**PPN Session 1 07.06.2024 01\_Transcription**

[Speaker 7] (0:31 - 2:11)

Don't complain, don't talk negative, that average people talk normal, that average people talk problems, the great talk solutions. Average people use their time to whine and complain. Average people say it's their boss' fault, it's their mother's fault.

I used to be average. I used to say, when is my daddy coming to get me? When is my biological father going to come in my life?

And when I would talk like that, I ended up getting kicked out of school. And when I talk like that, nobody's coming to save you. Nobody's coming to get you, but you can go to the library and get yourself.

I'm suggesting to you that if you want to be great, that you're the first in the class and you're the last one to leave, I suggest that you study every single day, you take every single note, you listen to every single thing the teacher tells you. Feast mode. You go to the training and you're listening and you're writing.

Feast mode. You have to get to a place where you become comfortable with being uncomfortable. We no longer place ourselves in positions that make us feel good.

Because listen here, boo, some of what you want, some of what you're trying to get ain't in the comfort zone. And so if what you want is not in the comfort zone, you got to come out of the comfort zone to get what you want. And the reason why we fast from time to time is not that we have to fast, but at some point you got to fast because you got to tell the flesh who's in control.

I'm in control. You're not in control. I know you don't want to wake up.

You don't have an answer.

[Speaker 16] (2:11 - 2:27)

Get up. You got to make sacrifices. You got to discipline yourself consistently.

You got to program yourself to suffer on a daily basis in order to reform those lazy habits into ones that build success.

[Speaker 7] (2:29 - 2:48)

What do you want in your marriage? What do you want in your health? What do you want financially?

How much money do you want to make a year? What do you want to drive? How do you want to live?

Not just waking up like an accident. What do you want? And then once you find out what you want, spend the rest of your natural life waking up and going after it.

[Speaker 6] (3:08 - 5:58)

You can work on micro habits with regards to your conscientiousness. And I think the best micro habits is to set up some aims for yourself, goals that you actually value. Well, all right, you're going to have to put some effort into your life and you need to be motivated to do that.

And so what are the potential sources of motivation? Well, you could think about them in the big five, but then there are dimensions that you want to consider your life across. And so we ask people about, well, you know, if you could have your life the way you wanted it in three to five years, if you were taking care of yourself properly, you know, what would you want from your friendships?

What would you want from your intimate relationship? How would you like to structure your family? What do you want for your career?

Well, how are you going to use your time outside of your job? And how are you going to regulate your mental and physical health and maybe also your drug and alcohol use? And then maybe, you know, you develop a vision of what you would like your life to be.

Once the goal is established and then you break down the goal into microprocesses that you can implement, the microprocesses become rewarding in relation to their causal association with the goal. And that tangles in your incentive reward system. And the way it works is that it works better if it produces positive emotion when it can see you moving towards a valued goal.

Okay, well, what's the implication of that? Better have a valued goal, because otherwise you can't get any positive motivation working out. And so the more valuable the goal, in principle, the more the microprocesses associated with that goal start to take on a positive charge.

And so what that means is when you get up in the morning and you're excited about the day, you're ready to go. And so as far as I can tell, what you do is you specify your long-term ideal. You do that in some sense as a unique individual.

You want to specify goals that make you say, oh, if that could happen as a consequence of my efforts, it would clearly be worthwhile. Because the question always is, why do something? Because doing nothing is easy.

You just sit there and you don't do anything. That's real easy. The question is, why would you ever do anything?

And the answer to that has to be because you've determined by some means that it's worthwhile. And then the next question might be, well, where should you look for worthwhile things? And one would be, well, you could consult your own temperament.

And the other would be, well, you kind of look at what it is that people accrue that's valuable across the lifespan. So you do a structural analysis of the subcomponents of human existence. And you need a family.

You need friends. Like, you don't need to have all these things, but you better have most of them. Family, friends, career, educational goals, plans for, you know, time outside of work, attention to your mental and physical health, etc.

You know, that's what life is about. And if you don't have any of those things, well, then all you've got left is misery and suffering. So that's a bad deal for you.

[Speaker 5] (6:01 - 9:15)

Set yourself free for your own sake. Gather and save your time, which till lately has been forced from you or filched away or has merely slipped from your hands. Make yourself believe the truth of my words, that certain moments are torn from us, that some are gently removed, and that others glide beyond our reach.

The most disgraceful kind of loss, however, is that due to carelessness. Furthermore, if you will pay close heed to the problem, you will find that the largest portion of our life passes while we are doing ill, a goodly share while we are doing nothing, and the whole while we are doing that which is not to the purpose. What man can you show me who places any value on his time, who reckons the worth of each day, who understands that he is dying daily?

For we are mistaken when we look forward to death. The major portion of death has already passed. Whatever years be behind us are in death's hands.

Therefore, do as you write me, that you are doing. Hold every hour in your grasp. Lay hold of today's task, and you will not need to depend so much upon tomorrow's.

While we are postponing, life speeds by. Nothing is ours except time. We were entrusted by nature with the ownership of this single thing, so fleeting and slippery that anyone who will can oust us from possession.

What fools these mortals be! They allow the cheapest and most useless things, which can easily be replaced, to be charged in the reckoning after they have acquired them. But they never regard themselves as in debt when they have received some of that precious commodity, time.

And yet time is the one loan which even a grateful recipient cannot repay. You may desire to know how I, who preach to you so freely, am practicing. I confess, frankly, my expense account balances, as you would expect from one who is free-handed but careful.

I cannot boast that I waste nothing. But I can at least tell you what I am wasting, and the cause and manner of the loss. I can give you the reasons why I am a poor man.

My situation, however, is the same as that of many who are reduced to slender means through no fault of their own. Everyone forgives them, but no one comes to their rescue. What is the state of things, then?

It is this. I do not regard a man as poor if the little which remains is enough for him. I advise you, however, to keep what is really yours, and you cannot begin too early.

For, as our ancestors believed, it is too late to spare when you reach the dregs of the cask. Of that which remains at the bottom, the amount is slight, and the quality is vile.

[Speaker 3] (9:21 - 21:43)

We often hear these words, confidence, willpower, and motivation. But do you understand what these words stand for when it comes to increasing motivation and self-control? You have to remain patient and allow your mind to adapt to the new changes.

If you rush into things, then you will not be able to see lasting results, and therefore must come up with a plan that will slowly introduce these changes in your life. It is believed that it takes twenty-one days for a person to develop a new habit. This is the time that the brain takes to understand a habit and allow it to become a part of everyday life.

It is understood that all human beings are born with all three of these qualities, and it is inherent for people to feel confident, motivated, and exercise self-control. It is vital for you to know where yours lie, as then you can alter it and raise it up. You can start by making a note of your everyday activities.

Maintain a book and write down everything that you do for a week. Write from the time you get up till you go to bed. Make a list of all the activities that you do on a daily basis.

You have to record the events in chronological order and write down what it is and why you are performing it. It will pay to divide the book into mundane routine housework and office work, as you can easily refer to it, at a later date. The basic idea is to look at the tasks that come your way and how motivated, confident you are while performing them.

You can assign a task a level such as level one being tethest and level ten being the easiest and see how you fare. If you are highly motivated and confident, then you can reward yourself a point between one and five. If you are not as motivated or confident in performing the task, then you can assign between five and ten.

At the same time, you must also ask a family member and a friend or colleague to write down what they observe. So we'll help you compare your thoughts with that of another person so that you can match the two. Once you have finished with the two, you can compare your scores and see how motivated you think you are and how others have perceived it.

You have to make a separate list of the obstacles that stand in your way. This is to see what is stopping you from going after your goals and ambitions. With the prepared list, you will be able to see what is causing you to feel demotivated or lack confidence.

It can range from personal issues to distractions, and you must make a list of them. As you know, it is quite necessary for you to remove these obstacles if you wish to enhance your confidence and motivation. It might seem like a tough task, but it is important for you to deal with them as soon as possible so that you can increase your confidence and motivation.

The obstacles might seem a little overwhelming, but it is important for you to deal with them as efficiently as you can. You have to write them down so that you know what you are dealing with and deal with them one after the other. These obstacles can be both mental and physical in nature and will be important for you to address them separately.

You have to come up with a plan to escape them so that you can remain on the right track. As mentioned earlier, you should allow it sufficient time so that your mind and body can adjust to it. After the first week of observation, you have to spend a day in analyzing and coming with solutions to the problems.

You should put in the right effort to fulfill this task. You can write them down along with the solutions to start working on them as soon as possible. For example, if you are unable to finish a task at the office, then you must look at what is holding you back from doing so.

If it is a distraction, then you must work on dealing with it and reducing it down to size. As you know, it is quite tough to convince yourself mentally than it is to physically. You will be able to take action only if you put your mind to it and are fully capable of undertaking the action.

You must also make up your mind to enjoy the process. As mentioned earlier, your mind should be in a position to put your body to the task. If you remain mentally disinterested in something, then it will be quite difficult for you to fulfill the task.

Don't think of it as a task and consider it to be more of any activity. Think of it as a means to enhance your overall living and to be able to do more with your life. Again, it helps to have the company of someone who can inspire you to put in your best efforts.

Inspiration will help you remain on track and do more in less time. The inspiration can be a role model. You can emulate their moves to attain success.

You will have to do this for the next 10 days and make sure that you stick to the plan. You can stick hard copies of it so that you are reminded of what you should be doing. It will be a good idea for you to also maintain a soft copy of the plan so that you can refer to it from time to time.

Remember that only you are responsible for your progress and must put in the effort to attain what you desire. When it comes to enhancing your personal motivation, you have to ensure that you work towards it by prioritizing it and ensuring that you are 100% focused on the task at hand. No task should be considered menial and everything should be viewed as an important task.

You have to measure your progress. It is important for you to check your progress to ensure that you are on the right track. The best way to do so is by performing the first task all over again.

You can start by recording your activities once again and check your progress. You can use the same activity list as you did before as it will be easier for you to measure your progress. You can write down how motivated you are now and how much more effort you are putting in towards completing a task.

You must also check whether you finished the task thoroughly before moving on to another one. This is an important aspect that you must pay attention to. If you leave a task halfway, then it will be quite useless, even if you put in 100% effort at the beginning.

It will only mean that you lost interest and were not motivated enough to complete the task. You can also assign the task to the same family member and colleague as before to observe you and the effort you are putting into fulfilling the task. Once it is done, you can then compare the two and see where you stand.

You will see a difference in your markings as your mind will constantly tell you to perform something in a better manner. But you have to aim towards attaining a vast difference in your motivation and confidence levels so that you can call it a success. Meditation is one of the most important habits to develop when you are in pursuit of motivation and confidence.

Meditation helps you relieve stress and put your mind to good use. You can easily tap into your subconscious and pull out qualities that will help you remain on course. You can try out many types of meditation such as chanting meditation and walking meditation.

To perform the previous type, start by finding yourself a quiet corner and assume the lotus position. Now draw in deep breaths and close your eyes. Focus on inhaling and exhaling at a rapid pace and clearing out your thoughts with every exhalation.

Do this for 15 to 20 minutes on a daily basis to experience mental bliss. If you don't have the patience to sit in one place and meditate, then you can try out walking meditation. To perform this type of meditation, you can pick a starting point and start walking regularly.

When you place your right leg forward, you must draw in a deep breath and exhale while placing your left foot forward. Continue doing so until you feel light. You can perform both types of meditation on a daily basis to get rid of stress and remain blissful.

If you wish to remain mentally alert, then it is quintessential for you to exercise on a regular basis. Exercising helps in reducing stress and promotes the release of serotonin. It is a chemical that helps in curbing stress and enhances mental well-being.

Exercising also helps in improving concentration to a large extent. If you are easily distracted and unable to exercise control over your willpower, then you can depend on exercising to help you out. You can take up a routine that helps you avail at least an hour of cardio exercise.

You can hit the gym if you are not motivated enough to exercise by yourself. You can also take up a sport such as basketball or swimming to remain physically active. Dancing is also a great way to stay fit and mentally alert.

As per studies, those that suffer from addictions such as alcoholism and smoking were better able to cope with withdrawing from these activities just by exercising on a regular basis. It is quite necessary to put an end to bad habits, especially if you want to be a bit more productive. Bad habits such as drinking and smoking can interfere with your life's goals and how you pursue them.

They don't only affect you physically but also mentally. You will see that your productivity has decreased and are unable to do your tasks on time. You should take care of your body as much as you can to develop confidence, motivation and enhance self-control.

You can practice yoga and meditation to reduce the effects of the bad habit and also increase your mental capacity. It is known that most of us are extremely busy in life doing one thing or another and prefer to procrastinate as much as we can. But this will only lead to a delay in our achievements, thereby making it quite important not to procrastinate and do everything on time.

One good way of being alert is by being more accountable. You have to take more responsibility and do more in less time. If you have made a promise to someone, then it is important for you to keep up with the same.

You should not procrastinate keeping up with the promise and try to achieve whatever you have set out to. A good way to keep your promise and be more accountable is by having a partner to share it with. You can choose whoever you like and match your schedule with theirs.

That way you can always check each other's progress and ensure that the two of you are on the right track. Make sure that you don't make excuses to each other and complete your tasks on time. It is quite necessary for you to recite positive affirmations.

Positive affirmations will help you enhance your mental well-being and put you on the course. These affirmations can be your own or can also be borrowed from famous quotes. The point is to allow them to help you improve your motivational level.

You can also look up to a role model to help you increase your confidence. Reading up on a famous autobiography can also help you stay on course. It can be something you have already read and inspired you in the past.

You can download a few inspirational quotes on your phone and read them in the mornings. This will make sure that you will be in a place to keep yourself motivated throughout the day and complete all your tasks. Some positive affirmations include, I will remain motivated every day.

I am full of confidence. I will put my best efforts in everything I do, etc. These will help you remain on track and help you enhance your confidence levels on a daily basis.

Take patience and determination to make small changes in your daily life. Remember confidence, willpower and motivation are qualities that we can develop over time. Stay consistent and constantly strive to become the best version of yourself.

Change starts with small steps and patience and determination will lead you to success.

[Speaker 18] (21:51 - 22:13)

What gets you out of bed? What gets you off the couch? What gets you in the gym?

It's not your alarm. It's not your parents. It's not your friends.

It's you. The only one that can make it happen for you is you.

[Speaker 15] (22:14 - 22:33)

It's really hard to be led by your butt. But I'm not qualified. But I'm not good enough.

But I'm not smart enough. But I didn't go to the right school. But I don't have enough money.

But, but, but, but, but. If you're ever going to step into your future, if you're ever going to step into your destiny, you're going to have to get over your butt.

[Speaker 17] (22:34 - 22:49)

And that's what a pity party is, is when you have an undisciplined mind and you meditate on the wrong thing over and over and over again. If you're going to throw a pity party, I give you three days and that's it. And after three days, you cut off your record player, your iPod, your MP3, and you come up with a plan.

[Speaker 9] (22:49 - 23:19)

Do I just sit there and settle? No, I don't. I say enough's enough, man.

And I'm going to make a change and I'm going to keep going until I get it. You chase something that you believe you deserve until you get it. And it doesn't matter what happens to you.

It doesn't matter how many times you get fired. It doesn't matter how many people don't believe in you. Just go until you get it.

That's the point. Are you tired yet? Some of you need to get tired.

You need to be tired of what's going on in your life. Get tired of your habits. Get tired of the actions that you're putting in every day.

[Speaker 7] (23:19 - 23:41)

You got to change, man, or nothing changes. I woke up one day and stopped making excuses. I woke up one day and stopped playing the blame game.

I woke up one day and looked at the man in the mirror and was like, Yo, bro, what are you doing? Wake up. It's showtime.

Let's go. Get up. Go to class.

Get up. Do your homework. You wake up earlier than people.

[Speaker 9] (23:41 - 23:51)

You stay later than people. You stay humble. You work harder than anyone when no one's there.

I guarantee someone that feels bad about themselves soon will label you as he's built differently.

[Speaker 13] (23:51 - 24:04)

He's built differently should be your label because people feel bad about themselves. You're liking exactly what you wanted because every day you've had choices to make. You're responsible and credible for every single choice.

You've made the choices.

[Speaker 7] (24:04 - 24:27)

And what I need you to do for me is why are you here and then take ownership of why you're here. So you control you. This world ain't going to give you what you deserve.

This world won't give you what you work for. I put that work in every single day. And when you wake up every single day and you put that work in, and yes, for some of us it might be harder than others.

Man, whatever. We do what it is we got to do. Especially when we're desperate.

Winning's not loyal to you.

[Speaker 9] (24:27 - 24:56)

It doesn't care about you. Winning doesn't care how sore you are. Winning doesn't care how much sleep you get.

Winning doesn't care how hard you work at times. Winning requires all of you and then more. And it promises you nothing.

It's a mastermind of creating fear and doubt in your mind. It causes setback after setback. So the question is about winning.

Are you willing to sprint when the distance is unknown? And why chase this thing called winning? Because the only thing that's guaranteed in life, if you don't chase it, is losing.

Now is the time to grind.

[Speaker 13] (24:56 - 25:07)

Now is the time to show the world that I was placed here for a purpose. Work for it. Fight for it.

It begins today. It continues tomorrow. And it never dies.

[Adam Goff] (25:25 - 25:28)

Okay, ladies and gents, let's take our seats, please. Take your seats.

[Speaker 8] (25:29 - 25:52)

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this.

So let's get down, let's get down to business. Mama, please don't worry about me. I'm about to let my heart speak.

[Adam Goff] (25:53 - 26:01)

Guys and girls, ladies and gents, let's finish up those conversations. Let's take our seats. We're going to be live on stage in two minutes.

Two minutes until the super event.

[Speaker 8] (26:01 - 26:47)

Let's get down, let's get down to business. Let's get down to business. Give you one more night, one more night to get this.

We've had a million, million nights just like this. So let's get down, let's get down to business. Back and forth, back and forth with the bullshit.

You know I said it before, I don't mean it. It's been a while since I had your attention. So in my heart you're with it.

[Adam Goff] (26:49 - 27:03)

All right, ladies and gents, guys and girls, if you haven't taken your seat, now's the time. Get ready, get strapped in. This is going to be the biggest event of the year.

The super event is live in 60 seconds. 60 seconds until showtime, ladies and gents. Get excited.

[Speaker 8] (27:05 - 27:12)

Dreams we had don't ever fall away. We can't leave them if we stay the same.

[Adam Goff] (27:12 - 27:12)

Final warning.

[Speaker 8] (27:13 - 27:51)

And I can't do this for another day. So let's get down, let's get down to business. Let's get down, let's get down to business.

Give you one more night, one more night to get this. We've had a million, million nights just like this. So let's get down, let's get down to business.

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this.

So let's get down, let's get down to business.

[Rachel Davies] (28:02 - 28:21)

Ladies and gentlemen, may I have your attention please. We're now ready for takeoff. 9, 8, 7, 6, 5, 4, 3, 2, 1.

[Speaker 21] (28:25 - 28:43)

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

Make some noise and welcome to the stage, Mr. Adam Goff.

[Speaker 24] (28:46 - 28:56)

I wanna make you sweat. I just wanna make you sweat. I wanna make you sweat.

[Speaker 25] (28:56 - 28:57)

Yes!

[Adam Goff] (29:03 - 30:21)

Thank you. Good morning. Please take your seats.

Who's excited to be here? Say yes. Who's ready for the biggest summer they've ever had?

Say yes. Your best year on record. That's what I can promise for you.

If we get the slides working, ladies and gents, this is it. We've spent the whole year getting ready for this. Literally, whether you joined us for the blueprint or whether you've been with us for eight years, you know the drill.

Now is where it counts. We've set these targets, we've thought about our life by design and you're gonna get more done in the next 12 weeks than most people do in 12 months and some people do in 12 years. Are we ready for this?

Yes! Good, because this is what it's all about. We want to kickstart you today into summer.

We are gonna be out of the blocks, ready to roll, so that when you come back at the beginning of September, you are literally shouting from the rooftops to your peer group about how you actually achieved everything you set out to do. And the whole point of this workshop is to give you the skills, the tactics, the accountability, and the content to actually get it done. So this is the best super event we're ever gonna have.

We've got more speakers than ever and I'm super excited to share it with you.

[Speaker 25] (30:22 - 30:22)

Whoo!

[Adam Goff] (30:23 - 41:04)

Good. So, workshop nine. Workshop nine means we're already almost done.

The time for procrastination and putting it off and excuses and not getting it done is over. This is the final lap. There really is no other opportunity and we want you all to have your best summer ever.

Whether it's a six-, seven-, eight-figure summer, that's what this is all about. It's already basically the summer solstice. We are already there, which means once we go past the 21st of June, we're closing on the end of the year.

So I cannot stress enough how this is the moment. This is the opportunity and it is a fantastic workshop that I've got for you today. So we've called it the window of opportunity.

See, we have a window right now. We have summer and we have a window in the market. We really have one opportunity now to push really hard.

Forget what if we're tired. Forget if we're overwhelmed. Now is the time to just have the discipline to actually get it done.

So we don't want any regrets when it comes to the end. So this first session this morning is literally about how you make the most of summer. Session two is understanding that it's all a game.

It's all a game. So we're going to be sharing some extra content about how to literally gamify it and make sure that you win when everyone else is losing face or losing the belief in themselves to not do it. And session three, we're going to turn more into the market.

So we've got an economic update. We've got another guest speaker coming in just to do another economic update further from Dan's recent one for those people on advanced last time. And we've got Susie as well doing another piece on deals, deals, deals.

So that is going to be more based on the market. Then for the last session of the day, because it's a four-session day, we are going to focus on sales. Summer is all about selling.

And at the end of the day, sales is an art and a science. And we need to get better at sales. We need to increase our conversion rate.

We need to understand calls. And we've got two guest speakers coming on for session four to supercharge our sales for the summer. Sound good?

It's going to be an amazing event, guys. Absolutely fantastic. Who here is already flat out?

Let's have a show of hands. Who's already working hard? Who here thinks they've got something extra in the tank they can give?

Be honest. Everyone's got something. There's always an extra gear, isn't there?

There's always more to do. Who's impressed themselves already this year? Who's scared themselves a little bit this year?

I was having a chat with Josh. I was like, does it ever not freak you out? You just keep going.

I think we're turning into Dan. He was like, honestly, man, I have the same thought all the time. It's like we are able to push ourselves way past our ceilings.

We have these limiting beliefs, whether it's a weight, like I can only ever really get to that weight, or a number, like I can only really ever earn this much, or a net worth, or whatever it is. We literally put ourselves in little boxes. And the whole point of this is we can actually smash through.

There is another level. This whole workshop is geared towards mindset, as well as content, to just allow you to absolutely do that. I've definitely been grafting, for those people that have been following my story, or the people on the Mastermind, or wherever it is that you're hearing about what I'm up to, trust me, I am right in the trenches with you.

I've never worked so hard in my life, but I'm absolutely loving it. People in advance, Chris obviously shared the world-class brochure blueprint. That's what summer's all about.

I have been making brochures. I was in hot dinners recently. I'm so, honestly, sick of brochures.

But you're going to get some more brochures today. You're going to get the board brochure, and the Mastermind brochure, which is absolutely brand new. And obviously, last month, you had our advance brochure.

And hopefully you agree, they were world-class brochures, the ones you've seen. Yes? Yeah, okay.

So this is how we communicate to the world that what we do is serious. We are different from our competition. This is a professional product.

And this is why we all need these world-class brochures. So I've been busy doing those, and running a business is not easy. Running a business is difficult.

Sorry to break the news to you, those that haven't started yet. It is a difficult thing, but it's made so much easier by our blueprints. Thank goodness for the blueprints, because every time I need to do something, like at the moment, challenging conversations, I'm having at least one a week, sometimes multiple in a week, and I'm like, wow, I've never had so many challenging conversations, but thank goodness I had this blueprint, which we shared on Advance a couple of months ago as well.

Thank goodness for this. Now it's literally just becoming muscle memory. I'm walking into challenging conversations all the time.

Sometimes I'm not even aware they're going to happen, because they're being brought on me by someone else, because they haven't been given the blueprint, and they're ambushing me. But it's cool. I'm ready, and I'm good to go.

So yeah, so that's kind of a little bit of what I've been doing. I'm definitely right there with you, but this is what it takes. This is actually what it takes to succeed in business.

And it's summer, and so we launched our first blueprint event this week. So thank you to everyone who referred someone to the VIP experience. Summer is all about sales, and we're going to talk to you about conversion rates today and how just a small increase in your conversion rate can actually massively impact your bottom line, like a huge impact.

And sometimes you think you need to go out there and get more. Like for us, we're like, we need to sell 180 people into the blueprint to get our 60 people on the program. It's like, well, actually, no.

If we increase our conversion rate, we can actually probably do half the amount of sales onto the blueprint and still get 60 people on the program. And that was a great example of this. So I'm really happy to report that the blueprint on Wednesday, out of 27 people who joined us for the smaller VIP experience, 21 people signed up to the program.

That's an 80% conversion rate. Does that deserve a round of applause? Unbelievable.

Unbelievable. And it's massive testimony to Bianca, to Josh, to Rachel now, who's part of the blueprint team. Those guys absolutely killed it.

And of course, Katie, Harvey, and Akash Desai, who were the team captains. It was like a huge team effort. Everybody pulled their part.

It was fantastic. So yeah, we're absolutely buzzing about that. So before I invite Rachel onto stage and set you off on this amazing journey we're going to have today together, for people who are on advanced, hopefully if you're on advanced, you've sat near an advanced workbook.

So I'm going to ask Dec to put some music on now. And what I want you to do, just very quickly, so those people on the program, don't worry. Like, just, just, just, just, you can review your homework if you want from last night, if you want to talk to a partner, if there's someone on the program next to you.

But everyone on advanced, what I want you to do is actually record your game changer score. You know the score. So for those people on the program who don't know, every single month we set 10 game changers.

This is what you're going to get as part of the Game of Four Quarters workbook. And every single month we'll ask people to record their score, because there is a leaderboard. So I'm going to get Dec to put some music on.

I'm going to let you guys work on that. If you're on the program and you want to share how you did against your homework, you absolutely can. I'm going to give you two minutes to get that sorted.

Last 15 seconds or so. Get those scores in, ladies and gents. Once you've done it, get your phones down.

Okay, ladies and gents, that's it. We're ready to roll now. So if you want to, yeah, put your, put your phones away, please.

Finish up those conversations. Okay, let's do this, ladies and gents. Okay, ready to roll.

Ready to roll. Okay. Good stuff.

So we know what's coming. We know it's going to be a step change from today onwards. We're going to get inspired by the people that have done it.

We've got amazing guest speakers. We've got some fantastic content going. Are we ready to go into that now?

Are we ready to go into that now? Fantastic, ladies and gents. It gives me huge pleasure to welcome to the stage someone who, when they came on Property Entrepreneur, had no business experience.

They'd gone from the corporate world. They realised that she wasn't seeing her kids. She wasn't doing what she wanted to do.

She wasn't increasing her wealth fast enough. She came on PE five years ago. Didn't want to be here.

Literally told me the truth, said, Adam, I really don't want to be here. Okay, five years later, she's scaled her business. She's out of her business, and she's been a mum at the same time.

She's just starting another business, and she's done fantastically well as the host of the programme, and now the blueprint. Ladies and gents, give a massive Property Entrepreneur welcome to Miss Rachel Davis.

[Rachel Davies] (41:12 - 42:08)

When I come on this, it says Rachel Davis. I want that for my doorbell. Yeah, what do you reckon?

I think that's a great thing to have on your doorbell. Right, this morning, we had a world-class women's breakfast. Now, where's KC?

Because there's so many in the room, I can't see her. Could you stand up for me, KC? Has anyone got a microphone for KC, or am I going to throw this at her?

Please don't make me do that. I could see lots of things going wrong if I throw that. Marvellous.

KC, how did the world-class women's breakfast go this morning? What was it like?

[Speaker 22] (42:08 - 42:11)

It was lovely. We went around, introduced everybody.

[Rachel Davies] (42:11 - 42:12)

Yeah.

[Speaker 22] (42:12 - 42:18)

Everybody introduced themselves. It was great to connect the programme with the advanced as well.

[Rachel Davies] (42:18 - 46:42)

Yeah, I thought it would be a great networking opportunity for all the women on the programme and on advanced, so hopefully we'll be doing more of that. Adam promises me? Yeah.

Is that a promise? Yeah. Hey, that's excellent.

And because we are really, really wanting to attract more female entrepreneurs to Property Entrepreneurs, we have got a very special offer for you right now. This weekend only, we're going to be offering 80% off for ladies who want to take part in the Blueprint. That means we're doing it at cost price.

It'll only be £1,000, so if you know some female entrepreneurs that you think will benefit from the three-day Blueprint, having just come off it, I've forgotten how much incredible content there is on the Blueprint. It's going to be massively valuable for them. Ladies and gents, can you help me do this?

Yeah? Yeah. Shall we give a massive round of applause to Adam and Josh for doing this for us?

Woo! Great opportunity. What you need to do is you need to just use this code, so WCWVIP.

That's what they need to do to take advantage of that opportunity. It's all about opportunities today, isn't it? For me, window of opportunity means two things, really.

On the one hand, it means we now have a great economic opportunity to make the most of the climate. When the press is depressing, when the masses are cautious, then the best thing that we can do is do the absolute opposite of that and take advantage of the situation. Who here is going to be doing some deals this summer, hands in the air?

Who here is buying? Quite a few of you. Who's selling?

Who's selling? People are confused. Well, you guys need to connect because you need to make the most of this amazing opportunity.

Then the second opportunity this year is to smash your goals out of the park. We've all committed to headline strategies, to our year of's, to our personal and professional objectives and you now have four months. By the 5th of September, a line is being drawn in the sand.

You've got four months to now put your mindset into superb mode, into beast mode, or to best self mode and go out there and absolutely smash your headline strategies and your year of's out of the park. Even if you feel slightly behind, you've had some curve balls, you've had some issues, you've got four months to get your head into the game and absolutely catch up and smash it out of the park because this time in September, you will be here talking to your peers about what you've achieved for the year. Do you want to be able to say that you did your absolute best, that you put everything into it and you feel really pleased with your progress?

Do you want to be on the stage? Do you want to win an award? Do you want to be the property entrepreneur of the year?

If that's the case, then this is what it's all about. The next four months, you need to make it count. So this summer, you get to decide what type of summer you're going to have.

And for me, so when I did these slides, I didn't realise that I was in beast mode, but I absolutely am. I'm on the blueprint. I'm the property entrepreneur programme host.

I'm elevating my team in my HMO business. I'm also fitter than I've ever been. This time last year, I was learning to walk again after a big operation and this May, I climbed a mountain and I swam a mile from Crawl for charity.

Now that is something else. Thank you. It's amazing what you can do when you've got the right mindset and when you've got an amazing amount of people behind you, all of you guys egging me on, making me feel inspired and this is what it's all about.

So I'm in beast mode and my beast mode is going to continue. This is what I've been up to this spring. So I'm warming the tyres.

I've also committed to setting up a startup with my husband, so there'll be more on that later. So that beast mode will definitely continue. So it's now time for Josh to come on stage and he's going to be talking to you about how to get into the right mode, into the right frame of mind.

Hopefully, you're suitably revved up for this summer season. Are you ready for the championship season? Yes, absolutely.

So please give a massive warm welcome to your trainer, Mr. Ultimate FD himself, published author, retired at 33, Mr. Josh Keegan.

[Speaker 14] (47:03 - 47:05)

How are we all doing?

[Josh Keegan] (47:05 - 57:17)

All good? Excited? Pumped?

Yes! Grant is. Greg is.

Anyone else? We lost it already? Cool, we've lost you already.

Brilliant. Let's go again. Who's pumped?

Who's excited? Say yes! Woo!

Great. It's going to be an absolutely awesome workshop for you guys today. Championship season is coming and you have two choices.

You can treat this like another season, another few months, where you turn up, you do your work, you do some bits and pieces, you maybe push a little bit hard and you achieve something, but it's nothing life changing. It's not a step change. It's not really progress.

It's like linear progress. Or, you can turn up, you can smash this out of the park, you can do more in the next 12 weeks than most people do in the next 12 months, and you can step change. You can end your summer season with a brand new business, a brand new life, a brand new set of success, but also a brand new set of challenges.

And this is the progression that we all need as entrepreneurs. We need to push, we need to go hard, then when you get to the end of that championship season, and then we're going to go back into autumn, and then we're going to have a total new set of problems, a total new set of things that we're going to be focusing on when we come into the autumn season. I've done this year in and year out, and I'm going to take you through some of the stuff that I have gone through over the last few championship seasons.

This is my ninth year around the track, which is absolutely mind-blowing. And my first year, last year, two years ago, I did my first ever campaign for Ultimate FD. So I was pretty nervous about it, pretty nervous about how it was going to work, but I thought, you know what, I'm going to do it.

I'm going to go for it. And we set ourselves a target, and this is the first time I did all this branding, launched it all, and we actually sold out. We managed to achieve £65,000 worth of revenue in that three-month period, and that for us at the time was absolutely huge.

I then stood up on stage last year and said, right, it's campaign time, I'm going to do it, and I was going to go for a six-week of summer. So in the same last year, six-week of summer, I hit £100,090 worth of revenue in that three-month period, because it's like what I needed to do. It's what I said I was going to do when I stood up on stage.

Last year, for me, that campaign was more important than anything, because what that meant was it was not just about achieving a certain milestone in the business, achieving a certain level of revenue, but it was all mapped out that once I achieved that revenue, I could take that money, I could finally pay off all of that private debt that I've had in my portfolio for a while, and pay all of those costs, everything I need, to flip my HMO cash flow into assets. So as a result of that campaign, last year, at the end of last summer, I achieved this, living off the steam. So I managed to get a financial independence done and dusted at the age of 33.

Go hard. Go home. It was a crazy season, but the result is now for the rest of my life, I'm safe.

I'm secure. My family are safe. They are secure.

I never have to worry about money ever again. That's what this means. You get caught up in, oh yeah, we're going to do deals, we're going to do sales and all this stuff, but what does it actually mean in practice?

And for me, that three months of challenge, difficulty, setbacks, feeling burnt out, feeling exhaustive, meant that now forever, I never have to worry about money. I never have to worry about my wealth. I never have to worry about retirement and it's worth it.

Three months to achieve phenomenal results and I did all that last year whilst having a baby. So, there's no excuses. I had a baby and I had a newborn whilst I was doing all of that last year and I was managing to make it work and I don't look back at him coming out and him starting his journey with us and not remembering any of that time.

I spent some good quality time with him as well. So I prioritised everything and I made it happen. So all of this stuff can actually happen no matter how hard it feels like it's going to seem.

This is beast mode and beast mode is not for the faint hearted. Beast mode is absolutely relentless. It's non-stop.

It's go hard. It's go home but this is what you need to do if you really want to go the distance this year. If you really want to take things to the next level and you really want to have an unrecognisable business, unrecognisable life, whatever that means to you but you do have a choice.

Now, I won't judge anybody if they choose to go beast mode or if they also choose best self. So you can choose beast mode or best self because some of you this year might not be about growth. It might not be about deals.

It might not be about campaigns. Judging by the amount of people who put their hand up and said who's going to do some deals, I think the majority of you is but some of you might want to enjoy the summer holidays with your kids. Some of you might want to take that time out.

Some of you might want to enjoy the fruits of your labour of finally systemising your business and bringing in a team of people in your business and actually have a month off. Go away on holiday. Have a long weekend and actually enjoy your summer period in a different way with your family.

You know, calming things down especially. Neither beast mode or best self are, you know, no one should be celebrating for doing beast mode. No one should be you know, look down upon for doing best self.

Either one of those are absolutely brilliant. Whatever it is you choose to do. My biggest bit of advice for each and every one of you is you need to choose one.

What doesn't work is trying to do beast mode but going, I'm going to do some best self as well. Honestly, you're just going to struggle with either. What does Jim Rohn say?

He says, don't be at the beach thinking about your work and don't be at work thinking about the beach. That's not where you want to be. You even want to be off or on.

You need to decide what you're going to commit to this summer. Some top tips for best self. Best self is all about your handful of habits.

It's all about setting your working hours. What hours are you actually going to work and deciding what that's going to be. It could be 10 till 3.

It could be 9 till 5. Whatever it's going to be, those are your working hours and you don't burn the candle at both ends. You don't do more than you need to.

It could be something like 10 till 10. No phone until 10 o'clock in the morning. It could be you just deciding that when you finish work, you're going to turn your phone off and go downstairs.

It could be I've done best self and I did a three day working week. So I had Friday and Monday off. Long weekends with my family each and every single weekend.

It could be whatever you want. It could be just tuning into your miracle morning and deciding what's my miracle morning going to be and my best self is to do that an hour and a half in the morning. Every morning I'm going to exercise, I'm going to meditate, I'm going to get stuff done.

It's not like you won't be working, but you're just going to control the work. You're going to mainly focus on improving yourself as a human being, as an individual. And that's what best self is all about.

Some top tips for beast mode. Number one top tip was going to be don't do it. But assuming you're going to do it, assuming you're going to do it because I've never taken that top tip, here's some top tips.

So number one would be Sunday sanity, the basics. Never underestimate the importance of the basics. Adam and I were chatting in the spa the other day and we were talking about how we both have been in beast mode for a little bit of time and one of the things that we do meticulously is just plan our weeks.

It's not like we just go in and go, I'm just going to do anything. No, no, we sit down on Sunday, I literally take 90 minutes to plan my week meticulously because if you don't, it will all fall apart. Sunday sanity, the basics.

The second is your task triangle. Just going back to basics, remembering that every single task you do has a high value, low volume, medium value, medium volume and a low value, high volume element to it and you want to just be doing the high value, low volume, whatever you can. You want to be doing the top of the triangle, directing the side, making the decision.

This is what we need to do. This is the campaign strategy and you want to have everyone else doing all the heavy lifting below once you've got it all set up. This is one from me, shared this on the programme, shared it with the board yesterday.

I think some people think it's a bit weird but I listen to motivational videos in the shower, put YouTube on when I get in the shower. Honestly, I'm pumped, I'm hyped, excited. It works.

Honestly, you go into that shower feeling a bit tired, got a big day ahead, you come out like a new person, you're clean hopefully and you are hyped, you're excited and honestly you are ready to smash the day out of the park. I've got a treadmill underneath my desk, if you consider it, and a standing desk. I was in beast mode for a few months and I wasn't getting my steps in.

Movement is, don't mistake activity for progress. You don't want all your habits out the window. How can you actually do it?

Now, in the afternoons when I've got meetings, I'm just walking. It's great. I'm getting 10, 15,000 steps a day.

It makes me feel safe, makes me feel secure, makes me feel content and happy. Default diary, and finally, just lock it all in. Lock everything in that you're going to do, plan it all out, get meticulous, get that default diary done and dusted and work out how you're going to set yourself up for success this summer.

We only have four weeks. We have four weeks left to get ourselves prepped and good to go. Final four weeks of spring before we launch into our championship season, we launch into our summer season, so you need to start thinking now about what you're going to do to get ready.

Are you going to order that treadmill? Are you going to actually book, get your default diary set up and done and dusted? Are you going to revisit your handful of habits and go actually no, this is what I'm going to do to maintain my best self?

My biggest piece of advice, as I said before, is just choose. Don't try and do both. Chase two rabbits and catch neither.

Choose one or the other that you are going to do. And finally, the really good news is success is easy. So listen to the podcast, 151, success and failure are both very, very predictable and in reality, for you to achieve the success you need to do this year, you actually already probably know what you need to do.

But you actually now need to execute and do it. You need to turn up, you need to make it happen, and what we want to do is achieve what we call world-class wins. So at the end of the summer season where you are on the stage or around your table during your end of year presentation, you want to have a set of world-class wins for you.

And that could be you've lost 10 kilograms. It could be that you've spent every weekend for the last 6 to 12 weeks with your kids and you've been present. It could be you've turned your phone every day off at 3 o'clock.

It could be any of It could be you've gone on two family holidays, the most best family holidays in the world with your kids. It could be whatever those things could be or it could be you've smashed out your summer campaign. You've achieved your six-figure campaign.

You've done three huge deals you didn't anticipate you were going to do. You've done whatever it is it takes to get your company to where you want it to be and you've smashed it out of the park. You want to stand here absolutely killing it, being world-class.

Best self or beast mode, it's up to you to decide. Ladies and gents, yes, there he is. Ladies and gents, thank you very much.

That's all from me until a little bit later. I'm going to welcome your head trainer back to the stage. Let's give a huge round of applause for Mr. Adam Gore. Yes, Adam Gore.

[Adam Goff] (57:32 - 58:44)

Boom. Remarkable, Josh. You've achieved super well done and at the end of the day, I talked about mindset in the beginning.

This is what this first session is all about and ultimately what we need to do and what this next part is about is about thinking big. No big ideas. No game-changer – we talk about game-changers a lot on ADVANCED – no game-changer was ever achieved by thinking small.

And my whole point when I started today was that, actually, you are entitled to more than you think. You just don't know it yet. The point is, it's actually you against you.

You are the one setting those ceilings on yourself, and you're not going to get what you want unless you change. And this is what PE is all about. Josh just talked about his last few championship seasons, but he's had a step change every championship season.

And that's what PE is all about. For those people that have been on our social, we've probably posted this about six times. Ben, when we asked him what was the thing he got most from PE, where's Ben Reynolds?

Ben, yep. What's the big thing you got from PE, Ben?

[Speaker 23] (58:45 - 58:51)

The big thing really is the step change. So, not making small, incremental differences, but making a big leap forward.

[Adam Goff] (58:51 - 1:18:03)

Exactly. Let's give Ben a round of applause. Spot on.

Absolutely. APPLAUSE Step changes. Step changes.

Not little steps, big step changes. That's how the blueprint is built, and championship season is where you bring it home. And like Josh said, you get to the end of championship season, you're tired, you've really put everything into it, but that step change that you've had stays with you.

Never again are you going to go back and do the viewings. Never again are you going to do the marketing. Never again are you going to have to check your email on holiday.

Never again are you going to have to worry about money because you've completed your financial fortress. Like, never again are you going to have to do one-to-ones because you've sold your business. Like, whatever it is, you've made it happen, and that's what we want you to do.

We want you to dream big, go out there, and break records. That's literally what it is. And these things just don't happen by accident.

Step changes do not happen by accident. Everyone else is just trying to do little incremental stages and get better and better and better, but on Property Entrepreneur, we're like, no, no, no, we can actually achieve huge step changes. It's like the elastic band.

We pull it, and it goes back, and that's it. We have like this huge summer season. Now, when I think about people who've thought big, they weren't held back by their mindset.

The first person I think of is this guy. Who knows who this is? Roger Bannister, okay?

He, what's he famous for? The first ever four-minute mile. People thought it wasn't humanly possible.

You know, it wasn't possible for him to do it, but he did it. Dan, buying a ridiculously large house in his 30s. I'll show you in a second.

He literally didn't think it was possible. Like, how can someone in their 30s live in Fawlty Towers, I mean, in this beautiful, in this beautiful building? And me, you know, some people say I met the love of my life.

No, I did think that was possible, but living on a tropical island and actually owning a part of that tropical island, not just being there for a bit, but actually like, wow, I can actually stay here forever. Like, we all have to have a strategy to do these things and think big, and that's what I wanna share with you today because there is a blueprint for this, and this is what I want you to write down, okay? What does thinking big mean, okay?

First thing first is you need insight. That's the first thing you need to think big. You need insight, and that insight means that you know it is actually possible, physically, financially, mentally, that this thing that you could do if you gave yourself permission has been done before, and if it's been done before, it means you can do it.

I'm not asking you to believe in flying to Mars. I'm not asking you to be Elon Musk, but if someone else has moved to Bali, bought their dream house, achieved this, achieved that, then you can do it. That's the first thing you need is like that insight that it is actually possible.

If you just forget all the things that are stopping you, you think it's possible, but no, someone's done it, so therefore, I can do it. And the second thing is about it being out of reach, okay? At the moment, it's probably out of reach because your current thinking is not gonna get you there.

So you're like, I couldn't live in Bali like you, Adam. Your current thinking is not gonna get you there. Your beliefs, your behaviours, your habits, they're not gonna get you there.

So these two things is what you've got to realise when it comes to thinking big, okay? And like I said, all these things would not have been possible if it wasn't for thinking big, all right? Roger Bannister, okay?

Everyone else just literally said it's not possible, and everyone else's goal instead was just to be the fastest person in the world. You know, I just wanna break the world record by one second. But his mindset was like, no, I actually want to achieve this number, and I want to be the person who did it.

And he went away, and he did completely different training than everyone else. He did interval training, like now is normal, but he really focused on it. He wasn't interested in just being the next best.

He wanted to break this number, and he got it in his mind that he was gonna do it. And by the time, after he did it, the crazy thing is, is that 46 days later, someone else did it after everyone said it wasn't humanly possible. And then within 12 months, a handful of people have done it.

It's all about having that belief that he could. And the thing I wanna get across is like, and this is what I'm gonna ask you to do in a second in our next exercise, is like, he went about thinking, well, if I could do it, how would I do it? What would it actually look like to run a four-minute mile?

How fast would I have to go every single lap? Like, rather than think I cannot do it, it's like, imagine I could do it. How would I do it?

And this is the little mindset that we think it takes to think big. Dan and his mortgage, he's like, he used to say this to me all the time. We've talked about Dan buying this house almost since I've known him.

And the main reason is, we spend hundreds of thousands of pounds a year at the Belfry. So we always look at that and we go, I mean, let's just buy our own big house and just do the events at a big house, right? Like, every year, we're almost like, you know, putting the deposit down on one of these places.

So it's kind of just been this conversation. If you know Dan, you know he loves, like, the old world, the mansions, houses. That's kind of very much his vibe.

It's not necessarily my vibe, but it's all good. But he'd always, he'd always, and it's the same thing that stops him from getting his Rolls Royce. What are people gonna think of me?

There's no way I can live in a house like this. What am I gonna do with the 12 bedrooms? How could I possibly afford it?

I'm gonna have to pull loads of money out of the business to pay a deposit. That's not gonna make any sense. Like, people in their 30s don't live in a house like this, do they?

Like, literally, like, it's not possible. But then he went about thinking, well, okay, but if I could live in it, how would I go about it? And he started to look at the deals and think about how he could stack them up.

And the fact that he had retained profits in the companies, the fact that if he could do a deal on it, like exchange day completion, like he exchanged, moved into it, delayed, so he could play the game with mortgages, it's like, he actually, when he started to put it together, he was like, this actually is like a no-brainer. It's actually gonna be an amazing deal for me. Like, and I'm gonna get this dream house.

He thought he'd never be able to afford the bills. It's like, there's no way I can afford the bills on that. When he actually sat down and realised, he was like, well, no, actually, my financial fortress can pay for this.

Like, actually, easily, like all that work I've done, I do have what it takes. But in his head, he was like, this was so out of reach. And like, something we used to talk about on the retreats, you know, like when you're fantasising.

You know when you're fantasising about that thing, you never really think it's gonna happen. But he did. He just went about thinking, how could it actually happen?

Myself, you know, in Bali, it's like, I always knew I wanted to live in a warm climate, and I was this nomad, and honestly, like in my mind, I was like, yeah, it's really cool, because I'll just, I've got my financial fortress, and I'll just be able to rent. You know, I could just rent somewhere. I'll move around, and yeah, you can't buy land in Thailand, and Asia, and Bali.

Who knows, you know, like, you need to have, like, who knows, you have to have like land with a local who's had that kind of thing. I'm in Bali, and everyone's like, yeah, you can't own land, you know. You're like, you can lease land, or you can go into business with a local, but you can't own land.

People like, people who've got land are telling me, no, you can't do it. I was just like, right. And then, so I'm thinking in my head, oh, I can't do it, it's totally out of reach.

And then, I'm a big believer in the universe. A few things happened, I had a meeting with a guy. He talked about setting up a limited company.

Then I went and spoke to someone else. Actually, you can buy land just in a limited company. And I was like, okay, so you can buy freehold land.

Yeah, it's more expensive, but you can buy it. Okay, that's different. And then I was like, okay, well, what's it take to set up a company?

Well, not a lot. Well, what happens when I set up a company? Well, the first three years, you don't pay any tax on the income.

Okay, that sounds pretty good. Do I have to have a local in the company? No.

I was like, okay, and then they're like, the best thing about having your own company is it can give you a, you know, you can give yourself a two-year visa, and then that will extend to a five-year visa once you've had it for four years. I was like, so I've got the right to stay. I'm not gonna pay any tax for three years.

I can own the freehold. This is a pretty good deal. And then I was like, okay, but I wanna, I'm gonna have company money, so I wanna build a villa in the company, but how much is my benefit-in-kind tax gonna be?

You know, because you can't live in our own houses in our companies, can we? The accountant's like, oh, they don't have benefit-in-kind tax here. I was like, so I can, wait, wait, wait, wait.

So I was like, I can move all my income from the UK to this Indonesian company, not pay any tax on it for the first three years. It'll give me the visa and the right to stay there and all my family. I can build a villa with it and then live in it without any benefit-in-kind.

She was like, yeah. I was like, oh my God. So it's like, for me, something that just seemed completely impossible, like, and I'll sit there with people who own land, and they'll have arguments with me about how you can't own freehold land.

I'm like, I literally do. Like, I can show you the land certificate, you know? But it's like, you'll fight your own beliefs to defend what you think is true.

But I just took the meeting. Some things came together. I had an open mind.

And all of a sudden, I'm working it out. And I'm like, not only is this possible, it's like, it's actually preferable. And it was the very same thing with Dan's house.

It was like, not only is it actually possible and I could do it, it's actually like, I should do this. Like, it's not just like, I can. It's like, actually, this is actually good.

And all of this came from just pushing past our own limiting beliefs. This is what it's all about. Same thing when I sailed across the Atlantic.

You know, like, just before I joined PE, I was so busy in the business. It's like, I would get to the point where I just didn't wanna leave the house some days. I was just like, I just don't wanna do this work.

You know, I was working so hard. I remember like, having a panic attack on the side of the road, because I was so stressed. I've got some bright lights in my eyes.

And I was like, and I started to, I thought I was gonna die. Who hasn't had a panic attack? And I'm a bit of a drama queen.

But it's like, I've never had a panic attack. And I was like, this is not cool. I can't breathe.

And obviously, I'm a fit, strong, young man. I didn't expect that sort of stuff. So it happened to me, the doctor said, you know, it's stress.

It's like, but I'm not stressed. What are you on about? I've just gone on holiday.

He's like, no, you really are very stressed. So it's like, anyway, the point was, I never thought I could leave the business for 25 days and not answer my email and not be there to G up the team and all the things that we all do in our businesses. I was like, that business is completely wedded to me.

But I just thought, well, if I book this trip, I'm gonna have to figure out, I'm gonna have to make it happen. And that's when I put in a general manager and the systems, and I actually told the team nine months out I was gonna go. And like, I just made it happen.

And same with selling the company. It's like, I did not, like I try, I was trying my absolute best to sell that business during COVID. So I was like, oh, I'm just done with it.

I was like, you know what? I'm not sure anyone's gonna buy this. But I had to believe that during COVID, even though during COVID, someone was gonna buy this business.

Like I had to, when everyone else was scared, hanging out in the paddling pools and not doing anything, I was like, someone's gonna buy this business. Someone's gonna buy this business. And of course, and people know the story, I got half a million pounds in loans.

We came out, the market turned, and boom, like within six weeks of coming out of lockdown in the summer, I'd sold the company. It's like, all of this, I had to go against like what everyone else, observe the masses and do the opposite thought, just to get those huge step changes. And last one, I'll finish before we focus on you guys.

This is a new one for me, is the flying. Who remembers one of my objectives, which is abundance mindset, like burn what I earn. Everyone remember that?

Burn what I earn, right? Been frugal my whole life, saved my wealth like I should. Flying, I haven't got the laser, but flying over there, that's me flying first class in Emirates.

And always like business class was a bit of a tree. I wouldn't do it that often. And this year, I was just like, you know what?

Like I need to just, I need to think bigger. Like what if I did fly business class every single time? Like, why don't I just make that my normal and just make it happen outside of that.

So that is my normal. And I was like, there's no way I can ever fly first class, but there's no way I can fly Emirates first class, the most expensive in the world. And I was like, and I saw this guy doing it on his Instagram.

And I was like, oh, that's so out of reach. I was like, I'm just going to look at the tickets. And I found two tickets first class, but way less than I thought they were going to be from Thailand to Dubai when I was flying for my 40th birthday.

And I took Bella and I, we went first class. I was like, I literally cannot believe I'm doing this. I did it the other day again on BA.

I just looked and it was a good deal. And it's like, most people don't even look, right? It's like not even on their radar.

Actually, if you look, you're like, actually this isn't as much, this is a bit of a deal or there's for some reason it's cheaper than I thought. And you do it, but my mind would stop me. And now flying, looking at the first class is normal.

Flying business class is normal, but I've put myself in that situation. So before I ask you to think big, there's this really nice Jim Rohn quote, which is like basically it's the asking bit that we struggle with. You know, we really ask, we struggle with the ask, you know, with just requesting from the universe.

Asking is the beginning of receiving. Make sure you don't go to the ocean with a teaspoon. At least take a bucket so the kids won't laugh at you.

It's like, why are we thinking small? Why are we saying, I just wanna make another 10 grand, I just wanna lose another two kilos? Why aren't we losing 10 kilos?

Why aren't we going to seven figures? Why don't we wanna go to eight figures? There's some people in this room, sport members especially that I know that have that mindset and the stuff they're able to do is incredible.

And this is what we want from you. We don't want you to think small. We don't want you to have lack of confidence.

We don't want you to have low self-worth. You are capable of this and you deserve it. Like you deserve to be here.

And that is the message that I really wanna get across to you and I'm giving you permission this championship season to think big. So what I'm gonna do is I'll ask Dex to put some music on and I want you to think whatever targets you've got now, is it, are they big enough? Is there something out there that you really want that you haven't given yourself permission to have?

Like that you think you can't do, that's just out of sight. Like I said, it's out of reach. Other people have done it, but you could never do it.

Like what's that thing maybe that you wanna do? Maybe it's a dream car, maybe it's your dream house. Maybe you wanna move to Bali.

Maybe you wanna stop drinking. Maybe you wanna live abroad. Maybe you wanna be a speaker.

Maybe you want my job. Okay, maybe you wanna go off the grid sailing for a month. Maybe you wanna do the Dakar rally.

Maybe you, you know, you wanna have kids and you told your car. I don't know, like what is it that you really want? That's what I want you to think about.

So what's the thing? And then give yourself permission to imagine how you could. If you believe you could live in Dubai, how would you go about it?

What would you have to do to get there? What would it look like? Like, and all the tactics then that would go into that.

Okay, can you push yourself this summer or can you push yourself over the next one to five years? You wanna put some music on? Ladies and gents, let's go for it.

So think of what you want and then imagine how you could do it. Think about someone who has. You think it's gonna take 10 years?

Why can't it take three years? Would you have to visualise that thing? Would you have to print it out and put it on your mirror?

Would you have to book something? Do something? Tell someone?

Let's see. Okay, I'm gonna ask you to finish up there. Ladies and gents, hopefully you understand now that none of these things that people do are possible by thinking small.

Everybody needs to think big and we all need to think big this championship season. We're only here for such a short amount of time. And I mean on this planet, by the way.

So we need to make the most of every single moment. I've got time for a couple of shares. Who wants to share some think big?

Who's gonna use this microphone to help manifest their think big goals? Who's gonna be brave? Claire Reid, absolutely.

Let's give Claire a big round of applause, please. Well done, Claire. Can we, can you?

Courage, that's what I like. Think big.

[Speaker 11] (1:18:03 - 1:18:53)

It was more of a reflection than a share moving forward. Back in September last year, we suddenly realized that SOF would be starting school this September. And my goal was always to be there for drop off, to be there for pickup.

But that meant then my working day would shoot down to sort of six hours. So we set the intention, the goal, we mapped it out. What would that look like over the course of the year to sort of slowly bring down my involvement to achieve that?

And then we joined PE and got busy with other things and realized just the other day as we're getting closer and closer to that moment that we'd done it. I'm doing that now. Those times, those responsibilities, we're ready to go.

Brilliant. So, yeah.

[Adam Goff] (1:18:53 - 1:19:26)

Well done. Let's give Claire a big hand. Perfect.

You're like, there's no way I can do this. I'm working 12 hour days. It's impossible.

We've only got 12 months to do it. No. No problems, only solutions.

If we could do it, what would it look like? How would it work? Like literally spot on.

Next person, next chair. Go to the chair. Be brave.

Yes. Kay. Kay gets an extra big round of applause because not only is she a steal.

Oh, hey. Think big. Well done.

Well done, Kay. Go for it.

[Speaker 19] (1:19:26 - 1:19:40)

Hi. So my think big is within 18 months, KG Shorts Day is going to be effectively built to sell and Grant and I's only involvement will be boardroom meetings and that's it. So we can set up a new business.

[Adam Goff] (1:19:41 - 1:19:49)

Fantastic. Well done, Kay. Let's give Kay a big round of applause.

Sounds like a great goal to me. Sounds like a great goal to me. Yes.

[Speaker 20] (1:19:51 - 1:20:05)

Okay. Mine is to... Introduce yourself to the room.

Sorry, it's Sian, Sian Wilson. And mine is to have my dream house and I've got a picture of it on my screensaver on my phone.

[Adam Goff] (1:20:05 - 1:20:08)

Fantastic. Getting a dream house. Well done, Sian.

That's very good. Gillian Anderson.

[Speaker 10] (1:20:14 - 1:21:02)

I'm Gillian Anderson and I'm on the bus and we have been in the absolute depths of despair, Steve and I, but in the last six months, I've been invited to join a group, a company, and we have a goal of having businesses to the total of 100 million revenue within five years, which will let me meet the thing B that I presented at my first program strategy day, which is to form a foundation for asset victims in India and to create a foot health business for them so that they have something to work to be sticking to is my highest value.

[Adam Goff] (1:21:03 - 1:21:25)

Fantastic, Gill. Massive round of applause. That's beautiful.

That's beautiful. Ladies, thank you for sharing that. Absolutely fantastic.

Well done. Ladies and gents, are we gonna think big this summer? Yes.

Good stuff. Well, let's give Josh Keegan a massive round of applause as he comes up to tell you how to raise the stakes, ladies and gents.

[Speaker 14] (1:21:25 - 1:21:43)

Allow me to reintroduce myself. My name is O, O, H to the O, V. I used to buy snowflakes by the O.C. I guess even back then you could call me CEO or the R-O-C-O. Push out the frying pan into the fire, I'd be the music man's number one.

[Josh Keegan] (1:21:46 - 1:37:06)

You've paid full price for a first class ticket. You sit down, you go, oh, this is amazing. This is wonderful.

And then you hear this loud noise coming onto the plane, and you're like, oh, thank God I paid for first class because there's no way that person will be coming up here. And they turn the wrong way, and you hear that loud noise getting closer and closer and closer to you, and then they just spark up on the seat next to you. You're like, all right, all right.

And you got about six hours of it. Anyway, let's move on to, let's move on to raising the stakes. And what we wanna do is we wanna put you in a place where you can fundamentally raise the stakes this year and you can go the distance.

This is building on thinking big. Now, unfortunately, your brain is not set up to help you. Your brain is gonna pull you back.

Your brain is gonna be telling you, don't do this. This is scary. You can't have that.

Don't go to the gym. Don't go for that run. Your brain is your worst enemy, and that is you.

So what we need to do is we need to work out how we're gonna overcome that and how we're gonna raise the stakes, so this can't not happen, and how you're gonna get the mindset in place to actually ensure that what you wanna do is going to happen. Who feels like they've written this stuff down, they've got some plans for summer, but who's actually a bit nervous about it? Yeah?

So it's quite easy for me to stand here and say that, you know, I did that six-figure campaign last year and I still have a stake. I was terrified. I was writing all the content thinking, this might not work.

This might not work, and I'm doing the same again this year at a bigger target, and I'm thinking, this might not work, and it's really scary. Like, it genuinely, like, makes me nervous, like, to actually do it, but that's because my brain is trying to hold me back. My brain's trying to stop me from doing this.

My brain wants me to be safe. It doesn't want me to fail, but in reality, you need to push through. You need to overcome that, and there's certain things we can do.

We need to gamify this. We need to make this a game, and make this a game that you can actually win as an entrepreneur, and you need to gamify this for your teams as well, because what can happen is you've got some exciting goals for summer. You've got some things that you want to achieve, but unless you gamify it for yourself to make it fun for you, and unless you gamify it for your team, you're gonna be dragging people kicking and screaming to achieve your vision that they don't want to do.

So gamification during championship season is absolutely vital, and the first part of the game is to raise the stakes, and I'm gonna share with you now the three parts of actually raising the stakes and making this happen and actually executing on this in practice. So we've got sizing up the iceberg. We've got upping the ante, and then we've got making it visible, and I'm gonna take you through each one of those now.

So the first sentiment is you are the first one to let yourself down. You're only ever three seconds away from a bad decision. This morning, it happens to all of us.

This morning, I was like, I need to go to the gym. I kept making reasons as to why, well, I've got to prep, the super event, I've got to do this, this, and this, and it couldn't be so easy for me to just go, you know what, actually, I don't need to go to the gym. I'll just do it later.

I'll do it tomorrow. But in reality, I thought, no, I'm gonna go to the gym, and I just went to the gym, and I made it happen. Now I'm so grateful I did, but still, everything still happened, and it's the same with every bit of work you do.

I need to call that client. I need to ring that vendor. I need to send that proposal.

You think, oh, I'll just do it tomorrow. I'll just do it later. I'm sure it'll be okay.

But you're only three seconds away from a bad decision, and you need to understand that it's only you that's gonna let yourself down, nobody else, and it's you that can be solely accountable for your success or failure over the summer season. So I'm gonna reel off a lot of stuff over the next few minutes, so make sure you've got your action list ready. Make sure you get your pen and paper.

You know, write your notes, and just be highlighting stuff as you go, because a lot of this stuff is highly, highly valuable, and it's gonna be success and failure for a lot of you. So, first part of this is to actually size up the iceberg. How are we actually gonna size up the iceberg?

So, study the iceberg. In reality, you can only see the success. Like, when I stand on stage, I said I did this.

When Adam stands on stage, there's this. When you guys share what you've done, it's like we only see the tip of the iceberg. There's so much work that goes into actually making that happen, and you wanna get as clear on that work code as you possibly can and study what's actually involved to make this happen.

What is actually the requirement to make this happen? Make sure you're very clear on it before you commit and get started. And you need to be aware of the fact that everything has a price.

Okay, you're gonna get an amazing result, but what is the price? That could be the best time of your kids. That could be working evening and weekends.

That could be feeling burnt out. That could be putting on a bit of weight. That could be just generally feeling stressed and feeling irritable.

Everything has a price. Now, of course, you wanna try to minimize all the things the best we can, and get our habits in place, and do our best to avoid it, but there's a real risk that there is gonna be a price to doing this for you, and it will maybe take a toll if you're not careful. You've gotta make sure you're up for that price.

You gotta make sure you're up for what it's gonna cost you. You need to find a blueprint. Like, don't do this by yourself.

Don't just go, well, I'm gonna do this this year, and I'm just gonna ignore all of the blueprints we have on Props to Entrepreneurs. Success and failure are both very predictable. We've got a blueprint for basically everything, so you wanna make sure you're following one of our blueprints to do this.

Don't try and reinvent the wheel. Just do it yourself. Follow the actual blueprint, because it's that which is gonna make this a success for you.

It's like, why would you not do that? Why would you try and do it yourself? Just do it the way we told you to do it, and just follow the step-by-step guide.

Know what's coming. So you need to understand that this won't be easy, and you also need to understand where you're likely to fall off. I talked to the board members yesterday about campaigns, and one of my top tips was you're gonna experience a dip.

So you're gonna start your campaign. It's all good. Loads of activity, exciting.

You're gonna make a few easy sales. Then all of a sudden, it's gonna go dry, like a desert, for like six weeks, and it's gonna be the most painful experience in the world. So you've made some progress.

You thought this was all good, and then it's gonna be like, ooh, what's happening? Anyone that's done lots of deals that's gone sourcing, you get a load of good stuff, you get a load of activity, then it just drops. You spend months and months trying to find the deal, but then it will come back again.

You just gotta keep going. It's that dip and that moment that makes us, because we've got to keep pushing through. So you need to know that's coming, and you need to be ready to combat that, because most people give up in that moment.

They go, oh, it didn't work, it didn't happen. You've got to push through. And try and talk yourself out of it.

You don't need to sit down and go, actually, I don't know, this is gonna be hard. I'm gonna be tired. I'm gonna be ears full with the kids.

I might have to work late nights. I might have to work weekends. We might not be able to go on holiday.

When I'm on holiday, I might have to take my lap. You know, just try and start talking yourself out of all the reasons why you shouldn't do it. And like we talk team members out of potentially taking a new position, if you're still up for it when you've been really realistic about what it's actually gonna cost you and what the negatives are, then go for it.

It's got to mean a lot. Like, to me, last year meant everything, so I knew it was gonna be my financial fortress. It meant everything.

It was like, it needed to happen. So you've got to make sure you talk yourself out of it, and you still want what's at the end, the popcorn at the end of the rainbow. We've all seen this iceberg analogy, like the tip is the success, and everything that goes underneath is absolutely what it takes.

This is massive sacrifices. This is difficult. It's long hours.

It's stress. It's one step forward, two steps back. It's like an emotional rollercoaster to achieve anything big, and that's the reality of it.

I'm not trying to talk you, well, I am trying to talk you guys out of it. I am trying to talk you guys out of it a little bit. In reality, hopefully you want what it is you want enough to then push through and accept this and go ahead and do it.

Once you have sized up the iceberg, you want to up the ante. So there's plenty of ways you can up the ante, and what we want to do is put the pressure on so that you can't not do this. You can't not do this.

So there's certain ways you can do this. One is you can spend the money. So if you know you want to get in incredible shape, you can go and sign up for a year's subscription warranty, or you can go and book a PT session every week for the next year, and just actually pay the money.

When I wanted to publish my book, I paid 6,000 pounds for the publishers for a book that didn't exist yet. I wasn't going to just not publish a book. I just paid six grand.

I was going to publish a book, but it ups the ante. You can actually spend the money in advance so that actually has to happen. The next is social accountability.

So you've got this group. You can actually post in the Facebook group, guys, this is what I'm going to do. This is what I want to do this year.

This is what it's going to take for me to do it. Actually post, tell people, tell your friends, tell your family, stand up at a pin, whatever it is you want to do, and tell people this is what I'm going to do. It's a social accountability.

Get uncomfortable. So if you want to lose some weight, you can buy some smaller clothes. You can do these kind of things that you don't want to do.

If you want to post on social media, if you don't want to post on social media, you're doing a campaign, just start posting on social media. Just start getting uncomfortable. Start feeling that uncomfort.

It comes with the success you're going to need. Force yourself to do it. Don't give yourself a choice.

It's not a choice, and that's a real key sentiment. I started with a personal trainer about nine months ago, and he was like, what do you actually want? And I was like, I was getting caught up in, I want this, I want six packs, I want X, Y, Z.

I was like, all I want is consistency. And all I want, and you've succeeded, if I go to the gym three times a week and I do football once a week, so I do four training sessions with my two kids, with them getting sick, with everything going on, forever. And I've done it.

In the last six months, I've not missed a single session. Like that is, I forced myself. It was like, I had to make that happen.

And the way I did that was I just meant that, which is not a choice. It's not like, do I go to the gym or don't go to the gym? It's just that I have to.

Do I do this campaign or do I post on social media? No, I just have to. It's not a choice.

It's just something you have to do. You have to force yourself and say, I'm gonna do this. And don't let yourself get in your way, because your mind wants you to not do it.

Wants you to talk you out of it. It's the best thing in the world. And all of a sudden, your mind finds this great reason.

Your mind's great. Take in these excuses. And we have them at events.

Did you do this last month? And you get all these reasons about why they didn't do it. They almost convince me sometimes.

But in reality, it's like, no, you've just found excuses and reasons not to do what you said you were gonna do. And then fire up the fire wheel. This concept of firing up the fire wheel, at the start, it's really difficult.

It's hard work. It's hard graft. It feels painful.

Then all of a sudden, you'll gain some momentum, and it will feel much, much easier. Then all of a sudden, you will get that result. That's how the fire works.

That's how anything in business works. It feels really difficult. You're out of your comfort zone.

You're hating every moment. You fire it up, and then you get there, and then you pack off. Burn the boats.

This is what the Vikings used to do. They literally used to burn the ships when they would attack an island or attack a new bit of territory, because they're like, well, we can't go back. So this has to work.

So burn the boats. How are you gonna burn the boats? This is me standing up in 2017 at a pin event.

I think we had about, I don't know, 80 or 90 rooms at the time. And we were literally standing up saying, we're gonna double the size of our company over the next three months. And we did a whole campaign, how to fill 70 rooms in 12 weeks.

So we're standing up, saying, this is what we're gonna do. Follow us on Facebook, follow the journey. I had no idea if we were gonna make it happen.

I was terrified. But it happened, we did it. This is me standing up last year, saying I'm gonna do a six-figure summer.

Like, this is what we're gonna do. And although now it's easy, oh yeah, of course Josh has done a six-figure summer. At the time, I'd never done it.

I had no idea myself. I stood up, I told you guys I'm gonna do it. I did it, and I made it happen.

And for any of you doing house refurbs, get your wife pregnant. It's a really great way to speed along, to really burn the boats. This is, we started refurbing a house.

We're like, cool, Hayley's pregnant now. So we now have got a very limited time. But this is me sitting in my house.

I know, it's amazing. It was like a really difficult period. Hayley was pregnant, we had to make this thing happen.

And now we're there. So it's another way to, it's a very advanced way to up the ante. Right?

Right? You don't get anyone pregnant, just your partner. Just get your partner pregnant.

My book. Once again, I paid six grand of publishing fees before I'd written anything. I wasn't gonna not do a book, was I?

If you wanna publish a book, go and pay six grand. I promise you, that will make you publish your book. My first podcast episode, they said, right, catch, we release a podcast every week on a Sunday.

I didn't, I had done one episode. And it's like, every week on a Sunday. Now, two and a half years later, we've done an episode every single week on a Sunday.

Because I said, this is what we're gonna do. So I said, this is what we're gonna tune in every Sunday. And I couldn't not do it, because I said I was gonna do it.

So that's going for two and a half years now. It's two and a bit years now. It's absolutely wild.

So you wanna up the ante. And you want to find ways to do this, which actually force you to make this stuff happen. And there's plenty of ways you can actually do this in practice.

Once you've done that, you need to make this very visible. So you need to make this very, very visible. So you've sized up the iceberg.

You've said, this is what I'm gonna do. You've upped the ante. You've gotta go, you know, I'm gonna make this happen, guys.

Watch me. Hold my pint. This is what I'm gonna do this summer.

And I'm gonna do it. And then you need to make it visible. Because there's a real risk you set these objectives and you kind of forget about it.

So how do you make it visible? Well, firstly, you've just got to record it daily. So you must record it daily.

Whether it's on a spreadsheet, whether it's on an app, whatever it may be. It could be on a whiteboard. I've got in my office like a nice little whiteboard.

You know, when I'm doing a sales campaign, every day I'm looking at it. Right, what do I need to do today? What's gonna happen?

Where am I against my target? You've got to record it daily. For personal objectives, you might, I know Dan, when he's got personal objectives, he literally puts it on his mirror in his bathroom.

He writes on his mirror in his bathroom. So whenever he's in his bathroom, he's like, like a bossman trying to fall in. Sorry, I was gonna say, no, I won't say it.

Whenever he's looking at his mirror, I was thinking like, because he's getting quite beefed now, Dan. Have you seen him? Killing it.

He's like checking himself out and then he notices in the corner, this little like word or this thing that he's gonna do this year. So it's on his mirror in his bathroom. He sees it absolutely every single day.

Your team, you might get some sort of thermometer. Akash uses these, Shiv uses these, like a thermometer which just basically says, right, this is what we're trying to achieve. Then you're marking it on.

Or you might have scorecards. You have something visible that gets shared every single day for your team about how they're doing, where they're going. Your affirmation board.

You've all got an affirmation board. Make sure this is front and center. Put it on your desk.

Look at it. This is what you said you were gonna do. And you spent three months deciding this stuff was important to you.

So don't get caught up in the noise. Do what you said you were actually gonna do. And finally, focus on the why, not the what.

My last few years of summer campaigns have been like really successful because the why has been quite important. This year's the same. I've got a very powerful why behind the campaign we're gonna do.

So although, yes, it's about making money, it's about making sales with that money, the impact that it's gonna have is pretty humongous and very important to me. That's why I know I'll make it happen. That's why I know I'll get it done.

So what's your why? Like why are you actually doing this? And you wanna focus on that.

You need to now pull the trigger. You've got three months to pull the trigger and make it happen. And if you're not going to pull the trigger, don't bother even pointing the gun.

The whole point here is if you're not gonna actually decide you're gonna go for this, don't even bother deciding which way you're gonna go. You need to be someone you can be absolutely proud of. You wanna get to the end of this summer and be super proud of everything you've done and everything you have achieved.

And you have two choices, the pain of discipline or the pain of rep. Who wants discipline? Who wants regret?

Great question, well done. So ladies and gents, if you had one shot or one opportunity to seize everything you ever wanted, would you capture it or would you let it slip? Thank you very much.

Cheers. Great.

[Speaker 12] (1:37:09 - 1:37:40)

If you had one shot or one opportunity to seize everything you ever wanted, one moment, would you capture it or would you let it slip? His palms are sweaty, knees weak, arms are heavy. There's vomit on his sweater already.

Mom's spaghetti, he's nervous. Been on a circus, he looks calm and ready to drop bombs. But he keeps on forgetting what he wrote down.

The whole crowd goes so loud.

[Rachel Davies] (1:37:40 - 1:41:01)

He opens his mouth but the words won't come out. He's choking, how? Everybody's choking now.

The clock's one minute, time's up. Thank you for that, Josh. Is everyone suitably revved up now?

Yeah? Good. Well, that didn't sound very convincing.

Are you suitably revved up? Yes. Yes, of course you are.

And I think the sentiment for me on that, we all have a picture of a baby. I just thought I'd get in there, yeah? Does everyone feel a bit like this right now?

Yeah. Yeah, good. That it's having the right effect.

Key sentiment for me there as a tempo was to plan out and consider how you're going to up the ante, raise the stakes, get through your summer and achieve everything that you want to achieve. And think of your summer as a series of small wins. Every week, every day.

Don't think of the end goal sometimes because for some of us it can be really overwhelming. When I was doing the swim, I thought during that process, don't focus on the mild swim, focus on each length. And I think that's a really good anecdote to share with you right now.

And be like the baby. Celebrate those wins at the end of the week, at the end of the month, when you've done your game changers, when you've had a really successful month and you're really not seeing the prize in the distance. No matter what mode you're in, whether it's beast mode or best self, celebrate those wins.

Because execution is absolutely everything. And having been on Property Entrepreneur for five years, all of these successes, they compound into something quite amazing year after year. So that's something for you to remember.

And what have I been doing this summer? Well, I up the ante. So some of you might know that on my Life by Design this year I am wanting to visit places that my dad would have loved to have seen.

He died 24 years ago. I was only 26. And he absolutely loved Greek mythology and he wanted to visit Rome and he wanted to visit Florence and he wanted to visit Athens.

So I flew out to Athens. This half term dragged my children with me and we went to see the Parthenon. And there's me, there's my dad.

And I have been living that dream. That's what I've been doing this spring. So I've already started to up the ante.

And you can do the same. Do something big. Fly off somewhere that you've always wanted to go.

Commemorate something that's really important to you. Whatever your vision of raising the stakes is, get on and do it. And that leads me to the third window of opportunity that you've got today.

Adam is about to come on stage right now and he's gonna go through the memberships in detail with you. And I have to say, these are the best packages that I have ever seen for Property Entrepreneur Advanced. And I've been on it a while.

There is something for everybody. There is no option that's not being considered. So he's really leveled things up this year.

So the question I'm gonna leave you with now before he comes on is which option on Property Entrepreneur Advanced are you going to go for? Some of you in the room are on the program. Some of you have been on Advanced maybe one year, maybe two, maybe more like me.

Which option are you going to go for? Make the most of this opportunity today. So it's time to hear all about it.

Please put your hands together while. So welcome to the stage, your head trainer, Mr. Life by Designing Self, Mr. Adam Gough.

[Speaker 25] (1:41:10 - 1:41:11)

Come on.

[Adam Goff] (1:41:13 - 1:52:06)

Thank you. Thank you, ladies and gents. Thanks, Rachel.

Very inspiring. I know that holiday meant a lot to you. So thanks for sharing that with us.

Yeah, so ladies and gents, as I announced to all of you last month, the time has come to make your decision about Property Entrepreneur Advanced. And I think my sentiment is the same. This room is amazing.

We've got this huge room full of fantastic people. But for those people that were with us on Property Entrepreneur a few years ago, when we thought that bigger was better, and that we were just going to keep scaling this thing, we were going to have rooms of 500 people, and you know, bigger isn't always better, is it? And actually, for those people that remember it, when we had an advanced room this big, it just didn't work.

It wasn't as much fun. We didn't know everyone. People weren't as engaged.

It just, it didn't have the same vibe. Like, this is too big a room for that advanced feeling that we want, where you turn up, you get it done. You're part of a high-value community where you know people, you trust them.

People are working together. You don't have to go out there and find three investors, because there's 13, actually, in the room. And like, we realised that we didn't want to be the biggest community.

We wanted to be the highest value, because that's completely different to what everyone else is doing. So that moment of truth made us focus on changing our business model, and that's why we limited the number of seats to 80 on advanced. Now, previously, we'd be like, yeah, we've only got 80 seats, and then we'd sell 100, and we'd get a bigger room, you know?

Like, absolutely, but like, genuinely now, it's like, no, we've road-tested this year. It really works. Those people on advanced know exactly what I'm talking about.

We've rewritten all the content, and that's what we want. And that's why, part of the reason why I work so hard on these other membership options, because obviously not everybody is going to be able to sit in that room and come on advanced with us. And also, the reality of being a parent and having other responsibilities means that not everyone does want to come to the workshops every month.

And with people on the programme now who are streaming in from all over the world, we clearly see there's growth to scale globally, and that means we need to have a virtual offering. But we don't want it to take away from the magic in the room. It's like going to watch the football match.

It's good on Sky Sports, but it's way better when you're in the stadium. And that's kind of like what we want, you know? We want the room of trusted individuals that we know, like, and I shared with my mastermind last night, like, we would rather get 50 people living off of Steam than train 5,000.

Like, for us, it's about meaning. It's like, we want that. That is something we could be incredibly proud about, but we won't do it if we try and train 5,000 people.

We won't. We'll go an inch deep and a mile wide. And what do we do on Property Entrepreneur?

We go an inch wide and a mile deep. Thank you for those that are listening. So that's why we launched all these options and why we're doing more than we've ever done.

I mean, there's literally something going on every week, like, depending on which membership you are, and there really is something for everyone. And the key thing I also want to remind everyone of is that we're gonna grandfather everyone's rates, you know? So yeah, we've come through a period of inflation, and there is a little bit of an inflationary rise this year, but we're not looking to creep the margins up by jumping the price every time we keep improving the product.

In order to build a sustainable community and have people like, the people that you know, but the people that are on stage, and I want to bring so many more of you on stage, by the way, we need you to be on Property Entrepreneur for a number of years because we're not get rich quick. We're not get rich in 90 days. It's like, the reality is, you've already got a business, you can make massive improvements in a year, but it could be between two to five years to get these massive step changes year on year to the point where you're living off the steam and you've brought your dream home, and these things don't happen in two months.

So we need to be with you and grow with you, and that's like a really sincere thing. And also just be friends. Like, we do it because we enjoy it.

We do it because it makes us do it as well, because when I stand on stage, I have to actually execute, otherwise I'm a phony and I'm a fraud. So it makes me get the most out of my life, but it also fills me full of joy and happiness to genuinely share a room with amazing people. So yeah, I'm getting a bit emotional, but that's how I feel.

Like, I genuinely believe it. So there really is something for everyone, and as I shared with you last month, we are gonna open the checkouts just in a second before the break. So I just wanna go through, because as Rachel said, I have put together a bit of a package.

So these are the prices. So advanced is 18 and a half. The hybrid option where you do the virtual workshops but come to the super events was 16 and a half.

If you wanted to just do virtual, it's 15 and a half thousand, and then we have these new memberships, the community membership, where you can be part of the community, you can come to the super events, you're on the app, but that's it, you don't get the content, or you could take a break. You could take a break. And we said for 20% of your membership, we actually flattened it to about 2,000 rounds.

So these were the prices. Now, as I've said, what we wanna do is genuinely reward people for staying. We think that's where the value is, and we want people to get there.

So in order to honor that, and also honor you, because our community is only good when people put in effort. But when I see people posting on our Facebook group on the program and sharing things on advance and offering free calls about something they do, or saying, no, I'll jump on a call with you, or I'll help you out, or we have private dining and someone's suffering, and then the next week, three people are messaging me because they're all helping that person that was suffering. And I'm like, wow, why are these people doing it?

It's because they're such good people. It's like, that takes energy and effort. And it would be remiss of me to just think this is just a one-way thing.

It's like, no, the value exchange is actually both ways. So the point is, we wanna reward you and give you these rewards. So obviously, as staying on advance, so whatever rate you're on now, same as I just said, grandfather rates apply.

So if you're on an old rate from years ago, that applies, apart from the small inflation you rise. Everyone's gonna get this 9,000-pound discount off the list price, okay? That is secured on the blueprint when you join.

We're gonna give you a 500-pound discount on the financial fortress training, because that is the living off the steam training that we think everybody needs to do. There will be some living off the steam training as part of advance next year. But to go into depth on it, in the detail you need when you need it, you're gonna have to do the course, so we're gonna give you a discount on that.

The AGM experience this year was a huge success. The night before the business planning day, having a supper club, having that board-level experience for a fraction of the price, we're gonna give you a 600-pound discount on that. I'll talk about it later, but the board are gonna be going to Bali next year, and if we can do a Bali retreat because there's enough demand then we'll give you a big discount on that Bali retreat.

Also, this is something to consider if you're by yourself or if you're gonna bring a partner. So if we want you to also bring your partner or family member on the program, and if you're sat there now as a solo place and you bring them, the total discount you'll actually get is 7,500 because the person coming on will come on at a partner rate and your advanced rate will also drop. So that should make that quite appealing.

Again, for the first time, if you've got a team member, so they have to be an employee, then they can join the program because no one can come straight on advance. They can join the program for the 50% rate because we want to encourage people to bring their senior team, because people like Rosanna, is Ros in today? Yeah.

She's due shortly. You know, Ros and Dan and Max bought Vash and there's other people in here, their names escaped me, who are bringing their senior team members and they're getting a lot of value. So again, if you were a solo, you wanted to bring a senior team member and put them on the program, we'll do it for the 50% off and then you also get put on a partner rate.

If you wanna attend supper clubs and you buy a pack of three, we'll give you a 270-pound discount. The ladies in the room, you'll get that discount into the world-class breakfast events. My speaker training will include a 500-pound discount and we'll include an advanced three prime-time accountability group.

We'll have a property entrepreneur trainer in the WhatsApp group, so you get that board-level, mastermind-level accountability and that'll be part of the package. So that package is 33,000 pounds, or just about a bit over. And that is what is included when you sign up today.

So the headlines, okay, the headlines. So the package of just short of 33,000 pounds. For the first time ever, we've lowered the deposit.

Okay, if we want people to stay, we don't want to fork out a big deposit. Last year it was 1,500 pounds, now it's 500 pounds. So it's 500 pounds per person today to secure it, which means a solo price, unless you're a grandfather, there's nine and a half thousand, okay, for paying up front.

If you want to pay monthly, that means it's a 500-pound deposit plus 12 payments of 820 pounds. These prices are all plus VAT. So that's if you're on your own, you're up front, or you're monthly.

If there's two of you, right, and you come as a partnership, then that's the total price you'll pay up front, or as a partnership, spreading it monthly, 1,222 pounds, again, plus VAT. So they are the prices, they are the options for our in-the-stadium, getting it done, advanced, and as I've said, this is limited, this is limited to 80 seats. That is the commitment, everyone has a better experience, it's much more enjoyable for us on the way as well.

For those people that don't, that can't come to the room, or don't secure their seat, these are the other options. So if you are gonna do the hybrid, then you're looking at an 8250 offer for up front, or an additional partner would then be just over 6,000 pounds, so you can total two up, and that would be how much you pay, and there's the monthlies. Virtual is a little bit cheaper, 7,750 for up front, and then a bit less for the partner, obviously, than hybrid, and the monthly is under 500, and then the community membership is two and a half thousand pounds, and slightly less if you're a partner.

So these are the options, as Rachel said, it's really a case of which options you wanna go for, and if you are thinking of taking a break in the sabbatical for whatever reason, you've got something going on in your life, or you just had enough and you need a break, no, I don't wanna walk away from this price, then you are able to place a deposit today for 500 pounds, and we'll act as if you were a member for this year, you won't get access to, obviously, any of the content. So, are there any questions about any of these prices, options?

No? You sure? Okay, fantastic.

So, ladies and gents, we're gonna go to a break now. As I said, the ladies at the back of the room are opening the checkouts, so if you wanna make your way to the back, secure your seat, let's give everyone a round of applause for this morning. Looking forward to working with you next year, ladies and gents.