**PPN Session 2 07.06.2024 02-\_Transcription**

[Rachel Davies] (0:17 - 0:25)

Ladies and gents, guys and girls, that's your two minute warning, so we're back for session two. Two minutes, two minutes till rock and roll time, two minutes ladies and gents.

[Speaker 8] (0:27 - 0:41)

Let's get down, let's get down to business. Give you a million nights just like this. So let's get down, let's get down to business.

[Speaker 13] (0:43 - 0:54)

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.

[Speaker 8] (0:55 - 1:13)

So let's get down, let's get down to business. Back and forth, back and forth with the bullshit. I 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.

[Rachel Davies] (1:14 - 1:47)

Alright ladies and gents, that's your one minute warning. Can you come into the room, finish those conversations and take your seats please. We need you back, sat down, ready to roll in just under 60 seconds because we are back on stage then.

So ladies and gents, it's time to rock and roll. Time to take your seats please. Ladies and gents, seats please.

[Speaker 8] (1:47 - 2:01)

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.

[Speaker 13] (2:03 - 2:05)

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

[Rachel Davies] (2:06 - 2:10)

Give you one more night, one more night to get this.

[Speaker 13] (2:10 - 2:17)

We've had a million, million nights just like this. So let's get down, let's get down to business.

[Speaker 18] (2:20 - 2:30)

Cause I'm good, yeah I'm feeling alright.

[Adam Goff] (2:49 - 19:54)

Oh, I love it. All too much. Get yourselves in your seats.

Wow. We just crashed the website, guys. Everyone's like, I don't know what to do.

I've got this card. I'm walking around going, where's the QR codes? Where's the card?

It's crazy. Wow. That is such, that's so overwhelming.

Thank you all. Stand up if you've signed up. Hey, look at that.

Give them all a round of applause. Woo, look at that. That's amazing.

And then you can sit down now. Well done, everybody. And then there's more time.

We've got the rest of the day. So congratulations to everybody who signed up. And then just to cover off, the goodie bags.

Goodie bags. Who's got a goodie bag? Let's have a look.

Yeah. Fancy goodie bag with lots of nice things in it. Yeah, there we go.

That's what you get when you sign up. I'm not going to spoil the surprise of what's in it. Yeah.

Journals, Karma credit, little Karma credit jar, isn't it? It's really cute. Then you've got a water bottle, lots of other goodies in there.

Absolutely fantastic. And a wall planner. Yeah, you've got a wall planner, guys.

That's really good. Organizing next year. And then that leads me on to talking more about the community.

So I walked up Snowdon with these amazing people. Woo! Team Snowdon.

I just want to say, look at my face. Look how happy I am. I look like someone's taken my head and moved it.

It looks like Gran's about to chop it off. I just wanted to say that this is an incredible community. And when you get a real opportunity to spend time with people, like we had six hours, didn't we, to talk together, to walk together, and it just made me think, God, these people are amazing.

Everyone who I spoke to, there wasn't one person that I didn't like, apart from Gran. I'm only kidding, Gran. I absolutely love you.

I like your wife better, though. I have to say. And it's just so important to be surrounded by people who are high achievers, positive thinkers, inspirational with what they're doing, and that makes a massive difference.

And just that walk was just absolutely phenomenal. I loved it. And I've been on Property Entrepreneur for five years now, and I came for the content, but I stayed for the community, and that's absolutely what it's all been about for me.

As you know, being an entrepreneur, it can be pretty lonely at times, when we go in a dark hole, when things are bad, when things are tough, but I just wanted to remind you that everyone in this community, you're such excellent people. You were all willing to help each other. There is high-caliber help when you need it.

I can't tell you how many times Chris Moss has helped me. Shout out to you there, mate. You're absolutely amazing.

He's one of my inspirations. There's so many people out there to help you in this community. It is what you make of it.

Don't be shy. Reach out to people. If you've got a big idea this summer and someone else you know has done it, go speak to them.

They'll talk to you. They'll tell you all about it. And we do business together.

We become clients of each other. We become friends with each other. This is me and Susie and some of the girls and Jackie, who have formed our own little fem, our own little female entrepreneur group, and it's been absolutely wonderful.

Adam talked to me about this yesterday. He said, it takes exceptional people to do exceptional things. We talked about that just the other day.

All of you here, you're all absolutely exceptional, and you're all capable of exceptional things. I just wanted to leave that thought with you there. For those of you who are thinking of going on to PE Advance, this is the package, just a reminder of all the value that's in it.

If you sign up today, massively, massively worth it. Just before we get into something really exciting next, I want to talk to you about private dining. Guys, can you look on your lanyards?

If you have got a green lanyard, I think you're with Adam. If you've got a red dot on your lanyard, you're with me. If you've got a blue one, you're with Josh.

Can everyone just check that? Private dining. I just want to say to you, can you write it down so you don't forget, because we've got a section now where you might forget by the end of it when we go to the break.

It's now time to talk about the next feature we've got for you. This is really exciting. What's the aim of the game?

What are we all here for? To live our life by design, aren't we? The truth is that our life by design is different for everyone.

For some people like me, it's about family time. For other people, it's about being a serial entrepreneur and scaling big businesses and having multiple streams of income. A big part of life by design is being happy.

You don't want to get to your life by design and actually think, actually, I'm really unhappy. I'm really miserable. That's not what we want for you.

The key point is here, what makes you happy is different for everyone. Everyone's definition of happiness is different. What type of happy are you?

Do you know? Have you ever asked yourself the question? Thankfully, we have got a test for you to take.

Before we go into this championship season, we want you to understand what makes you happy. We want to give you more of that. The test is from this month's book club, which is called Build the Life You Want.

Arthur Brooks wrote this. Who's heard of Arthur Brooks? Strength to Strength?

Anyone heard of that book or read it? I know I have. He teamed up with Oprah Winfrey to write this book.

The objective is to understand your happiness profile and how to play to your strengths and understand your weaknesses when it comes to happiness. If you turn to, I think it's page 20, page 16, some of your workbooks. Look around.

There's a happiness test. What I want you to do, there are four types of happiness, four types of happiness profiles. There's a cheerleader, a poet, a mad scientist, or a judge.

If you scan the QR code, you'll be able to scroll down to the bottom of the page and there's a big red button that says begin the test. We want you to find out which happiness profile you are out of those four. Dick, can you put some music on for a couple of minutes?

I want you to do the test now. Any challenges, questions, give us a shout. Everyone doing the test?

Shout if you can't find it or have issues accessing it. Everyone focus on the quiz. Make sure you're doing the test.

Hands in the air if you've finished. Okay, nearly there. Let's just give everyone a few more seconds to finish up.

Right guys, are we finished? Hands in the air if you haven't finished the test. Haven't.

If you haven't, there's a couple more at the back. I'll move us on. Right.

Lovely quiet room. I like it. You're all a bit worried about what you are.

Yeah, put your phones away now if you've done the test. Put them down. This is great.

It's time to find out what profile you are. Do remember if you're sat here comparing yourself to each other saying my happiness profile is better than yours, that's not the case. We need all four.

Every profile is a gift and everyone's got something unique to bring to the party. The whole aim of the game of this is to learn how to play your life by design better than you did last year. So that's the key.

So who here? Hands in the air if you're a mad scientist. Wow.

Oh my God. That's incredible. I am as well.

Right. So you're always spun up about something like a new idea or the next big problem. What it means is that you feel very strongly in a good way and also you feel very strongly in a bad way.

Now this might make you the life and soul of the party, but what it also makes that you can exhaust your loved ones and exhaust your co-workers. I think that's what I do to my virtual assistants on a regular basis. Who here is a judge?

Hands in the air. Have we got any? Any judges?

Oh, look at that. Actually, I can see this. I can see this.

Cool, calm, collected, in control of the madness, great for being a spy just in case you want to change careers or a surgeon, doctors. But with friends and loved ones, sometimes you can maybe appear a little bit distant, a little bit passive, a little bit unenthusiastic. And the idea here is you tune into your strengths, but you tune into your weaknesses too.

What about cheerleaders? Have we got any cheerleaders in the room? Yay.

Woo. Look at you guys. So these guys celebrate the good in everything and they don't dwell on the bad.

And some of us here might think, oh, I wish I was a cheerleader. That sounds really cool. Yeah, you know, being happy all the time.

But one of the things to remember about being happy all the time and constantly being over-optimistic is that sometimes we can get it wrong. You know, it would be pretty exhausting if we were happy all the time because of course you could not be realistic about certain situations and you can find yourself dealing with problems. And then finally, poets.

Is there any poets in the room? One or two. Right, well, you guys have trouble enjoying good things and you're always on the lookout for the next threat.

Okay. But poets are needed because it's poets who can literally save lives or avoid really bad decisions. How many impetuous people here have made a bad decision and wish they hadn't?

Well, a poet's not likely to do that. So that's your strength. That's your superpower.

But it can also make you a bit pessimistic. And for those around you, it can sometimes make them feel like you're being very melancholy. You tend to catastrophize a lot.

And if you are one of those people, that's something to tune into. So that's for the poets. And like I say, it doesn't matter which one you are.

There's no right, there's no wrong. It's like wealth dynamics. It's just you tuning in and being aware of how your emotional states and things that happen to you affect your happiness profile.

When I realized I was a mad scientist, I was like, oh, wow, this makes lots of sense. So it helps you understand, it'll help you manage your emotional state, and it'll help you increase your self-awareness because when you get to your life by design, guess what? We want you to be happy and know that happiness is for you.

So we've got a book club. So I hope you enjoyed that. And now you've got a really good idea of your strengths and weaknesses in terms of your happiness profile.

And now you can have more thought, more self-development on how your negative and positive emotions really affect you. Did you enjoy it? Brilliant.

Okay, so it's on book club this month. So if you want to do some further reading, then I highly recommend that you read the book to go delve into this further. It's called Build the Life You Want by Arthur C.

Brooks and Oprah Winfrey. So I hope that was good. And now it's time to move on to the next session.

So we're going to bring Adam on in a minute, and we're going to be talking about step changes. So I just thought I'd talk you through some of the step changes that I've had over the five years that I've been on Property Entrepreneur. So in 2019, I hired my first virtual assistant.

Never had a virtual assistant for my HMO business on my properties before. It absolutely changed my life and step changed my business. In 2020, I went into beast mode because it was COVID.

I was teacher extraordinaire. I grew my HMO business by 40% and it was the most hectic year I think I've ever had. In 2021, I achieved professional distance between me and my tenants.

I got the balance that I was looking for. I had holidays without headaches and I step changed my business, putting the policies in place that helped me achieve that. And that was the year of best self for me.

And then in 2022, we'd made quite a decent amount of money and we spent some of the fruits of our labor and we did a home transformation. That's Paul enjoying the home transformation there. And then in 2023, I was ready for the next challenge, not sure what to do.

So I had a year of saying yes and Adam and Josh asked me to be the PE host for Property Entrepreneur Program. So I said yes. And that's why you've got me on the stage today.

And this year, 2024, the plan is to build the bedrock and the foundations of my next five year plan and to commit to a startup with Paul in a completely different field and industry. Some of you might know what that is. And that's the last five years that I've had on Property Entrepreneur.

So let's find out a bit more about these step changes. So please put your hands together. Welcome to the stage, Mr. Adam Gough.

[Speaker 8] (19:54 - 20:10)

♪ I just wanna make you smile ♪ ♪ I wanna make you smile ♪ ♪ I just wanna make you smile ♪ Thank you.

[Rachel Davies] (20:11 - 26:11)

Thank you, thank you, thank you. Ladies and gents, as Rachel said, we crashed the website. So congratulations.

It looks like everyone on this side of the room signed up. Everyone on this side of the room didn't. Anyone else notice that?

Have I not given you enough love, guys, over here? Is everything all right? It's just getting a lot of steals on this side of the room.

Don't worry, we'll get you through. Don't worry. Yeah, close to the checkouts, that's it.

So yeah, we did crash the website, but we have got this back up. So if you filled one of these in and you're in the first 80, then we will obviously honour that place. But you need to pay before the end of the day.

Bianca's trying to work out how many we've sold or not sold at the moment because obviously we crashed the website. So, but there are, you know, if you are still thinking of putting an order in, then this is the way to go. There are the QR codes.

You can try and get over the line yourself. Hopefully we sort the website issue out and you can do it. If not, it's one of these, okay?

So these are available at the back. So step changes, right? Let's talk about step changes.

I mentioned it earlier, and everybody else is thinking in terms of like a linear fashion. And I did allude to it earlier quite heavily because I do think this is what makes us different from everybody else. And it's like, well, yeah, I'll just make these small changes, small changes.

And it is small wins that add up. But we believe that the best way to grow a business or make changes in your life is to do a step change, is to really think about it in advance in the autumn, plan for it over the winter, and then go and make the jump. Like make the jump, rip the plaster off, push yourself, get it done in a short amount of pain zone rather than dragging it out.

Because often, especially in our businesses, we have this little jump between these sweet spots, like commercial balance that you've heard me talk about. It's like the business makes money here, and it makes money here, but it loses money in the middle. And it's kind of the same in lifestyle.

We just have to bite the bullet and go for it. And it's these step changes that this championship season are about, and this is what we're about. And I, like Rachel shared a lot of her step changes.

I've had significant step changes since I also joined Property Entrepreneur, whether it was increasing my revenue, bless you, by 40% in year one. I came on Property Entrepreneur, I was like, I want to make more money. Who wants to make more money?

Yeah, it's not a trick question. Okay, six people. I'll be giving it out at the break, so who wants to make more money?

Oh, oh, oh, yeah, yeah, yeah. Yeah, I want to make more money. You know, I want to make more money.

It's like, how do you do that? Well, I need to go from 50 to 100 houses. It's like, do you?

And then he said that famous saying, more revenue doesn't equal more profit. More revenue doesn't equal more profit. So three people understand, that's good.

And it's like, no, actually, I'm programmed to think that more is the answer, but actually less was the answer, and I increased my profit by 40% by not taking on any more properties. It was totally alien. So I ran my business better.

I walked the line. I cut costs. I found margins I was missing.

I collected like 30,000 pounds of the rents that I didn't know I could collect because I moved it into performing. All right, and that was a huge step change. Same thing across the Atlantic.

I shared it with you earlier. Being away from the business for a month is a huge step change. Going on a body transformation was a complete step change, you know, and things will, and, you know, it's changed, fundamentally changed a lot of my habits, mainly steps, I would say, is the big thing I've taken from that as well as understanding what I eat.

And, you know, moving to Cape Town, spending lots of time in Cape Town, six months, six months, flying in and out. It was like, these are huge step changes, and they weren't just little changes. They're quite big things.

Like, think big and go for it. Obviously, like Rachel, stepping into that speaker space, Rachel remembers me. That was my first blueprint, by the way, and Rachel came on that blueprint, and I was absolutely cacking it.

I was so nervous. I didn't know really what to do. I hadn't had any training, and I just, I did the best I could, but I'm sure Rachel would go, I was pretty rough around the edges, but it was like, let's go, you know.

You're now a speaker. Just do it. It wasn't like all the, it was no problem.

It was just solutions. No problems. It was like, let's get it done.

Obviously, selling my business, once I'd figured I'd completed my financial fortress, and just going, you know what? No, I'm going to sell it, and I'm going to leave London. That flat that I've just spent £60,000 doing up, like 12 months ago, I'm going to lease it out.

I'm just going to leave. Like, I'm not going to live in London anymore. I want a different lifestyle.

I want the barley life, which I shared with you earlier, and it's like, actually, that really did come true, and it's like, well, how am I going to do it? Well, I'm going to fly in, and all these jumps. You know, they're big, big jumps.

They're big, big jumps, and I did share this with you guys yesterday. This is my new villa and bike. I'm super happy.

So step changes are possible. They're what we want for all of you, and lots of people in here, who here's had a step change? Who here's had an experience of step change?

Okay, cool. So a third of the room, at least two-thirds of the room, have still yet to get it. So this should be your goal for the summer.

If you haven't set that target in the Think Big session, what am I going to do? There's such a jump from where I am now, so I can keep making these leaps. This is what it's all about.

So in order to do that, and so you don't have to just listen to me all the time, I thought I'd invite three people. Lots of people in here have had some amazing step changes. Those three people that came to mind that I've asked to join me.

So ladies and gents, can we give a big round of applause to three of our highest performers? Umesh Cowra, Suzie Carter, and Mr. Kevin Edge. If you guys would like to join me on the stage, please.

Thank you very much. Please take a seat. So I thought it'd be a really nice idea to just showcase, boom, some people who really have made some step changes in their lives.

And you may have heard some of their stories before, but this is a chance to unpick it, get a little bit behind it, and ask some questions. So let me just get this mic. So ladies and gents, if you just want to start off, just quickly introduce yourself.

So your name, how long you've been on Property Entrepreneur, that'd be really good to start with. All right, let's go. Ladies first.

[Speaker 20] (26:12 - 26:17)

Hi, everyone. Suzie Carter. I've been on Property Entrepreneur for five years.

[Rachel Davies] (26:19 - 26:20)

All kind of blends in after a while, doesn't it?

[Speaker 4] (26:21 - 26:25)

Kevin Edge. I've been on Property Entrepreneur on the board for nine years.

[Speaker 5] (26:29 - 26:34)

Umesh Cowra, and I've been on Property Entrepreneur for, this is my second year.

[Rachel Davies] (26:35 - 26:55)

Cool. Excellent. So we've got a range of people.

That's worked out quite well, hasn't it? So we've got a range of people. Now, just one at a time, just to give a bit of context, could you just explain where you were before PE, and now where you feel like you've got to in terms of step changes?

There's no ego here, so we want to hear the good stuff, so don't hold back.

[Speaker 5] (26:55 - 26:57)

Where do I start? Right, okay.

[Rachel Davies] (26:57 - 27:02)

Well, you've got, short window, window of opportunity. Yeah, go for it.

[Speaker 5] (27:02 - 27:53)

Just give us a minute. Okay, so 18 months ago, I was XXX to XXX size. I was 40 in jeans.

I'm now 32. I've lost quite a bit of weight, but most importantly, I'm very, very confident compared to how I was before. I let go of my Lamborghini.

I've let go of a fair bit of ego, and I've moved from a one-man band to a team of six. I've got a world-class executive assistant. She's so good.

She's even picking my kids up today. Like, genuinely, that's how it is, just following the blueprint. What else have I done?

I'm part of this community. I've helped more people in the last two years than I think I've helped in the last 20 years. That's me.

[Rachel Davies] (27:53 - 28:04)

Amazing. A round of applause. Well done.

Amazing. It's pretty, yeah, genuinely amazing. Susie, where were you before, and where are you now?

[Speaker 6] (28:05 - 28:44)

So, I have a corporate background, so I'd already left the corporate world when I joined Property Entrepreneur, but I was all over the place. Nothing in the corporate world prepares you to be an entrepreneur in any shape or form. Property Entrepreneur's given me a massive direction of travel.

So, what have I done? So, bought a seven-figure business, set up two six-figure businesses, built a five-million-pound property portfolio, moved to our dream house in the countryside, worked with some amazing clients. Genuinely, absolutely love the direction of travel at the moment.

So, yeah.

[Rachel Davies] (28:45 - 28:54)

Very impressive, Susie. Let's give Susie a big hand. Well done.

Amazing. Kev, take me back to when we first met.

[Speaker 4] (28:55 - 29:04)

That was eight or nine years ago, yeah. How long have you been on that? No, I think it's seven.

Seven, right. So, I was already here. You were?

I was already here.

[Rachel Davies] (29:04 - 29:05)

How were you doing?

[Speaker 4] (29:05 - 29:58)

What were you like? I was a builder. So, I started my building company as an entrepreneur, but I was a builder very much working as a builder, driving a van on the site, picking up materials, doing all of the stuff.

And I always knew that I never wanted to be the guy who was 60, driving around in the van, doing the building, picking up the stuff, doing all that work. But I didn't actually know how to go from there to where I am now. So, I was looking around for kind of how do I find an answer.

And I went on to Systems Day with Dan like nine years ago and did the Systems Day, joined the board, started to find some answers and I've kind of worked my way through. So, now I run a development company, do developments in Essex, Hertfordshire. And so, I've gone from being a builder on the tools to owning my own business now.

[Rachel Davies] (29:58 - 30:01)

And is that the only transformation that you've had?

[Speaker 4] (30:02 - 30:43)

Yeah. So, also we did the body transformation. So, we did it as a group.

And at the time, I didn't know anyone who had done this kind of stuff. And you did your one first and then we all kind of followed along. And I lost like 25 kilos.

So, I went from like, I don't know what it was, 92 to 67, I think. And I remember joining with RNT actually. Akash is out there and they said to me, I said how much I weighed and my height and stuff and they said, we'll get you down to like 67.

I thought, you're mad. I haven't been like that since I was like 16. But I did the whole transformation in quite a short time.

And I was, yeah, really pleased with the results.

[Rachel Davies] (30:44 - 30:48)

And what about your fitness journey? Because obviously, once you'd lost the weight and you're half, literally half the guy that you were.

[Speaker 4] (30:49 - 31:38)

There was, yeah. So, then I started running. So, we did the first get up and give back.

We did a half marathon. And I, so like proper entrepreneur, went out, went mad, trained too much, pulled my hamstring and thought, I'm not going to be able to do it. But being in the group, everyone was like, well, just try, you know, maybe a 5K or a 10K.

And so, I'll have to do the half marathon then. So, we all did the half marathon. That was the longest I've ever run.

And I thought, well, I've always wanted to do a marathon. So, I signed up for London Marathon next. And I was like 53.

But, you know, no limits. So, trained really hard for that. And I did that in 3 hours 11.

Or 3 hours 12, sorry, for my first one. Which was all right. But the thing is...

[Rachel Davies] (31:39 - 31:42)

52. Never run a marathon before.

[Speaker 4] (31:43 - 32:02)

It's kind of like being an entrepreneur really. Because that's kind of like the headlines and everyone kind of sees all that. But the stuff people don't see is everything you do behind the scenes.

So, it's going out in the cold, dark morning, snow, rain, hail, and running, running, running. Really training really hard for a long time. And then you have that, you know, great event.

They're like, oh, that was really well done.

[Rachel Davies] (32:02 - 32:04)

And since then, the marathons?

[Speaker 4] (32:05 - 32:30)

Carried on with some marathons, yeah. So, it's like, what's the next challenge? So, did the first marathon.

And then it was like, I heard about the big six. So, there's six you can do around the world, which is London, Berlin, Chicago, New York, Boston, and Tokyo. So, I thought, okay, let's go and get that medal.

And everyone who's like running has like heard of that. So, I went on that journey and I just finished that in Boston just a few weeks ago.

[Rachel Davies] (32:39 - 32:53)

Kev, you're so humble, I literally have to pull it out of you. And also, Kev, what about your dream home? Right, because not only did you shut down Civic, which was that noisy, you shut it down and you're a new man Yeah.

And what about your home as well?

[Speaker 4] (32:53 - 33:11)

Yeah, so, yeah, we've got a beautiful home in St. Albans. Found a home, kind of like, rebuilt, like 90% of it. We've got a beautiful, huge garden and a lovely office outside and stuff.

Really proud of that, really beautiful home and I've achieved all that since I've been on Vulture as well.

[Rachel Davies] (33:11 - 34:03)

Thank you, Kev. So, guys, some amazing step changes like Umesh in a matter of months, Susie over five years, corporate to seven figure, probably very soon eight figure entrepreneur. Kev, I mean, unbelievable, like losing 25 kilos, shutting down.

I mean, I remember when you and I literally had that bit of an argument during the board about, because Kev came in late to the board one day because he, one of his labourers didn't turn up and he was building a wall in someone's garden and I was like, what do you mean you're, I was like, why are you late? You shouldn't be late. I was building a wall.

What do you mean you're building a wall? Why would you do that? He was like, because he was so on the tools.

Yeah, you guys, amazingly well. So, fantastic examples of step changes. Can you share any insight as to what you did?

What's the secret, like, what made you take those step changes or what can you share to help you get there?

[Speaker 6] (34:06 - 35:41)

So, I think the first thing you have to have in place is a dream and I think, quite often, we don't dream big enough and I think it's something, I'm a raging optimist. Those on the board would know that. I kind of forget all the bad stuff and I'm like, oh, it'll be fine, which isn't always a good thing as an entrepreneur.

so, I've always believed I can do anything, actually, and you definitely have confidence crises, but even from the age, like, even as a teenager, I used to watch, those of you under 40 will think that I'm totally ancient now, but like, I used to watch LA Law and things like that and all I want to do is wear a suit in the city and I did and when we were kind of working, I really, we knew we wanted to make this massive move to the country and I used to meditate every day and I used to visualize what the home would look like and so, every day, I felt like I was living there and it came true. So, I think, like, big dreams and kind of, you know, obviously, you need to take the steps to move towards that. I think that you need to, one of the best questions that people, that a coach said to me a long time ago was, don't ask how, ask who and, you know, I definitely wouldn't be where I am today if I didn't have, like, some amazing business partners, JV partners, the people on the board, the people on Property Entrepreneur to kind of help me, help me alongside and, of course, you do, you know, you do need to kind of have the confidence and you do need to put the work in and everything but, I think those two kind of are super, super important to me.

[Rachel Davies] (35:41 - 35:48)

And that story of you getting your dream house is just amazing. Yeah. Do you want to share about your dream home?

Do you mind sharing with people that don't know about it?

[Speaker 6] (35:48 - 35:49)

Yeah, sure.

[Rachel Davies] (35:50 - 35:52)

Because that was a real example of a step change.

[Speaker 6] (35:52 - 35:52)

Yeah.

[Rachel Davies] (35:52 - 35:53)

I remember seeing it happening, yeah.

[Speaker 6] (35:54 - 37:12)

Yeah, I mean, when my husband and I both, we obviously both got married, yeah. When, when, when, yeah, when we got married and, and we always said, like, we lived in London at the time in a two-bedroom flat and it was a lovely two-bedroom flat and we, and we said, we will, this is what we want to do. We have this vision.

We're going to live in the country. We're going to have two dogs, a big one and a little one. We're going to have two children.

Like, God, you know, God blessed us with those and, and we kind of had this really strong vision when we got married. That's what we're going to do and we couldn't make that work initially because we were both still working in London and so we moved to Surrey and we kind of did that and then, yeah, now, now we've moved to Gloucestershire. We live literally in the middle of nowhere on a, in a farm, on a farm.

We've got, we've got a beautiful farmhouse and we've got land, paddocks. We've also, there's also a bit of a property deal as well because we bought a barn that's got planning for houses. We've bought cottages that we've refurbished and so there's income coming from the property as well and we got it below market value because it really motivated seller so obviously we needed to have a deal with a property entrepreneur.

[Rachel Davies] (37:13 - 37:20)

That was a huge jump. I remember you going a bit like Dan was saying about Dan's story with his house. You were going through a similar thing.

I can't do it really. Should I get this? Can I really get it?

[Speaker 6] (37:20 - 37:28)

And then it's this huge thinking big great example. It was way above what we wanted to spend. We made it work by creative strategies.

[Rachel Davies] (37:29 - 37:33)

Amazing. Either of you want to share how you went about it?

[Speaker 4] (37:34 - 39:00)

For me it's been about being around people to understand the strategy so I never had a business background at all so I was a bricklayer and then I'm running a company because it seems like that's the next thing to do but I've got no idea about strategy or how to set up a business or even what it means apart from maybe I've just got to work harder. And I think what I've really picked up over the last few years is real understanding of business strategy, the business models and even now say we're doing development but it's not the best time to be doing development right now so as I look at the business model we've got and then we start to understand what's going on then we start to change what we're doing so we're flipping slightly into client builds because that's our cash flow slice at the bottom and development doesn't give you any cash flow. It sounds obvious when you think about it but you do this work you don't get paid for two years that's not much fun so we're doing the cash flow piece at the bottom which is going to be client build which is very much related to development and then we've got our development which is our profit in the middle and then we've got the options which is going to be our asset play all the way through but understanding that model being around people who are implementing it and then understanding how it applies to me has been a game changer.

[Rachel Davies] (39:01 - 39:12)

It sounds like you really sized up the iceberg like Josh talked about earlier you're getting more strategic when you make these decisions it's not accidental it's like I'm going to do that and that's what it looks like.

[Speaker 4] (39:15 - 39:25)

It's not going to lead to exactly where I want to get to so we need to tweak it a bit. How do we tweak it and what are the missing pieces. So that's kind of what we've done now.

Very nice, very nice. Domesh you've got anything to say?

[Speaker 5] (39:27 - 40:58)

Yeah I think the journey has been incredible because we can all very easily and quickly just follow the crowds and follow what other people are doing and we can do things that we think we need to do but actually it might not be what we want to do and when you home in, I think the strategy last year really honed in for me because it enabled me to think about what I want and I read a really interesting book or should I say I listened to it by Akash and it was like your reason why and your why and your why and it's like three reasons why and I keep on saying it to everybody and it reminds me of why and then this year during the mastermind and the strategy season I went along and did my long plan and my long game and that really woke me up because there's lots of things I've been doing in the past few years, they've been great, I've loved them and I wouldn't change those things because they've made me who I am but I know my long game now and I know my mission and nothing has stopped me ever since it was the 23rd of October when I figured that out. It's been in my journal and it hasn't stopped me and there's not been a single day that I've not done really like because I know my reason why.

Even the days where I've been like literally where someone would say you don't need to do it, you can take a day off, I haven't. I've been like consistency beats cleverness in my head ringing me and it just allows me to focus on that mission, knowing what I want, knowing exactly where I'm going and what my purpose is. It really helps.

[Rachel Davies] (40:58 - 41:25)

I say observing you on the mastermind, you've connected with your why so strongly that you have this abundance of energy. You're so motivated. When you really want something, you will do whatever it takes to get it.

You've lit that fire. That's fair to say. With you, it's never ending.

There's something inside you that's burning really bright right now.

[Speaker 5] (41:25 - 42:01)

I totally agree. I was talking to them and they said did you have a relaxing time on the holiday and I said yes, I did. On my holiday, what I classed as relaxing was walking.

The rest of the time, I really enjoyed my walks and I used every single walk in the morning whilst everyone was getting ready to go out and share knowledge. I was doing walk and talk because I know that's me. I totally agree.

[Rachel Davies] (42:02 - 42:16)

You mentioned habits there and getting into how you do it. It would be great if you could share a tip, perhaps, of something you've done to help you do it. A top tip.

I know walking was a huge one. Have you got a tip?

[Speaker 5] (42:17 - 43:07)

I think walking, consistency, there's loads to go through but mindset is everything. I've had an abundance mindset since probably six, since the age of six. My mum always used to say to me givers will always get.

I never really understood it. She always used to say to me you need to do service. Every weekend was consumed with helping other people.

Now it's become a natural habit for me. Actually, I count that abundance mindset and givers will always get. I'll always be protected.

I'm never afraid of never having an income because I always get looked after. That's just a top tip for me is never be afraid of giving.

[Rachel Davies] (43:07 - 43:10)

Nice, thank you. Susie, any tips you want to share?

[Speaker 6] (43:10 - 43:53)

Yeah, I think I do have that one as well. So even when things hit the fan I definitely believe that something will come to work it out and it always does. I think I gave one earlier which was ask the who question not the how question which is a great one.

I think being in a room like this, being on the board is super important because when I joined the board, being completely frank, I felt like I was the junior member. I really hadn't got to where I am now. I was looking at everyone doing these amazing things but it made me level up for sure and it gave me belief as well.

So just being around people that are doing what you want to be doing is just so, so valuable.

[Speaker 4] (43:55 - 44:43)

Yeah, I think even after nine years I still feel like a junior member actually. But definitely I agree, getting around the right people was just so important. People that were going to push you to keep achieving and keep trying your best.

A friend of mine described it as, he said, Kevin, sometimes you're too much on the battlefield and you need to get in the general's tent. Being around this kind of thing is like being in the general's tent and kind of sizing up the battle and then you go back in. So it's really like getting yourself away from your business is what I personally find really helpful.

And I'm always too busy to come here and I always get so much value by being away from the battle. So definitely staying in the general's tent.

[Rachel Davies] (44:43 - 45:09)

Who's too busy to be here? We've all got stuff to do, right? But we prioritise the on the business.

Right, guys, thanks so much. Stick around. Ladies and gents, I'll open up the floor to any questions for the three step-up showcase.

Who's got a question? Raise your hand if you've got a question. Yes, there's a lot of smoke.

I can see Chris is waving his hand. A lot of smoke in here.

[Speaker 10] (45:12 - 45:43)

It's not so much a question as it is to help Kevin with his promotion. He's very, very humble. Just from the insight, Kevin, I of things.

The developments that Kevin does now, he didn't mention what these are, but they're like eight house new builds in areas where new builds and these houses aren't cheap. Incredibly inspiring, incredibly impressive. I just wanted to add that.

[Rachel Davies] (45:43 - 46:03)

I don't think you the catch box. Could you pass it back to Richard Miller, the handsome gentleman in the shirt.

[Speaker 12] (46:05 - 46:27)

Looking at you on the stage, you've achieved it, life by design. What motivates you now, what's the ambition? Is it more where you are now.

Great questions.

[Speaker 4] (46:27 - 47:01)

I mean, for me personally, I really enjoy it. I mean, I really enjoy running a business. I really enjoy kind of working out.

I need to make some changes now. It's kind of a bit of a game really. So, and I mean, personally for me, the money is like a scorecard.

So you have to make a profit to be successful. There's no point doing it and not making any money. So it's kind of how do I make any tweaks to this kind of business that I'm making?

How do I make it successful? So I really enjoy that game. So that's me personally.

[Speaker 6] (47:03 - 47:31)

I don't feel like I'm finished. I've got some more property deals in me for sure. But I've got this, I told you, I kind of am a ridiculous dreamer.

I've got this crazy dream, which I wanna pursue, which is I want to empower women worldwide. And I want to do that. I don't know how I'm gonna do that.

And I don't know where I'm gonna do that. But that's just something I've always wanted to do. And that's kind of really deep within me that hopefully this will honor a lot.

[Rachel Davies] (47:38 - 47:49)

Well, we're starting right here. I mean, it was, you pushed me to really try and promote world class women in the community. So you're already having a massive impact.

We've got Matt and Claire, please, questions.

[Speaker 9] (47:53 - 48:21)

Yeah, a question really, I think for Susie and Kev that have been on here for a long time. What do you find each year that you go around the track that changes? Are you having a goal that you're looking to try and work no longer in the business?

Or are you still working as much as you were before, but you're just taking away more tips so you're becoming more efficient? What do you notice each year that you go around the track that's helping you? What's different about yourself?

[Speaker 4] (48:22 - 48:45)

Probably me, actually. I'm the one that changes every year. So I'm constantly evolving.

So I'm seeing things in a different way. I think it's being around on the board, being around people who are constantly pushing me to achieve more of myself because it would be easy to kind of just fall back and not kind of drag as much out of myself as I can. Ian won't let me give up marathons until I've done a sub three.

[Rachel Davies] (48:46 - 48:48)

He won't let anyone give up anything. I'm not going to give up marathons.

[Speaker 4] (48:48 - 48:54)

No. Except me running this morning, even with an injured knee. So it's kind of like- What's your PB now?

Sorry?

[Rachel Davies] (48:54 - 48:56)

What is your PB now? Is it still 311?

[Speaker 4] (48:56 - 48:57)

311, yeah.

[Rachel Davies] (48:57 - 48:57)

Okay.

[Speaker 4] (48:59 - 49:19)

But so I'm constantly evolving as an individual and then I'm constantly learning more and implementing more of the kind of strategies and the understanding of how to run a business. And for me, I'm a mad scientist, right? So I really enjoy this stuff and it's how can I learn more and how can I implement more of it?

So yeah. Cool.

[Speaker 6] (49:20 - 50:06)

Yeah, I definitely agree with all of that. I'm going to be completely honest here. I think last year was the first year I've really nailed my autumn.

So I kind of look back at my previous efforts and they were pretty poor. Not through want of trying. I think I just got it last year.

It just suddenly all clicked for me. So if anyone's feeling like that, that maybe they haven't quite got it, like there is time. And then, yeah, I think kind of just trying to take myself out of the businesses.

I've got, we've got a business we bought last year to so want to stabilize that. So there's still lots to do, but yeah, I think for me kind of, and as Dan and Adam and Josh level up, I feel like the content levels up and therefore there's just more stuff for us to do the financial fortress, et cetera, et cetera, so.

[Rachel Davies] (50:06 - 50:36)

I think what's, yeah, what's just reminding me is that although like Umesh has come on, he's been on it a year and a half and he's seen big changes. But if you don't mind me saying, I think both of you, it took a while. Like, it's okay for me to say that.

It took a few years for like the paper to light, you know, and what you just said there. It's like, it took a while, right? There was like inertia and for these guys, it didn't just happen overnight.

It wasn't one year and it's done. Like they stuck with it. They stuck with it.

And, you know, I'd say, Kevin, probably four years, I think, till the penny really dropped, right?

[Speaker 18] (50:36 - 50:36)

Yeah.

[Rachel Davies] (50:36 - 50:42)

If you don't mind me saying, it's true though, isn't it? It's true, yeah. It's easy to say, oh, it was easy.

But you didn't really know these, like for the first few years, you were...

[Speaker 4] (50:42 - 51:11)

As I was saying, I was like a builder. I didn't really know what a business was. Looking back, I can see that.

I just thought it was about building. But now I understand through the work that we do that I'm actually creating a business. And I understand what that business is.

And that business has become an asset, which so it's not for me, it's not just about building houses because they happen operationally, but the real work happens in creating a business. And that's what I've kind of understood over the last few years, really.

[Rachel Davies] (51:11 - 51:14)

It takes time, it literally takes time. Yeah, Claire, last question.

[Speaker 17] (51:15 - 51:22)

In order to complete these step changes, what parts of yourselves did you have to let go of? Nice.

[Speaker 5] (51:27 - 51:51)

I think I'm really good at self-awareness anyway, but I had to let go of some egos. Definitely, there's lots of things I was probably doing that was ego-centric and also to please others. And I realized that I will please everybody in the room when I please myself.

So that was like the biggest thing for me. Like I'll please everybody when I am pleasing myself and I'm showing that abundance.

[Rachel Davies] (51:53 - 51:54)

What made you sell the Lamborghini?

[Speaker 5] (51:58 - 53:01)

So there was lots to it and I don't have every page in the journal to go through, but I think in short, it's like there's no point in having debt and then having a car that is just there for ego. It's just there to have Lamborghini. Like I enjoy fast cars.

I enjoy driving in the fast lane. And I realized that for me in my life, I am better placed driving the fastest I can in the middle lane. So I just step changed and moved from the fast lane, driving as fast as I could to the middle lane, driving very fast and very comfortable and very safe because I know I'm there.

And I can, throughout the seasons, I can go into the first lane and I can go into the third lane and I'm very comfortable doing that. But paying down debt was really important. Like what's the point of going all the way through trying to have more, which actually that lesson learned is more is less.

So in that kind of personal cash management, more is less. So I just, that was one of the big things for me. Big change.

Yeah. Good question.

[Rachel Davies] (53:01 - 53:07)

Any more questions? No, we're going to end it there. Is there one more question?

Okay, we've got a quick one for Bianca. My gut's for garters.

[Josh Keegan] (53:10 - 53:16)

Congratulations, everyone. Really inspiring to hear you. My question's a little off field a little bit.

[Rachel Davies] (53:16 - 53:18)

Oh, we'll leave it then. We'll go to a break now. No, I'm just kidding.

Come on.

[Josh Keegan] (53:21 - 53:36)

He totally threw me there. I think you've all got kids. So when this step change happened for you, how has that been reflected in your children?

And how are you reacting to that? And how are they reacting to that?

[Rachel Davies] (53:38 - 53:40)

CZ or Amesh, both of you.

[Speaker 5] (53:40 - 54:34)

Yeah, let me answer that from my perspective. So I've got a six year old and a 10 year old, and I thought that they would find it very difficult because I've started walking every morning at their breakfast time. And actually what they've done is they've just adapted and they encourage us to say, are you guys going to your training?

My son is very much, he's helping my daughter get ready. He's helping her, he's being more there because he's supporting us. My daughter is, she is able to get ready herself.

She's doing more and more and more, knowing that dad's going for his walk. And she actually says to me, like, this is the honesty, she says, you stinky chicken, because I've come back from my walk and she's like, hurry up. And I've got 10 minutes to have a shower and get ready.

In a weird way, she's a supporter. So she supports us. And I think our kids are levelling up.

[Rachel Davies] (54:34 - 54:50)

But it wasn't like that, was it? Because you went through this transformation where you were like, he realised he was doing everything for his kids at home. And he was like, actually, this has got to change.

And he's like shaking up his household quite a bit. And now his kids are supporting him in his mission. Whereas previously you were just doing everything for them.

And that was quite a big realisation, wasn't it?

[Speaker 5] (54:50 - 54:51)

Yeah, very big actually.

[Rachel Davies] (54:51 - 54:52)

So that was quite apt.

[Speaker 5] (54:52 - 55:28)

Yeah, completely. It's a mindset thing. We think we've got to continuously do what we know or what we have been doing.

But actually, what we need to do is hone in and do what works for us. And things around you will just adapt and it will make it happen. Everyone's here today.

So what, have you closed all your businesses and just closed the shop for the day? You haven't, it's still carrying on. And there might be some things that go wrong and there might be some things that go right.

But you need the wrong things to know what you need to put in place to stop that from happening again. So I never say that it was a bad experience. Every experience is a very, very good experience.

[Rachel Davies] (55:28 - 55:31)

Susan, a bit of insight. How's it been with your kids?

[Speaker 6] (55:31 - 56:33)

Yeah, I mean, I think everything, it's a great question, by the way. I think one of my big drivers was that I wanted to free myself up so that I could actually spend time with the children. Like when I was in the corporate world, I was leaving home at 6.30 in the morning. I was coming home at 7.30 at night. And I was thinking, how am I ever going to be able to take my kids to school? So that was a really big driver for me, actually.

So to be able to do that, the ability to go to a match on a Tuesday afternoon and watch them play cricket or whatever is fantastic. And also, I think the mindset does rub off. Like if my children say, oh, I can't do that.

They don't say that anymore. There's no such word as can't as their mummy. And it must be such a pain in the ass to live with an entrepreneur.

But it's kind of, so yeah, the mindset definitely rubs off. And they're 10 and eight at the moment, but our plan is to incorporate them into the business and teach them entrepreneurism. Because schools just don't.

So the ability to be able to do that is super, super valuable.

[Rachel Davies] (56:35 - 59:12)

Amazing, great question. Ladies and gents, let's give Susie, Kevin and Mesh a big round of applause. Thank you guys.

If you want to make your way off the stage, that's great. Thank you so much. Thank you so much.

Really inspiring, guys. Thank you so much. That was fantastic.

Well done, all your successes. So we're gonna move on. So summer is all about selling.

It's about marketing, it's about sales. We do it in the summer because people are in a good mood. People are on holiday.

People have got a little bit of a suntan. People are feeling good about being light in the morning, about being light in the evenings. They're out in the beer gardens.

We use the summer season to help build go with the flow because selling is pretty difficult and so is marketing. Who here thinks marketing and sales is quite challenging? It definitely is.

I would say it is the hardest skill to learn in business. Once you get over yourself, personally I think the art of selling and the science of marketing is actually particularly challenging. Bless you.

Actually, the reason we've asked this speaker to come on today is because for a long time we were quite scared about paid ads. Paid ads which you all see in your Instagram feed or your Facebook feed or wherever it is and there's very few people that nail it but those ones are the ones that are getting the awards, going really far. So somehow these people know something that everyone else doesn't because everyone else tries it, they get their fingers burnt and they stop but you see the same people doing it over and over again.

It must be working right otherwise they wouldn't be doing it and for those people that are on advance, we've talked about funnels over the last couple of workshops. This next session is all about the secrets of paid ads and how to build a successful funnel and this really is the ultimate form of leverage because if you get this funnel and this system right, you can invest a certain amount and know you're gonna get a certain amount back and that's kind of the money machine that we wanna create for all our businesses. So it gives me a huge pleasure to welcome to the stage our next speaker who has successfully, former property entrepreneur, successfully scaled an Amazon business that's produced passive cash flow, has blueprinted this marketing strategy which he's gonna share with you now which has also created another six-figure business and he's done it while keeping his life by design, by being there for his family, by not working long hours. So he really has got his cake as well as eating it. Ladies and gents, let's give him a massive round of applause back to property entrepreneur, Mr. Chris Hill.

[Chris Hill] (59:12 - 1:22:09)

♪ Yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah, yeah ♪ Thank you very much. What a horrendous photo. You've dug into the archives to get that one out.

Thank you very much guys. So I'm here today to talk to you about paid ads and funnels. So just so I can get an understanding of really your understanding in the room.

Who here knows what a funnel is? First of all, show of hands. Yeah, probably 60% of the room.

Who here has implemented funnels in their business? A lot less of you. Who has been successful in implementing funnels in their business?

Cool, 10 sort of people in the room. So funnels is definitely a dark art and what I'm here to share with you today is very much the secrets behind paid ads and a successful funnel. So before I do that, I just wanna give you a little bit of background about me.

I was in property entrepreneur and back in 2020, I had traditional businesses. I owned a cleaning company, a virtual tours business. I was also working full-time but I knew that I wanted to have more lifestyle.

We heard a lot there about step changes. We all wanna have this step change so we can spend more time with our loved ones, so we can do the things that other people can't because we do the things that they're not willing to do. So back in 2020, I decided to reach out to Mr. Kunal Duttani who had just exited one of his businesses that he'd taken through Dragon's Den because I could see that he was being successful on Amazon FBA. Now, for those who don't know, Amazon is a really good way to make cash flow. So I reached out to him and said, look, I've got this value to give you. You obviously know what you're doing on Amazon and I'd love you to teach me how to build a successful Amazon business.

So we decided to work together and we were successful. We blueprinted our way of doing it. We launched products and time and time again, we would just find success.

We made seven-figure businesses, six-figure businesses. They're still trading today. So we got our cake and ate it.

We genuinely were able to unlock that lifestyle that we're all chasing. Now, the great thing about success is you get to enjoy it, but it also, people see it and they want to know how you did it. So it doesn't take long before they start asking and essentially what was born was our coaching business, which is Lifestyle Entrepreneur.

I never wanted a coaching business. I never set out to have one, but we found ourselves in a position where we had, without wanting to, found ourselves on stage. We were going to be teaching people how to build Amazon businesses.

Now, that's all good and well, but I don't know whoever, like, I don't know who out there, who of you have gone after marketing before. When you go and look at it, it's an absolute minefield. And people, it's like you pour all of this time into social media, into trying to sell these things and it just sucks all of your time and it was really taken away from our core values of what we were trying to create in the first place with our Amazon businesses.

So we knew if we were going to do this, we had to do it right. And we had to find something that matched our values. And this is ours, health, wealth, and happiness.

If you can have a balance of all of these three things, if you can sit bang in the middle, that's where we all want to be. That's that step change we're all searching for, part-time hours, picking the kids up from school, doing all the things that we want. But when I went into this marketing world of trying to sell these courses, it just didn't happen.

We were literally, we were on late night webinars, so I wasn't putting the kids to bed anymore. We were, I was sliding into more DMs than I care to mention, just trying to get people on this course, trying to get this thing moving, and it just wasn't working for me. So we sort of had a make or break moment.

It was like, if we can find a strategy that can give us as much time freedom and still sell this thing as we can, then we'd commit to it. So we spent our time, we really thought about what do we want to achieve? What marketing strategy do we want to do?

And we went all in on paid ads with a just-in-time webinar funnel. And this is the results we got. So in less than eight months of running the funnel, we were able to generate a quarter of a million in sales.

But that's not the impressive thing. The impressive thing is it was a 1500% increase in course fees than before we ran it. And the best thing about it is it took hardly any of our time.

This was a set-and-forget strategy, and that's what I'm going to teach you today. If the slide will go. There we go.

So this is our YouTube account. This is the funnel that we're currently running. You can see the dates there, August up until a couple of days ago.

We've got 2.83 million impressions, 415K views. We've spent 50 grand testing this thing. And this is the test phase, this small line here.

Until it starts peaking, this is where we'd really nailed it in and dialed it in, and then we just scaled the thing. And that's how we were able to get the returns that we did. So if you put that in dollars, 63K in dollars went in, 250K dollars came out.

So that's a four-to-one return. So this is the sort of funnel that can generate. For every pound you put in, you can pull four pound out.

It doesn't matter what you're doing. Doesn't matter what you're trying to sell. As long as you've got something that's relatively high ticket, so whether you're looking for investors in property, whether you're looking to teach people how to do something yourself, as long as the lifetime value of that customer or your ticket offer is above 2,000 pounds, then this will work for you.

And this is what I'm gonna teach you. This is essentially a funnel. So for those who don't know funnels, this is a very high-level funnel.

At the top, you've got your traffic. For us, that is YouTube ads. And by the way, this is just YouTube.

This isn't including Facebook and any other marketing strategy. You funnel those traffic into a landing page. This is where you get their information.

Everyone says it's free, but it's not. You get information from people, which is a cost to them. If they like what they see, they join your webinar.

For us, that's a just-in-time webinar, which I'll explain a little bit in a minute. I'll do a little bit later on for those who don't know about it. And then hopefully, from all of those millions of people that you could see, you eventually get to speak to a handful of them, and that's where the sales happen.

I'm gonna go through this step-by-step, but before we do, I just wanna make something very clear. Cheap traffic is a false economy. If you're going onto, well, actually, if you're looking into any form of marketing, you've probably been bombarded by ads of we can get you cheap leads, we'll put a setter in your business, and it'll cost you a pound a lead.

That's fishing at the bottom of the barrel, and that's not what we do. We're here to be world-class. We're here to absolutely change the game.

You don't wanna be fishing in the sludge, because that's where the customers that you don't wanna have. Who here has had a customer that they wish they never took on? They live in cheap traffic.

They're not the people you wanna be working with. So this is what we spend, like, completely transparently. You can tell I'm a tempo and swinging towards the Lord because I've got the pennies in there.

To get to the webinar, about 33 quid. That's what it costs for us to get a lead. To actually book a call, for us to actually speak to someone on the phone, it costs us about 224 pounds.

To get a conversion to sell to someone, so our ticket offer is about 5,000 pounds, it costs us 448 pounds to physically convert someone, and that's that four to one. When we knew these numbers, it's just a scaling game, and the good thing is, for those who've been through Property Entrepreneur, I'm sure you're all aware you can collect points. We do all this through an Amex card.

That pays for our flights with the family that further fuels that life by design. So the first thing we're gonna look at is customer avatar. So when you get into any marketing, the temptation is to go really, really broad.

And YouTube recently changed its algorithm to actually favor people who stayed on the platform longer. So when you look at broad marketing, your hook for that is gonna be really generic, and that's not what you want. So as property investors, your hook might be, are you looking to invest in property?

That's a hook, but that speaks to so many people, and it doesn't speak to someone exactly. So on YouTube, you've got three options. You've got the skip button, five seconds, you're gonna lose them.

You've got the watch, so they're gonna watch the whole video, and then they're gonna consume. That's your click. They're gonna click on your link, and that's gonna take you off the website.

The aim of the game on YouTube is to keep them watching till the end of the video, and then get them to click at the end. But it's also to get them to skip. If they are the wrong customer for you, you want them to leave as quickly as possible.

This is gonna keep your lead cost down, because YouTube's gonna penalize you if they do anything else. If they watch and don't click, you might not, you'll be absolutely fine, you're not gonna get charged, but if they watch for 10 seconds and click, YouTube's gonna charge you a higher fee because you are taking them away from their platform, and they're an entertainment platform. They want people to stay.

So when we're looking at our avatar, what we actually wanna do is hone in on a very specific small subsection. The better you can get at this, the better your lead cost will be. So I'll give you an example.

The first hook was, are you looking to invest in property? That's like 90% of the people in the world. You could be looking to invest in property, but not have a pot to piss in.

You don't want those people, they're the sludge. So what you're gonna say is, do you have over 100,000 pounds that's making you less than 10% that you want to invest passively in commercial property in Birmingham? All of a sudden, that net has gone very, very narrow.

If that is your customer avatar, call them out, because that's gonna give you the lead cost and also the results that you're looking for. And I can't stress enough, the better you get at this, the better your results will be. These are our ads.

These are two to two and a half minutes long each. Now, you can never get a good picture in a screenshot, can you? This one's my favorite.

Look at this guy. But the reality is, they're all on the exact same blueprint. They're two to two and a half minutes long.

And the reason we do that, is it's gonna give us ample time to speak to the person that we want to bring into our funnel. Any shorter than that, you're not gonna give them enough information and you'll get the wrong leads. Any longer than that, you will probably lose their interest.

And I'm gonna teach you in a second how we build that out in a script. But the thing here is just definitely work on speaking to that customer avatar. And this is the script.

This is how you physically build a YouTube script that's gonna speak to the right person and it's gonna hopefully get the right people into your funnel. And the reason we do this is because AI's algorithm, sorry, AI's algorithm, YouTube has an AI algorithm that once people click off your ad, if they're the wrong person, you've done your job right, because the AI will go, cool, we don't want those people. And then the people who watch for 10 seconds, 15 seconds and click off, they're not the right people either.

And it's like train tracks. They'll slowly come in until they're just funneling the right people in on your spend. And this is the way you do it.

So the first bit is that grab attention. That's the hook that we've already talked about. Five to 10 seconds for you to call out in the most precise way possible the exact person that you want to work with.

You can call out age, you can call out gender, you can call out wealth, you can call out skillset, location, whatever it is for your ideal client, this is what you want to do. And the aim of the game is to discourage people watching. If you're not this person, get out of my ad, I don't want you here.

That's essentially what you're saying, but don't say that because people don't like it. The next thing you need to do is retain their information. So once you've hooked them in, that just buys their attention for a small amount of time.

You now need to keep it. And the way we do that, the way we do this in our ads is we say, does this sound familiar? And then you play back to them all of the pains that they've been feeling up until the point that they watched your ad.

So for your investor who wants to invest in Birmingham, it might be, does this sound familiar? You have been bombarded with people promising to deliver you more than five to 10% on your investment that's meant to be passive, but you find your time constantly on the phone to them, chasing them, and it just doesn't work. That's them speaking to them personally.

After that, you want to tell them this story. Why should they come and work with you? They are gonna be bombarded with loads of ads on YouTube, so why you?

What's your authority piece here? And it might be, I was in your shoes five years ago. I had money to invest.

I wanted to do it in commercial property in Birmingham, but there was just no one out there offering it. So I put together this, which is gonna allow you to do so, because I learnt it from the ground up. And then the last part, so that's your sort of 20 to 40 seconds here.

The last part is your call to action. And your call to action isn't you trying to sell something. It's just you giving away something for free.

If you've got 30 minutes, come and watch my free training. We're gonna take you step by step how you can do this for yourself and achieve the same results that we did. And that's your ad.

It's as simple as that. We've got the call to action. Grab the attention.

Why should they listen? Tell them your story, and then you're gonna get them to do something. That's that bit that's gonna save you all of the money in your ad spend.

So let's go through the funnel. So we're gonna start with traffic first. So we're at the top of the funnel here.

Traffic is the YouTube ads for us. And once they've gone through the ad, they're gonna, sorry, we're not, complete lie. We've done traffic.

We're moving on to the next stage. We're going into landing pages. So they've gone through your ad.

They've clicked. These are the right people for you. They're the right customer avatar.

They've decided that you are worth their time, and they're gonna land on your landing page. Now, I will give you a warning here. This is the place you will lose the majority of the money in your business.

If this doesn't marry the expectation that the ad set out, they will leave. So there's a few things it needs to be. One, it needs to be visually appealing.

If it's like big, bold colors, you can't read it, people will just click off. They haven't got time. We are constantly pushed towards doing something on our devices, our phones.

There's notifications. So you wanna make it easy on the eye. In ours, we have pictures of me because I'm the one in the ads.

We have a timer here. So this timer is for our just-in-time webinar. So our webinar plays every 15 minutes, and it appears like it is live.

So we have an urgency in there as well. But the bit that's gonna save you or make you the most money is this bit at the top, which is your title. This is, again, calling out that customer avatar.

So the better you get at this, the better this title will be. So for ours, it's how busy business owners are leveraging highly scalable Amazon FBA, or sorry, FBA products to win back their time and finally have that business that works on autopilot. That's our customer avatar.

Busy business owners who want to have a business that runs on autopilot. We changed this about 10 times. It said the same thing, but all the same message was there, but the words were different.

And this is the one that we split tested that worked the best. If you just try one, you'll lose. Try 10, try 20, try 30.

You can split test this on any platform, and it will give you the data that says this one's working better. And every time you do that in any ads that you run, in any campaign that you run, if you find something that works, double down. That's the whole idea here.

Double down and spend more. And that's what worked for us. So you have to have that.

The next thing you need is a little bit more information about what they're gonna learn. So this again speaks to their pains or the opportunity. The reason for it is they've gotta wait 15 minutes or five minutes for the webinar to start.

You want something else in there that they can read as well. And it's just reaffirming why they should be working with you. The reality is here, we're selling a good quality product to the people that we want to speak to.

So this is offering them more value. If they decide that you've done the job well enough, they're gonna click and then give you their personal information. Now, this is a point that a lot of people get wrong, again.

And this is my biggest tip for this, which is ask for a name and email, absolutely. Who here has an email address that they just have for junk that they put into funnels? Yeah, if you don't, get one, because you will be bombarded by emails, usually.

But they'll give that away for free. This bit down here, the telephone number, who wants their phone ringing with sales calls? Like, no one.

Don't put your phone number in there. So if we've got an option here, I would like to receive an SMS, it's an option. If that was guaranteed and you have to put your number in to join this webinar, people won't.

And the reality is, we have got seven, 800 leads going through this a month. We don't ring them. Why do we need their number?

It's a vanity piece. You don't need that piece of information yet, so leave that out. But hopefully, at this point, you've built their trust, the trust time has run in, they're wanting to know what you've got, and you've got them signed up, so they're gonna move on to the next step.

For us, it means that we've got their data, and this is where a funnel comes into it. So all a funnel means is you're pushing traffic through, but it also allows you to do email marketing. Who's got an inbox full of emails from someone saying, look, you need to listen to this, you need to hear what I'm saying, this is the best new deal, it's a Monday, come and do this?

We don't do that. Our funnel is really, really simple. We've got traffic, we've had them register.

This is the only four emails we send to our clients. We don't mark it to them afterwards. We don't send a monthly newsletter that nobody reads.

We don't do any of that, because actually, the more emails that you send that are unread, the less likely it is that the email server will let your email through. So we simply send four, and all it is is a reminder to watch a replay if they missed the actual webinar. The aim of the game for us is to get them on the phone.

So this email leads to a replay, the webinar's also pointing towards them, booking a call and speaking to us directly. If I do book a call, there is a questionnaire. I won't have time to go through it today, but it's essentially just getting more information for when we speak to them.

So we have everything that we need to offer them value on that call, and that's what this is all about, giving your customers value. So we've been through the traffic, we've been through the landing page, it is now to get into the just-in-time webinar. Now, just-in-time, I've explained it already, sort of, which is you're just in time to watch it.

Thank God that 3.30 in the morning, there's a webinar running that you can watch to learn about Amazon FBA ads, and we do have people booking calls at three in the morning. But it's always just in time. The comments on there are real, it's all real life, but it's just not live.

I'm not going to be doing webinars every 15 minutes, thankfully. And this is what ours looks like, so this is how it starts. It's just a screen with words on it and slides.

One of the biggest questions we get asked when we do talks on this, or when people ask us about funnels, is do you have your camera on during the webinar? We don't. The pure reason is you have only got 30 minutes to talk to people, and the reality is you want to put as much value in there as possible.

So when we edit it, we cut out the dead space. The two seconds of breathing, and taking a sip of your drink, or whatever it is that delayed the speech, we're going to cut that out. And this is how you do it.

This is how you build it. I'm conscious I've got about seven minutes. I'm going to rattle through this, but I'm going to give you the most value I can.

This is the blueprint to building a webinar. I'll let you get your phones out and take a picture. But essentially, we're going to start at the beginning, and we've got setting the stage.

So we've done our hook already. The hook is the same as in the ad. You're just going to call out that same person.

You'll be able to see it on the slide before, how to build the ultimate low-risk, high-profit, easily scalable, six-figure online business model that runs on autopilot. The same theme is running throughout. But then we're going to talk about them.

We want these people to requalify why they're here. Why did they click on this ad? Because most of the time, they think, well, I was just watching a video on cats on YouTube, and all of a sudden, this guy's talking to me about making money.

We want them to requalify why they're there. So we just do that. We just literally go through the list of, look, you've lost the love for your job or business, and the stress.

You're sabotaging your health and happiness for wealth. These are the people we want to speak to, and we're just reconfirming why they're there. So we're going to spend some time talking about them.

Then we're going to go back into talking about you, the authority. Why should they be listening? So far, they've had 20 seconds on who you are.

The people in these leads didn't know who I was when they watched the ad. They'd never interacted with me. They had no idea.

This isn't a hot lead that's come from social media, and they've been following you for years. This is someone who was watching cats five minutes ago, but now they're sat in your webinar at three in the morning trying to buy something from you. So you're going to talk about you, and for us, that's our success of our clients, the success of our businesses, how we make a million pound revenue per head in a business that requires minimal amounts of time.

That's what we're going to be telling them, because that's why they're here. They want to replicate that success. Then we're going to move on to the training.

So we've covered the first five to 10 minutes of the webinar. We've only got 20 minutes left of their time, and we're going to use most of that to tell them and give them value. There's three stages to this.

WNH, point one, point two, and point three. What that stands for is wow, not how. You have not got time to explain them the inner mechanics of your business, but what you have got time to do is speak to their pains and discount some of the things that they thought might be a problem in starting it, and this is what ours looks like.

So we have three points in our training, the 10 most common misconceptions about Amazon FBA, and this is where we can really alleviate their points, like you need a warehouse, you need a team, you need to ship from China, you need to buy products only that are bargain basement, that are rubbish. We discount all of that in our webinar to remove the barrier to entry to speak to us. Big businesses don't need big overheads.

The one secret is to work with intent once and get paid forever. We're trying to get them in the headspace that they unlock the ability to have a conversation with us, to try and work with us further. And then the next step is the hand raise.

Now, this webinar is no pitching. We're not going to give them information on cost. We're not going to give them information on the training itself.

We're just going to say we have got an opportunity to work with a handful of you today, and what we're going to do is we're going to open up a small amount of time slots in my diary over the next couple of days where I can talk to a few of you. There's 160 of you on today's call at 3 a.m., and only 15 of you are going to be able to get a space. It's the scarcity tactic, but what it does is it means the people that you actually connected with, who trusted you, are now going to want to fill one of those spaces, and that's how we book diaries and diaries of calls, with qualified leads, because we've actively discounted them.

And hopefully at the end of that, you get a call booked, and then you get to speak to me. Now, we've got about three minutes left, and there is a whole script on how we do this, which I don't have time to share with you now, but luckily I'm back on stage later, so I'll share it with you then. So, before I move on to sort of any questions, hopefully that was a whistle-stop tour of paid ads, and if you had questions, please do ask them in a second.

If you want to build this yourself, you've got the blueprints there. Hopefully you took pictures. If not, I can share the slides with you.

But this is our tech stack. This is physically what we use to create these webinars that have genuinely allowed me to have a coaching business that generates over six figures, that only requires two to three hours time per week to maintain, and that can last forever. On that note, if you'd like to, please connect with me on social media.

I'm happy to carry on conversations. I'm obviously going to be here for the day, so please grab me as well, and I'll open the floor up to any questions. Have we got some mics anywhere?

I can't see, and I don't know everyone's name. So, if someone wants to, oh, there we go. If you want to stand up.

[Speaker 11] (1:22:09 - 1:22:10)

Hello?

[Chris Hill] (1:22:10 - 1:22:10)

Hello.

[Speaker 11] (1:22:11 - 1:22:19)

A quick question, Chris. Thanks for that information. That was brilliant.

On the, so you do the four emails. Did you forget them after that four emails?

[Chris Hill] (1:22:19 - 1:22:19)

Yeah.

[Speaker 11] (1:22:20 - 1:22:24)

Would you then reintroduce them like a month later or two months later on a cycle?

[Chris Hill] (1:22:24 - 1:23:18)

No, if they weren't ready then, they don't want to speak to us now. So, there's definitely money to be made. There's money left on the table by not remarketing to them, but the amount of people who come back to us naturally, they'll follow us on social media, they'll find us somehow, they'll go back to the email, they'll click the replay, it leads to the website, they can watch it again.

The amount of people who come back to us and say, we're just so glad that you don't bombard us with email. I think Dan talks about this a lot, and I know he certainly has over, well, my 36 years of knowing him. He's like, observe the masses and do the opposite.

Everyone is sliding into your DMs or into your email inbox with a, do this, do this, come back and chat to us, now's the right time, you're gonna miss the opportunity. We don't do that. We just serve up the content once, and the reality is there are, in the UK, 70 million people to market to.

We've scratched the surface. We don't need to be marketing to everyone all the time. Does that answer your question?

Perfect, thanks. No worries, any other questions? Got one down the front, couple here.

[Speaker 9] (1:23:24 - 1:23:49)

Yeah, that was really interesting. Thank you. Really, really interesting.

You mentioned on the page where you talked about traffic, where you can test the different hook points. Yeah. So for someone that wants to get this started, you're talking very large numbers there of, or it seems like large numbers, but you're getting a conversion of a much higher percentage.

If the value of my product is much less.

[Chris Hill] (1:23:49 - 1:24:10)

Do you mind sharing the value of your product? Yeah, so 4.95. Cool, 4.95. So YouTube ads probably wouldn't be the way to go, but you can still do the same thing through Facebook. It's a lot cheaper, but you'll churn through a lot more.

I'll ask you a question, though. 4.95 to get onto the service that you offer, what's the lifetime value of that customer? Do you then work with them further, or is it like a one-stop shop?

[Speaker 9] (1:24:10 - 1:24:11)

No, a one-stop shop.

[Chris Hill] (1:24:12 - 1:24:51)

Yeah, so on that basis, you might need to look at a lower ticket offer. So there's ways to do it. Sometimes it's like build authority with a book.

You sell a book, which leads to your website. Your website leads to your social media, and then it does that way. I would say this is more a strategy for, actually, let me rephrase that.

When we first started selling our course, same value, same information, it was 395 pounds. All we did was make it high ticket. We changed our 3.95 price tag to 5,000 pounds, and then we set this up. So the question I'd ask you is the value you share, is it worth more, and is it just you that's limiting it? Because if that's the case, raise your ticket price and serve less people.

[Speaker 9] (1:24:52 - 1:24:56)

What's your difference, then, from saying that mine's only a short term to yours is lifetime?

[Chris Hill] (1:24:58 - 1:25:21)

So we're building a community very much like this. We're gonna work with people in the long run. It's not just about Amazon FBA businesses.

It's about creative wealth. It's about your wellness. It's about mindset.

So there's a lot more avenues there, and the people that we work with have worked with us for years now, and they're asking us for more. So the lifetime value of our customer is probably gonna be in the tens of thousands rather than the thousands. Thanks, Chris.

No worries.

[Speaker 17] (1:25:21 - 1:25:27)

We've got time for just one more question, but Chris is on later again, and he's still around for lunch as well, so.

[Speaker 16] (1:25:27 - 1:25:31)

Yeah, I'll hang around. I'll make it quick. Two quick ones.

We run webinars. She said one.

[Chris Hill] (1:25:32 - 1:25:32)

You gotta choose one.

[Speaker 16] (1:25:32 - 1:25:41)

Two quick questions. We run webinars, probably with Facebook ads. That's really interesting.

Have you trialed live webinars? Have you split tested live versus pre-recorded?

[Chris Hill] (1:25:41 - 1:25:48)

No, for the pure reason it doesn't fit our values. I don't wanna be on webinars at all hours of the day. Most people wanna do them in the evenings.

I wanna put my kids to bed.

[Speaker 16] (1:25:49 - 1:25:53)

No problems. And what's the conversion from call to close?

[Chris Hill] (1:25:54 - 1:26:00)

Call to close, 45%. So 45 to 50%, which is high, and that's the blueprint I'm gonna share with you later on today when I come back on stage.

[Speaker 16] (1:26:01 - 1:26:01)

Thank you.

[Chris Hill] (1:26:02 - 1:26:03)

Thank you very much, everyone. Have a good one.

[Speaker 15] (1:26:04 - 1:26:18)

♪ Allow me to reintroduce myself ♪ ♪ My name is O, O, H to the O-V ♪ ♪ I used to move snowflakes by the O-Z ♪ ♪ I can't see the back end, you can call me ♪ Thank you, mate. ♪ CEO on the R-O-C-O ♪ Thank you very much.

[Chris Moss] (1:26:21 - 1:26:45)

So who's gonna look at paid ads this summer? Yeah, a few of us. I think paid ads is not something I've ever done, and it makes me quite nervous.

Sorry, what's going on, are we all, you're busy having conversations? We've forgotten I'm on stage? Liam, Liam, I'm here.

Yeah, that's you, I was speaking to you directly, yeah. I can see you all, I can see you all.

[Speaker 18] (1:26:46 - 1:26:46)

Christ.

[Chris Moss] (1:26:50 - 1:31:39)

I need like a, one of those things that a judge has. What's it called, like a hammer? Gavel.

So paid ads, I think this seems to be the absolute way to go to turbocharge your business. On the board yesterday, I literally did a whole session on organic campaigns. How you actually run an organic campaign.

My sentiment, it's hard work, it's difficult. Then Gary, who's another paid ad expert, came on and I was like, wow, what are we even doing? This is the way, this is the way that people need to do this stuff.

So, paid ads, and one of the concepts and one of the new ideas that one of my friends said to me was I said, I did a podcast with him, I said, look, I feel like paid ads is like rolling the roulette wheel or like rolling the dice at the roulette table. And he went, that's interesting, because I think organic is like rolling the dice at the roulette table. I was like, that's such an interesting thought process because you're trying to rely on everybody in your existing audience, whereas paid ads, you can literally pay to get everything you want in front of the right people.

So that's what paid ads are about. I hope you're going to consider this summer. So we've got a bit of an exercise for you before we think about going to lunch.

And this is the summer of 69. Yeah, exactly. Exactly.

We have got a big summer ahead. And like you named your year and created a game out of your year, whatever your headline strategy and your year was going to be, we want to now name your summer. So we want to actually name your summer and name what your summer is going to be to you.

And if you think about this like your headline strategy, it's what is your main focus? What is the top of the pile? Literally on the Blueprint event a few days ago, we did the headline strategy and it's like, what's the destination you're sat now for your year?

Well, now what we're going to do is we're actually going to name your summer. What is your summer all about? So it could be beast mode.

It could be best self. It could be whatever it may be. What's the end output for you?

So my year of is the middle lane. It has been pretty unsuccessful, if I'm honest. It's like very unsuccessful.

Like, yeah, I don't know why. It's been a nightmare. So it's not been middle lane, but I have been in beast mode for a good amount of time.

And I think I've been enjoying it. My summer, for me, I said, like, this is important to me. So I've spent years building my wealth, acquiring properties, renovating my dream home.

It's been very capital intensive. But I bought my brother out of a property like a few months ago. So it's just cash going out the whole time.

And now for me, the next level of stability for me is although I have the financial fortunes, I have financial independence, and I want to grow the 10 layers of wealth and actually just build on my working capital. And it's actually building the cash balances in my multiple businesses, in my personal accounts, in my business accounts, and getting to a level where we have six months overhead, six months everything, all safe and secure. So that's my summer.

So this summer, I've gone from middle lane to make it rain. So for me this year, it is all about making it rain. And this summer is all about making money.

It's not to spend the money. It's literally just to build up all of the reserves. And that's my step change.

That's my big step change this summer. So it's going to be hard. It's going to be intense.

It's going to be difficult, but it's going to be high value. And once again, I'm going to look back, so chuffed that this happened because I see this as another level of freedom for me, and I see my family at a level of security. So what is your summer going to be?

We're going to put some music on, give you guys a few minutes to think about what the name of your summer could be this year. It might be the same as your year off. It might be the same with your headline strategy, or you might be pivoting like myself, and you might have a big summer planned.

So put some music on, three, two, one, off you go. Please keep the chatter to an absolute minimum, guys, and quiet, please. Okay.

We'll just do a couple of quick shares. Who wants to share the name of their summer? Where's the catch box?

Has anyone got it? Over on Janet's table, Richie's table over there. You guys want to share?

You've got the catch box. Richie, Chris, Janet. Anyone?

Oh, what a disappointing table over there. Go on, over here. Go on, Akash, go for it.

What's your name?

[Rachel Davies] (1:31:39 - 1:31:44)

My name's Akash. The simple title is Summer of Sales.

[Chris Moss] (1:31:44 - 1:31:53)

Summer of Sales. So a big sales summer. Very clear, that's what you're going to be doing.

Do you want to pass it behind you? You've got a hand up on the table behind? Yeah?

Here he is, Rupin.

[Speaker 11] (1:31:53 - 1:31:55)

So I don't know why I'm standing up, but hello.

[Chris Moss] (1:31:55 - 1:31:57)

I love it. It's because you're a blaze.

[Speaker 11] (1:31:59 - 1:32:06)

Yeah, so it's very cashflow, so our cashflow focus is knead the dough, bake the bread.

[Chris Moss] (1:32:06 - 1:32:16)

Love it, absolutely awesome. One down here, was it Katie? Or was it, who put that up on this table?

Yeah, go on, Katie. Down the front, Akash. Where's that?

Oh, who's got, oh, go for it, Will. Sorry, I didn't see you.

[Speaker 19] (1:32:16 - 1:32:20)

Yeah, sorry, I was just going to go. The summer of rediscovering my best self.

[Chris Moss] (1:32:20 - 1:32:23)

Perfect, so you're all about best self this summer. Amazing.

[Speaker 19] (1:32:23 - 1:32:24)

Absolutely, yeah.

[Chris Moss] (1:32:24 - 1:32:25)

Congratulations.

[Speaker 19] (1:32:25 - 1:32:26)

Bit of recovery time.

[Chris Moss] (1:32:26 - 1:32:40)

You are by far the most intelligent person in this room. That's very, very good. Akash, can you pass the mic to Katie, please?

Just a little netball throw from Will to Akash. In the middle, hands up. Akash.

Yeah, you're sitting too close to each other, aren't you? Katie?

[Speaker 17] (1:32:40 - 1:32:41)

From cause to close.

[Chris Moss] (1:32:42 - 1:34:50)

From cause to close, very, very good, nice. So it's all about making sales and making it count and making it happen. And like with your year, rather like with your headline, you want this to be front of centre.

This is your focus, and this is your objective for the year ahead. So a piece of homework is to name your summer. I'm just going to let the chatter calm down a little bit.

So we're going to go to lunch in a moment, but I'm going to welcome Rachel to the stage. Now, just a bit of an update in terms of our Property Entrepreneur Advance. Few things.

So those of you that have signed up and the money's left your bank account, it's done, you're all good. So the money's left, the £500 is left, you're all good. Those of you that filled out a form, you need to check to see if your money's left your bank account, and if it hasn't, you need to still get your link sorted.

Now, we hopefully have fixed the website, so you should be able to actually scan the link and you should be able to do it, but your place is reserved. So you just need to get that done. Get it done now, get it done at lunchtime, and get that sorted so your place is 100% reserved.

We have 13 places left. We have 13 places left for Property Entrepreneur Advance next year, and even myself and Adam can't quite believe it. We're absolutely overwhelmed.

We're like so pleasantly surprised that you guys have taken this journey with us. Well, we're not even surprised, like actually. It's awesome, it's awesome.

So we're not even surprised. In fact, I'm surprised we've got 13 places. These will go by the end of the day.

So if you've not yet sorted your place, get your place reserved and sorted because these will sell out by the end of the day today. And Adam might have already said, there are no extra places. We tried it, it didn't work.

We've got 80 places and that is it, okay? So this is not a marketing technique. This is not a ploy.

We've got 80 places and that is it. So don't think you can leave, go, oh, you know, I want to sign up later. It's the answer's no, and it would be very, it would be misfortunate for you guys to miss out.

So best luck securing your place. Right, I am now gonna welcome your host back to the stage, huge round of applause for Miss Rachel Davies. ♪ I'm feeling alright, I'm feeling alright.

[Adam Goff] (1:34:50 - 1:36:37)

♪ Oh, look, there's an image of me talking, what a surprise. Right, that was a good session, wasn't it? Enjoy that?

Excellent. And I'm just interested, who here has decided what modes they're going into for the summer? So hands up if you're beast mode.

Oh, that's quite a few, but yeah, aren't you always in beast mode? Fantastic. Who's up for best self?

Who thinks it's a year of best self? Quite a few of you as well. That's brilliant.

This is your opportunity to know what mode you're going into. That should help you decide the way that you name your summer. Whatever your name that you wrote down there, it should reflect whether you're going into beast mode or best self mode.

Do remember with all of this stuff, if you are going to raise the stakes and up the ante, you've got the opportunity to speak to the community. Put something on the Facebook community, tell us what you're going to do, tell us how you're raising the stakes. There's a circle community for those on advanced.

You tell us what you're going to do this summer. Name it, tell us, and then go off and do it. It gives you that extra accountability.

That opportunity, so the window's gradually reducing, isn't it? We've got 13 spaces. We've still got options for you.

There's still a bit of time, but we're running out, so please book yourself on to Property Entrepreneur Advanced. It's now time for the break. We are going to come back in the room for five past two.

Get an hour for lunch. That's what's happening next. Get into the room for five past two.

Shall we finish on a massive round of applause, everyone? Well done, everyone.