podcast weekly, because all he's gotta do is sit on his phone when he's out walking or sat in his studio or whatever and just record the podcast.

Like, that's it, with some show notes, some instruction maybe for the imagery and it goes out the door and the EA manages everybody else, holds them accountable, draws it all together, makes sure it gets published, and it goes out the door like clockwork every single week. Just a stunning example of what can happen. So literally just him walking around, doing his thing, and then all of these assets get built, Dan is just doing the content.

So another good example of something that your EA could do, we teach this on advance, we've literally just done it, it's called the Director's Dashboard, which is basically a scorecard for you as the owner of the business for the four main teams in your company, marketing, sales, operation, and finance, and we all wanna drive our business by the dashboard, but if it was up to us to populate this scorecard every week or every month, it's never gonna happen. So we need these EAs and these steals in our business because they're the ones that are gonna produce these scorecards for us every month, they're gonna find the data, it's reliable, it's accurate, and then as owners, we can sit back and we'll look at the dashboard, again, top of the task triangle. Then you can direct and decide, you've got all the data you need, but you're not the one who's going around fishing for the data, finding out, you're just literally looking at the reports so you can make the decisions you need to run your company.

Okay, so gatekeepers, so I've talked about gatekeepers already, then we're gonna finish off, right? So I've already covered this. The idea of a gatekeeper is that your phone should not ring, that's the whole point.

They're gonna take all the noise, their phone rings first, not yours. They are gonna manage, like Dan's does, all third parties. So they give tasks to third parties and they manage them.

You only deal with your gatekeeper, so you're buying a house, it's like, they talk to the solicitors, they talk to the estate agent, they talk to the et cetera, et cetera, et cetera, not you. They are handling the transaction for you, they represent you. You need to be less available.

Their job is to protect your time. So you can be available for them, but you are not available for anyone else. Sorry I'm not available, please talk to Tony, or Tony can say, Adam's not available, can I give you a call?

And honestly, 95% of the time, she is able to speak to people on my behalf, even big companies, and she's authorized to speak to loads of companies on my behalf as well, the ones that need it, like Kent Reliance and American Express and people like that. She's permitted to do stuff on those accounts. Remember this urgent versus important, okay?

Anything that is urgent should really be someone else's responsibility, and this is what EAs and gatekeepers can do so well for you. Like, when there's a panic or there's a problem at a property or something urgent, really, you don't want your phone to ring, you want their phone to ring, because then you don't get distracted. You know, your day that you had planned, your two hours of prime time, doesn't get thrown out the window because the tenants locked themselves out of the property.

It's like, that is not your problem. It needs to be someone else's problem, but you've gotta pay and train a gatekeeper to do that. It's not gonna happen overnight, but you can make it their responsibility when you're recruiting them and onboarding them.

And you expect and you want to deliver world-class service. These gatekeepers, they should be really good. You know, you want high performers in these positions.

You want people that you're ultimately gonna trust with your business or your life, and they're gonna act like your right hand. I mean, they are gonna be as important to you as your right hand. They're gonna be an extension of you.

They're gonna act for you. You're gonna trust them to deal with things that you would have normally dealt with. It's gonna be a process, but they're gonna, and they'll do a fantastic job because they're not as busy as you.

This is their only job, whereas you've got all these other things going on. So you need to be available to them, and then they will be able to deliver a world-class service to everybody else. So, yes, I mean, this slide just demonstrates all of the things that, and hopefully I've already kind of given you, when I've given you my blueprint, you can just see just how much these people are able to do for you.

Do, you know, do nothing, delegate everything. Quotes, in your insurance, filling in forms, like those stupid forms you have to do when you buy a property, you know, like the, what's it called? I haven't bought a property in ages, but it's like a, oh, yeah, it's like, oh my God.

It's like, I can't believe they still exist. Like, you know, talking to solicitors, managing your tax, like getting it sorted. Thank you, David, I wasn't doing that to you, but it's like, it's just, you know, managing suppliers, talking to clients, organizing your Google Drive.

You know, you want your Google Drive to be spick and span and sparkly and organized, you know, not just a haystack where, you know, hoping to find the needle every now and again. It's like, this is what your assistant can do for you. They can chase money down, they can chase bills, they can chase suppliers, they can chase anything.

You know, they're gonna add so much value, you just don't even know. All this stuff you're leaving on the table, basically. So some top tips, and then we're gonna round off the day.

So, you know what I was saying, Liam, about like taking responsibility, being on time? Be early, like, as entrepreneurs, we wanna set an example. In order to be early, we've gotta get our, we've obviously gotta get our stuff together, you know?

We know we've got proactive work, which we can start blueprinting one thing at a time. It is hard, you might have to work weekends, you might have to work late. It's difficult when you're busy.

Like, it's hard to blueprint things, but you do it once and it's done. Then you've got reactive work. Well, that's just a capacity thing.

You need someone with hours, two hours a day, three hours a day, who you can throw stuff at and they will deal with it. That's how you lower your workload and be proactive. Slow down to speed up.

Like I said, you might have to work weekends, you might have to work evenings, you might have to get up earlier. You're gonna have to start blueprinting this stuff. Your one hour a day, your prime time, this is building a business.

This really is what it is. Like, building your life, building a business. If you never wanna book a plane ticket again, you're gonna have to blueprint it so that someone can do it for you.

Like, you know, those Saturday jobs, if you wanna stop doing them, you're gonna have to write it down so someone else can do it for you. This is a good one. To increase output, reduce input.

Okay, so once you hire your team, the less you meddle, the less you'll have to do. And the less you talk to clients, the less they'll talk to you. And it's about, that whole thing about, well, don't ask me, I don't know.

It's that. It's like, if you don't have access or you don't know and you can't input, then you will just naturally get less noise because they'll know to go to someone else. So it's like a little bit of a game you have to play to get out of it.

But it does absolutely work. This ultimately is just about raising your rate. So you're toggling.

For those people that are toggling, well done. And you know how much you're earning. And you'll have a stat for this year or last month.

You'll say, I worked 160 hours and I earned six grand a month or 10 grand a month or 60 grand a month. Whatever it is, it doesn't really matter. You've got an hourly rate.

Is it going up every month or is it going down? That is a very simple stat which you should all be tracking. And if you don't do it monthly like I do, you should at least do it every single year when you're doing strategy because you wanna be earning more than you can pay these assistants.

That's the bottom line. That's basically what it comes down to. And a final tip I'd give you is, and hopefully this is kind of just the way we are anyway, but just because these people are being paid five pounds an hour, obviously doesn't mean you're not gonna treat them with the respect they deserve.

They're hardworking people. They're providing for their families. Have this leadership mindset of the fact that you work for them.

What Neeraj said about paying people for the tasks that are part of the recruitment process, I thought really embodied that nicely. They're working for you. They might be shining your shoes.

They might be picking up your laundry, but it doesn't mean you can't treat them with absolute respect. It doesn't matter if they're the cleaner or the queen. It's to treat everyone the exact same, whether they're in the Philippines or Blackpool, it's exactly the same.

Maybe not Blackpool. I mean, it's such a little Blackpool. But you know, it's like, unless they're from Blackpool, you can absolutely treat them with respect.

So you're there to serve. You're there to lead. You're there to serve them.

You might be delegating things that you think are menial, but actually it's fine. It's their job. They're being paid for it and they're happy, but you are there to serve them whatever they need, whenever they need it, you give it to them.

Key thing about the gatekeepers is, even though you're unavailable to clients, you are always available to your gatekeeper, always, because they need to know they've got access to you whenever they need. If they're gonna have the confidence to talk to clients, et cetera, they need to know you've got their back. Okay, so some resources to support.

So we're gonna post these in the Facebook group. These are two job adverts, one for your personal assistant, one for your executive assistant. So if you are gonna hire, they're there.

Any questions? Katie, yes. Got time for just a few questions and then I know Rachel's desperate to get back on stage.

[Rachel Davies] (1:30:27 - 1:30:31)

Do you want the box? One-handed.

[Adam Goff] (1:30:32 - 1:30:33)

And then we'll go to Claire, yeah.

[Speaker 8] (1:30:34 - 1:30:55)

Just quickly, for someone who's going through the process of hiring a VA or PA, whichever assistant, how do you know how many hours initially? And how do you know that if it grows, they're gonna be capable of taking on those hours? Because we might only start with one hour a day, but then it could quickly progress to three.

[Adam Goff] (1:30:57 - 1:31:16)

Yeah, well if you toggle your work, you'll know how much you're delegating. So for example, if you did low, medium, high on toggle and toggled for a month, and then you analysed your time and you went between the three of you, what can we give? How much?

Now you can spec out, you know how many hours.

[Speaker 8] (1:31:16 - 1:31:22)

And do you allow initially some extra time for the training side of things?

[Adam Goff] (1:31:22 - 1:32:30)

100%, I mean double the time initially. I would say you're gonna have to invest. So one way to do it is to say, I'll just have someone for an hour a day, you'll fill up that time really quickly, then you have to hire, and they might only have an hour a day capacity and then you've gotta hire someone else.

So if you were being really strategic about it, you'd time track for a while, build some blueprints and then say, well there's 20 hours a week there, easy to delegate, but it's gonna take us six months to train them on those 20 hours, because if they've only got 20 hours a week, you can't just, they need to learn the 20 hours worth of work, so you have to be patient. And it's just slowly, slowly, slowly, handing over, handing over, handing over, until they've got it all. And then it's like, it might take them 25 hours, but it took you 20, but it might take them less.

So I'd say if you wanna be really strategic about it, toggle. If you just urgently just wanna get going and it's like, that would put you off from doing it, I would recommend you just get an assistant for two hours a day or an hour a day, and just commit, because just the process of having an assistant, if you don't have one, like better that you get one for an hour a day, than don't get one.

[Speaker 8] (1:32:30 - 1:32:31)

If that makes sense.

[Adam Goff] (1:32:31 - 1:32:37)

Because you'll learn so much from just getting on the wagon basically. Claire, yeah, then Pat, do you wanna pass it to Pat, yes.

[Speaker 13] (1:32:37 - 1:32:48)

If you're hiring a PA that's purely gonna support you in your personal life, not touch the business at all, how do you pay them? Do you pay them through the business or do you pay them out of your household money?

[Adam Goff] (1:32:52 - 1:32:54)

Can't you just shut up? Turn the mic off, no.

[Speaker 10] (1:32:55 - 1:32:57)

No, they're benefiting the business.

[Adam Goff] (1:32:58 - 1:33:04)

Yeah, I mean, I always pay, I mean, I always pay them through the, are they UK based?

[Speaker 13] (1:33:04 - 1:33:05)

I don't know, they don't exist.

[Adam Goff] (1:33:06 - 1:33:49)

Yeah, well. I mean, I would always pay them out of the business. I mean, because it's like, yes, supporting the director.

I mean, as long as they don't put like, I don't actually know where you stand tax, like actually tax wise, but I don't think anyone's got an issue with, never like, you know, for example, they said like picking up the laundry and like doing your washing up. It probably wouldn't, but if it was just like consultancy or support services, then yeah, I mean, if they're in your house doing your washing up, you might struggle, but if they're based abroad and they're just helping you with office based tasks, I wouldn't worry about it. Yeah, that'd be my advice.

Louine or Pat.

[Speaker 11] (1:33:50 - 1:33:59)

Cheers, Adam. Yeah, just wondering how you, so you've got your process document maps and then do you put each one of them onto Asana as well? Is that what you were trying to say?

[Adam Goff] (1:33:59 - 1:34:01)

You don't do that? That's a recipe for disaster.

[Speaker 11] (1:34:01 - 1:34:02)

Yeah, I was just wondering how you did all that.

[Adam Goff] (1:34:03 - 1:35:20)

Yeah, yeah, yeah. What I've learned when it comes to documenting process, everything goes in a document and drive. You know, you're like, you don't want to store documents and how-tos in as personally.

I don't store them in Asana. Because Asana's like complicated and it changes and it's just like, it just becomes, like a Word document is fine. It doesn't need to be in Asana, right?

And then they have an Asana task, if it's recurring, the actual task will be in Asana. So in other words, gas safety certificate. So it'll be in, there'll be a thing, this is what to do when we need a gas safety certificate.

This is what it is. It'll be in my house, which will be like a month before it expires or a week before it expires, say. Then there'll be a task in Asana that recurs every year, which is like gas safety certificate for X property.

So the task is under my house is the trigger to do it. But all the instructions about how to do it is in a static document, one piece of information that's just stored. And actually even Asana is a little bit complicated.

You don't even really need Asana, actually. Asana is a layer of complexity you don't need. It's not required.

They could just have my house, a Google calendar, and an Ops manual. They don't need Asana, right? They just diarise it.

It's just where are you storing the information.

[Speaker 11] (1:35:21 - 1:35:28)

Yes, and then the my house, how you showed yours there was a bit like a scorecard as well with the tick boxes.

[Adam Goff] (1:35:29 - 1:35:58)

Yeah, well Rachel's is like our proxy on Gmail, which is like a tick. So it's like they're repetitive tasks so every month you sort of tick them. Mine wasn't a scorecard.

The colours were just groupings, actually. Mine's just more like a static document, which is like every month these are the 20 deadlines and this is when they need to be done. And then it's very clear if someone misses a deadline, it's like, well, you've missed a deadline and it's in my house.

They don't really have any wriggle room, you know? It's like, it's clear expectations, which we'll teach you next month.

[Speaker 11] (1:35:58 - 1:35:59)

Thanks.

[Adam Goff] (1:35:59 - 1:36:02)

Yeah, you're welcome. Time for one more question. Louine, yeah.

[Speaker 7] (1:36:03 - 1:36:39)

Just going back to Katie's question about how many hours would you hire a PA for as an EA? And I'm just hiring a PA. I've actually got two now that work for me.

I hire them on a retainer basis first, knowing that I'm not gonna get all their hours out of them straight away. But it's also made me give them more work to fill up their hours. So it's a good way to make yourself give them work and delegate work and free up some more of your time if you're having to pay for their hours in the first place.

[Adam Goff] (1:36:40 - 1:37:16)

Yeah, it takes a bit of courage, but it's basically very unlikely that you'd ever have not enough for them to do, especially if there was three of you. You don't necessarily wanna jump in 20 pound an hour, eight hours a day straight away. But if you can hire someone at a reasonable rate and you both all agree you're worth more than that, then actually, like I said, all it's gonna do is raise your rate because you're not gonna go and swan off and go on holiday for a month.

You're gonna work harder. You're gonna add more value to the business, like getting new clients or whatever it is, new properties, for example. Yeah, Josh, do you wanna go quick?

[Josh Keegan (Referenced multiple times)] (1:37:19 - 1:37:28)

Just on Josh's previous, what we've done, book that's quite good is Who Not How by Benjamin Hardy.

[Adam Goff] (1:37:29 - 1:37:29)

Yes.

[Josh Keegan (Referenced multiple times)] (1:37:29 - 1:38:09)

And also regarding any of this stuff from last month's lunch, I think it was Gary that told me, so when you're making stuff up on Loom, you can copy the transcript and turn it into a chat GBT and you can ask it to do a short step-by-step guide. So what I do is I do the Loom video, save it on my laptop, convert it onto Google Drive, and then the description, then I'll just copy what it's, well, I'll read through what it says on the chat GBT and then copy and save it and then put it into the description of the video as well. So it saves you an hour or however long it's gonna take to do it.

[Adam Goff] (1:38:10 - 1:38:46)

Well, not me, Marielle, but yeah. I mean, that's seven pounds, that's eight pounds, I'll just say, thanks very much. Eight pounds an hour, that's good.

No, great tip. I mean, you still wanna add maybe a picture in or whatever, but then you're just editing, you're not writing. Really good, thanks, Josh, very, very good.

Yes, that Hardy book I've heard is excellent. I mean, hopefully I've really drilled it home and everyone's on board. Is everyone on board with this, do you think?

Yeah, is everyone on board? Don't just say yes because it's the end of the day. Are you on board?

Are we all ready to value our time? Are we all ready to value our time?

[Speaker 13] (1:38:46 - 1:38:46)

Yes.

[Adam Goff] (1:38:47 - 1:38:48)

Are we all ready to value our time?

[Speaker 13] (1:38:49 - 1:38:49)

Yes.

[Adam Goff] (1:38:49 - 1:39:30)

Well, stand up then, all of you, come on. Stand up, stand up. Sit down if you already have a PA.

Okay, good, good, good, good, good. Sit down if you would like to earn less than 15 pounds an hour. Good, so everybody who's standing up needs to hire an assistant because you all want to earn more than 15 pounds.

Don't sit down, don't sit down. Bobby is gonna take a photo of all of you. Are you all gonna hire an assistant for next month?

[Speaker 10] (1:39:30 - 1:39:31)

Yes.

[Adam Goff] (1:39:31 - 1:41:25)

Okay, good, because this is some group accountability. You're just trying to get evidence of it. Now you may sit down, okay, good.

All right, that's good. That's something we do on advance a little bit. It's a little bit of accountability.

We call it stand up, sit down. It's a lot. Mike, you can sit down now, Mike.

He's really pissed off at me. He's like, I would never have stood up if I'd known what I was signing up for. Listen, some of you will, some of you won't.

Some of you will this month, some of you will next month. Some of you will wait a year, all right. Please don't wait any longer than you need to.

I would suggest you get going with this because it does hurt. It's a little bit painful, but it will yield results almost immediately. Like literally you will see the lights go on and you'll be like, aha, okay, cool.

And there's lots of people in the community that are doing it already. Ask us for help and I'd love it if everybody who said they would hire an assistant would actually do it this month. It's part of the homework.

Hire an assistant even if it's ad hoc through an agency and it's just a few hours a month, you've started. You've broken the seal and now you're feeling more confident. Okay, this would also be how you could start landing some planes.

We've got to finish our winter hit list. I'll leave you with this final sentiment. And if there are things on your winter hit list that have not got done, that need to get done and you're now thinking, I need to move on, I need to do this other stuff.

Why not hire an assistant to do it for you? These things don't have to stop just because we've left winter. You could hire someone to clear your massive long to-do list.

And then that's going to add value to your life and to your business. It is absolutely worth the investment and that's what this season's all about. It's about hiring a team, creating leverage, learning how to manage them, learning how to lead them.

Spring will be over before we know it and we'll be into championship season and it'll be all about sales. So anyway, I've spoken for long enough. Have you enjoyed today?

Yes. Thanks for your company, you've been great. Let's give Rachel a massive round of applause please.

Woo!

[Speaker 10] (1:41:27 - 1:41:28)

Thank you. Oh, well done.

[Rachel Davies] (1:41:28 - 1:49:56)

Thank you. Oh. Thank you Rachel.

Absolutely fantastic session. I think you're all on board, that's really, really good because it obviously changed my life and so I wanted to change yours, really, really important. And just one thing I wanted to finish on here is trust the process, follow the methodology, it absolutely works.

And when you get into this and you hire someone, the next thing you're going to do is you're going to move on to, and this is a little teaser for the next workshop I think, you want to get away from doing the tell, check, next kind of style of management because that can be really exhausting. So I don't want you to fall into this trap because this is exactly what I fell into when I hired my first virtual assistant. You want to be starting to think about transformation and leadership.

And this is even if you only have one assistant helping you, this focusing on what is the outcome I'm looking for, how do I measure it and how then do I coach them through it? And this is all the stuff that Adam's just gone through, literally the systems that you build to make sure that you can coach them effectively, they know what they're doing, they've got a My House spreadsheet or a checklist, they know exactly what they're doing and this is how you do it and you don't want to fall into this trap. So for those of you who are really busy right now, you need to be very careful that you don't fall into that trap.

But again, as Adam said, there's more of that coming in workshop eight so look forward to that. And this is my personal assistant, I restructured my team recently. This is my personal assistant's job description, job advert if you like.

I actually am not hiring a new person but I wrote the job description regardless because I wanted absolute clarity about what they were going to be doing. I'm absolutely happy to share this. You're getting templates anyway so you might not need mine but if you do want it, I'll give you it.

My assistant, she is going to be my PA but she'll be doing personal stuff for me but she will also be supporting my property manager as well so she'll be doing a bit of both. My business isn't big enough to have it separated. So that's finishing up and rounding off session three.

Right, to help with this, I'm going to be doing midweek mentoring on the 26th of April and we're going to be covering how to hire a virtual assistant. I'll talk to you about that long list of companies. Hopefully it might not be that long.

The people on advanced, who they've hired with and who they've used and how they rate them. I'll go through all of that on midweek mentoring. I'll also cover off how we shortlist, the contract, all of that stuff and then I will cover some of that transactional to transformational leadership and how it's helped me bring on really great virtual assistants and some of my success has definitely been in the training and the support that I give them.

There is some responsibility that you have. You have to own this, even if you're busy. If you want to get all of this off your desk, you're going to have to do some work to make sure that you can work alongside them and they give you the value that you're looking for.

So that's what we'll cover in midweek mentoring. Just to round off that session, I think you know the answer to this on homework. You literally just have to hire someone.

So this spring, hire a virtual assistant, hire a PA, hire an executive assistant depending on where you're at in your business. Some podcasts. This is a really good one.

This is an episode 75, Define, Delegate, Done. There's three reasons why your team keep messing up and two of them are your fault. And this is how Dan talks about empowering your team to deliver world-class results for you.

So that's definitely one for you to tune into. And then this one, and there was a bit of chatter earlier about bonuses and performance-related pay. Tune into this one.

It's episode 128. Get both of these on your action list. It's called Bonus Brainiac.

Talks about how you should pay your teams. And then we have got homework to do. So we've covered this off in each section but I just want you to be here.

If you turn to page 53 in your workbooks, and you can see all of the homework listed out here. So there's four steps to creating the perfect profile. Doing the wealth dynamics profile for yourself, then doing it for your team members, then picking some tasks for the task triangle once you've listened to that podcast and understand how to do that.

And then the other step is to tune into Gillian Anderson and Midweek Mentoring. Then we've got three steps to do the talent magnet. That is define the positions and the profiles that you think you need in your business, draft a world-class job advert, and then list it on Indeed or go to one of those agencies that we talked about.

And then with the steps for world-class PA, all we want you to do there is recruit a pay-as-you-go virtual assistant or a pay-as-you-go PA or EA, yeah? And then following on from that, the other homework that you've got to do is finish landing your planes, finish your winter hit list, get it 100% complete, or like Adam said, give it to somebody else to do so you don't have to. Hold your AGM and your New Year's Eve party.

They're two of the things that you should be doing this April if you haven't done them already. Those four podcasts are listed out in your homework right now. So from the task triangle to the bonus brainache with all of the numbers against them, so they're in your homework right here.

And then get up and give back. What are we doing? When is it launching?

Friday, yes, absolutely right. Give those guys a gold star. It's launching on Friday.

Make sure you've downloaded the promo plan and the assets. The assets are incredible. I've looked through them all.

They're brilliant. And then for the PE accreditation, post your Sunday sanity. Who here is going to post Sunday sanity?

Yeah, everyone, come on. Everyone's too busy looking at the homework. That's fine.

And keep putting your posts on the Facebook community. Remember, it's part of the accreditation. So that's your homework.

The other thing, if you feel like this is for you, become a PE promoter. So get yourself signed up to this. Join the WhatsApp group.

Josh and Adam will be on hand to help you with it. If you think you've got friends and family that are colleagues or business colleagues that you think will massively benefit from going through the same experience that you have on Property Entrepreneur, then definitely get them along to Blueprint and become a promoter. Any questions on that, ask Adam and Josh at the end, yeah?

And then PE parents, Claire. So our very own Claire is doing PE parents, the supportive Zoom group for parents in the community. Now, we're not having one at Easter because quite rightly, we're all pulling our hair out with the children at home.

No one's got the time. Everyone's frazzled. So quite a lot of us are on holiday, right?

If we've got kids, this is our opportunity to go away. So we're not doing one in Easter. The next one's going to be super special.

Claire has only gone and bagged Daniel Priestley. I know how she's done this. You're going to have to tell me later.

And he's going to be on the Zoom call talking about his book, How to Raise Entrepreneurial Kids. So if you hear you've got children and you want to raise an entrepreneurial child, it's our responsibility because the schools don't do this for us, do they? They absolutely do not.

And he's going to be coming in. Now it's on a different, slightly different time to what you'd expect. It's on the 9th of May at 12 because that's down to his availability.

So that's when that's going to happen. And you need to tune in. It's not going to be recorded.

It's a live session only. So if you're really interested in that, then I highly recommend that you get onto it. Put it on your action list right now.

It's the 9th of May at 12 o'clock. Midweek mentoring this month. We've mentioned all of these.

In the first week, we've got Gillian Anderson doing Wealth Dynamics coaching with you. She won property entrepreneur in 2022, didn't she? She's going to walk you through the methodology on Wealth Dynamics and show you how to use it in practice.

It's going to be absolutely excellent midweek mentor session. And I think she might be also offering a discount on Wealth Dynamics if you tune in. So that'd be really good.

Then you've got Adam on the 17th of April doing mid month mentoring and he's got four slots. He's going to be coaching four people through particular issues in their businesses. Remember to tune in because often other people's problems are the same as yours.

You can learn an awful lot from these sessions. And then in week three, you've got me doing how to hire a virtual assistant or a personal assistant. That's what I'll be focusing on in midweek mentoring.

So that's on the 25th of April. So tune into all of those. Sunday, Saturday, do this every week, 10 o'clock.

The deadline's 10 o'clock on a Monday. Is anyone here having problems doing Sunday, Saturday? Because I know a few of you are scoring Amber on the accreditation.

Is it Sunday, Saturday? Who wants to brave and tell me? Afam?

You're good?

[Speaker 6] (1:49:56 - 1:49:57)

You're doing Sunday, Saturday? Andy?

[Rachel Davies] (1:50:00 - 1:50:12)

Where's the catch box, actually? Where is it? Tell us about your issue.

I want to hear an issue. Oh, there it is. Look, I'm staring right at it.

Sorry. Yeah, yeah. And I'm just trying to find out what's holding people back.

[Speaker 6] (1:50:13 - 1:50:24)

It's not so much what's holding people, well, me, but I deleted Facebook from my app on the phone and I just upload via Facebook web on the phone.

[Rachel Davies] (1:50:24 - 1:50:25)

Yeah, okay.

[Speaker 6] (1:50:25 - 1:50:27)

It hasn't been uploading. So I'll have to do it through the laptop instead.

[Rachel Davies] (1:50:29 - 1:50:35)

Yeah. We don't need to do this anymore. Yeah, that's your answer.

[Speaker 6] (1:50:35 - 1:50:40)

I mean, I do have one, but she doesn't post. I mean, I'd rather just do it myself, but. Why?

[Rachel Davies] (1:50:42 - 1:50:43)

Afam, you should be doing it.

[Speaker 6] (1:50:43 - 1:50:54)

I've got a process. I've got a, based on Sunday sanity, I do like little, it's weird, Sunday sanity, I go for like a little walk and then I sit down after like 30 minutes and then sit down and write up what I want to do. That's my own process.

[Rachel Davies] (1:50:56 - 1:50:57)

Yeah.

[Speaker 6] (1:50:57 - 1:50:58)

I mean, she could do.

[Rachel Davies] (1:50:58 - 1:51:07)

She could do. It's your absolute test triangle. For sure.

Yeah. Yeah. But definitely, and I think anyone else struggling.

If you want to get that every morning, yes, you can do it.

[Adam Goff] (1:51:08 - 1:51:14)

Like just give her access to your Asana, wherever you plan it or your week, just have her log in and post your diary.

[Speaker 6] (1:51:15 - 1:51:18)

By the way, I'm green. Like I'm 100%. You're green?

That's cool. I just picked her up.

[Adam Goff] (1:51:19 - 1:51:19)

I'm 100%.

[Speaker 6] (1:51:19 - 1:51:22)

He was looking at me. All right.

[Speaker 10] (1:51:22 - 1:51:26)

Just put up. I was like, I was looking at him at the time.

[Adam Goff] (1:51:27 - 1:51:37)

Wait, here's the thing. That is the key to success though. Sunday Sanity.

[Rachel Davies] (1:51:37 - 1:58:58)

That's good. Glad to hear you're green, our fan. But for those of you who are not, this is something you can delegate.

Give it to someone else. Can I just say as well, those of you who are out, we've all got accountability partners. Can you all help each other remember Sunday Sanity?

Yeah. I think that's really helpful. Get your accountability buddies to send you a reminder, particularly if you're not scoring at the minute because of Sunday Sanity.

Book Club. So Book Club is Your Life, Your Legacy by Roger Hamilton. This is about an entrepreneur's guide to finding your floor.

It fits really well with wealth dynamics. Roger believes there's eight different paths to wealth and you find the right one that suits your personality and all your dreams will come true. There's 38 stories on there from entrepreneurial masters as well so that you can learn from the people who've done this really, really well, like Oprah Winfrey, I imagine.

The other thing you can tune into, I know we've given you quite a few podcasts but you're all walking and getting fit, aren't you, in April? So this is all good. Speak My Language.

This is a fantastic podcast. It works well for partners as well as in business. It's all about how to talk to the different profiles.

So how to talk to a blaze. With Adam, I'm starting to learn this. If I don't speak really quickly and make it really interesting, he just loses interest in me and walks away.

You can start, there's a certain way to talk to a blaze, steel, tempo, et cetera. You get it. That's what Speak My Language is all about.

It's absolutely fantastic. And then I just wanted to remind you about the championship season super event which is in the Woodland Suite on the 7th of June. Do not turn up on Wednesday the 5th because you'll be pretty lonely.

There'll be a party of one. So please make sure that you remember that week. It's a super event.

We're all coming to the same event. It's the big one. It's to kick off the summer season and it's on the 7th of June.

And also alongside that, we're going to be doing the Get Up and Give Back party. So this is where we're gonna have a really nice dinner. We're gonna celebrate.

We're gonna raise some more money. We're gonna give the cheques to the charities. And by the way, that is the absolute best bit, isn't it, Dan?

Giving the cheques to the charities. We'll all cry, bring your tissues. It's absolutely fantastic.

And then we're all gonna have a massive party, apparently. Very excited. And we all get to dress up, which is amazing.

So that- And it's black tie. And it's black tie, yeah. I've got my ball gown already.

It's all good to go. So that's from 6.30 till midnight. So that's what's happening on the 7th of June.

So make sure you've booked hotels for all of this stuff that's coming up if you're coming along. 28-day challenge this month. Because we are all getting fit for Get Up and Give Back, it's lean, clean, and full of steam.

So what that means is I want you to choose your targets for this. So it works a little bit like Handful of Habits. Remember our Handful of Habits?

Are we all still doing them? Are we? Yeah, good.

So if you want to pick, for me, probably it's going to be be vegetarian, walk 12,000 steps a day, and swim two times a week as a minimum. Yeah, because I'm swimming a mile, I'm walking up a mountain, all of that kind of stuff. And then what we're going to do is Bianca and Lauren are going to post every Monday in the Facebook community, and they're going to ask you if you've hit your targets, right?

So what you're going to need to do is decide what your healthy targets need to be to be lean, clean, and full of steam. You might want to just pick one. It might be, I'm going to give up sugar.

I'm not going to eat any sugar for a month, yeah? Or it might be, God knows what Grant's making Kay do, but it might be, you've got three targets, yeah? So whatever you want to choose, commit to them, put them in the Facebook community, tell us what you're going to be focused on health-wise for the month ahead, and then every Monday, tune into the poll and tell us whether you've achieved your targets for the week.

Does that make sense? Does everyone understand? Marvellous.

Now we did Buddy Up this morning. Anyone who's had an issue with Buddy Up who didn't get to see their buddies this morning, didn't get to check in with them, will you go and speak to Lauren, make sure you've got their phone number, and then can you call them, check in with them, or WhatsApp them and work out how you're going to do your SES next week? It's now time to do the feedback.

We take this really, really seriously. I think if some of you might have noticed, if you give us feedback and we can implement it straight away, we certainly do. So can you just take a couple of minutes now to give us some qualitative and some quantitative feedback?

So can you do the NPS score? You should all have it on a text. Yeah, can you put some music on?

Two minutes. Can you then put your phones down so that I can see that you've finished? Bless you.

Was that a cough or a sneeze? I can't quite work it out. Don't get sucked into WhatsApp.

All the steels are still going, Adam. Blurses were finished in two seconds. Say that again, Claire.

Don't take that one. All right, are we nearly finished? Did we get there?

Are we nearly there? Rob, have you finished or are you? Yeah, yeah.

All right, brilliant. Okay, well, I'll stop there. Thank you for your feedback.

It's massively appreciated. Remember, your net worth is your network. Yeah, so the room is still up until five, so please do a bit of networking at the end.

It's a 5 p.m. finish and there's teas and coffee still available. Right.

[Adam Goff] (1:58:59 - 1:59:51)

Sorry. So everyone who's joining me for the AGM experience, lucky, you lucky devils. We are gonna meet at 5.25 for a reception, just for a walk and talk. So get a few laps in, stretch the legs, get some fresh air, all that good stuff. Dinner is gonna start at 6.30 and I've hired us a private room, so we're gonna do like a supper club style or supper club light, so quite a big group, but we'll do like a round table. So feel free to think of a challenge you're having or something you wanna share.

Won't be quite as in-depth as a normal supper club, but I think it would be high value for everyone to get around the table. There'll be people from my mastermind there, there'll be other people from the community, so it's not just us. And that'll be at 6.30. So if you're gonna join us for the walk and talk, reception at 5.25 and then supper at 6.25 in the lake view, which is basically where the meet and greet was this morning at reception, okay?

[Rachel Davies] (1:59:52 - 2:00:02)

And also just on that note, there's a few people, I think she needs people to go to the back of the room who are staying over in the hotel tonight and she needs you to go and sign something and get your key for your door.

[Adam Goff] (2:00:02 - 2:00:20)

Yes, Lauren has arranged check-in for those of you that have signed that form, but for whatever reason, if you haven't, don't worry. She's got it all sorted. She can either do that for you now or maybe you might have to go to a section, but if you're checking in after this, go see Lauren, get your room key, go and do whatever you need to do in your room for half an hour and then get some fresh air.

Okay, cool, looking forward to it. Thanks guys, yeah.

[Rachel Davies] (2:00:20 - 2:00:40)

Brilliant, well, let's finish up. Today, we've given you an amazing set of blueprints, haven't we? You now know how to pick the perfect profile, become an absolute talent magnet and hire a virtual assistant or a personal assistant to get world-class results.

That's what we've learned today, isn't it people? Did we enjoy ourselves? Absolutely, well, let's finish on a massive round of applause then.

[Speaker 10] (2:00:43 - 2:00:44)

Thank you.