**PPN Session one 3.7.2024\_Transcription**

[Speaker 3] (0:34 - 3:19)

In this video, I'm going to show you how to create a simple and easy-to-use This is your one-minute warning, ladies and gents, your one-minute warning.

[Rachel Davies] (3:20 - 3:46)

We're live on stage in one minute's time. Ladies and gents, this is your 30-second warning. Get ready to put your hands together.

We're live on stage in 30 seconds.

[Speaker 10] (4:17 - 4:33)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Rachel Davies.

[Speaker 14] (4:36 - 4:37)

Hello, hello.

[Rachel Davies] (4:45 - 4:53)

Right, I love that welcome. Do that every time I come on stage and I will be a very happy lady. Welcome back.

[Speaker 10] (4:53 - 4:53)

Hi.

[Rachel Davies] (4:54 - 5:26)

Yeah? Does it feel good to be back in the room? Yeah.

Excellent. And I just wanted to say, is Ravi here? Where's Ravi?

I just want to say a massive congratulations to Ravi because he just won, one of his documentaries just won Best Documentary at the New York Film Festival, so can we all give Ravi a massive round of applause? Woo! Congratulations.

Absolutely world-class. So hats off to you, sir. Well done.

Have we had a good month?

[Speaker 14] (5:26 - 5:27)

Yeah.

[Rachel Davies] (5:27 - 9:57)

Yeah, good. Lots of positivity in the room. It's summer.

Let's just ignore outside. We're going to manifest summer in the room, right? We're just going to manifest the sunshine.

Pretend it's boiling hot. We should be in summer mode now and let's get lots of summer energy into the room. You know the drill.

Don't use your phone. Put it on silent. Put it in your bag.

That's the boardroom etiquette. We need to focus on the content. So put your ...

switch your phone off. Put it away. Right.

So what have I been doing this ... it seems like ages since the championship event, but this month what have I been doing? Right.

So one of my achievements ... well, this one is a little bit embarrassing. So there's quite a few of you who have told me here that you've got the year, you've given them your inbox, you're doing really well, and I'm sat there thinking, I haven't done that yet.

Oh no. So I hadn't handed my inbox over to my virtual assistant and something was holding me back. So I looked on Toggle because I felt that I wasn't spending a lot of time in my inbox.

But then I looked at Toggle and I worked out I'd spent 33 hours since January to April in my inbox. Yeah, it's really bad. I was like, oh my God, I need to get this done.

So I got to listen to Dan Hill. Thanks Dan Hill for making a podcast. Leah listened to the podcast and then she created this process for me and now this is my inbox.

I've got everything ready. She does all of the filing. She goes through all of my emails and she just gives me the ones that are the most urgent to do and it's saved me loads of time and I'm just going through ...

I'm using Loom to do six weeks of mini training videos so that she knows exactly how to do the filing and exactly what to put in the urgent and then for my action boxes and it's going really well. So it's one of my big achievements this month. Yes.

I'm really proud of myself for getting over that psychological barrier that was holding me back from doing that. The second one is, this is one of my objectives that I was really behind on. I had to pre-qualify, I didn't realize this, had to pre-qualify for my cyber security course and it was really hard, the pre-qualification, because obviously some of it's a little bit technical but I actually got through it and I passed it and I am on module one.

So I'm all in, going to be cyber certified by the end of the year. That's what I've got to do. So I'm just doing that bit by bit every week.

So I'm really proud of getting there and then the 28 day challenge. How did we get on? So this was my 28 day challenge.

We decided to lock all the technology in a box. So my teenagers were very happy about this. I locked all the technology in a box.

This is what we call the black box of doom in my house. At the weekend, they have to do all of their chores, do everything they're supposed to do before they're allowed any technology and we would have mornings and afternoons off from having any technology on and it's been amazing. I actually like my 12 year old now.

We're getting on really well. It's made an incredible difference and I can see her bedroom floor. We had to clean her room.

You won't believe what we found in there. It was absolutely disgusting, but there you go. So that's what I've been doing with the detox.

What have you guys been doing? Just some snips from Facebook, Katie, there you are. You've been doing really well.

Katie's realised now that scrolling through social media is actually quite boring. So she stopped doing it and she's focusing on more important things like health and podcasts and reading and just an exercise and just taking the time to be more productive in that way. And then David.

There's David. Billy, is he here? Oh, maybe he's not here today.

David is brilliant. I love this one. He stopped scrolling the news.

We shouldn't be listening to the news, should we? So he stopped doing that. And then Steve.

Where's Steve gone? There he is. Steve Cowgill.

Well done. Steve Cowgill has gone at this like a proper steel. He got so into the detox.

We were even talking about it before we came in. He's looked at lots of different apps, lots of ways to do this. I've just been really impressed with your dedication to this, Steve.

So well done. So well done to all of you who took part in a detox. Who here did do some kind of detox?

Hands in the air. Yeah. I know a few of you.

Carol, you've posted quite a few things, haven't you, about your detox. Well done to you all. Brilliant.

Right. So now it's time to mark your homework. You know the drill.

We're going to do three minutes. Turn to page four. Give yourselves a score out of 100.

Then after the first minute, talk to your partner. Tell them about your highlights of the month and your game changes, and then swap over. Declan's going to put some music on right now.

Three minutes. And then the duck will quack. So listen out for the duck quack.

[Speaker 14] (10:16 - 10:16)

Right.

[Rachel Davies] (10:58 - 11:09)

Now it's time. Hopefully you've marked yourself out of giving yourself a score. Talk to your partner and discuss the game changes, highlights you've had this month.

Get chatting to each other. Grant.

[Speaker 14] (11:11 - 11:12)

Go on, mate.

[Rachel Davies] (11:51 - 11:53)

Why don't you two chat to each other?

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

Right. Time to swap over. Talk to your other partner.

[Rachel Davies] (13:20 - 13:50)

Right, guys. Shh. Shh.

Can we have some shush, please? Shh. I love how that works every time.

It's brilliant. Why doesn't it work always with babies? You know?

It doesn't, does it? Shh. Can we have some quiet, please?

Right. I need two shares from the room. So who's brave enough to share their experiences and game changes and highlights?

You can nominate your partner if you want to. Who wants to share? Pat.

Pat. I love it. Well done.

[Speaker 8] (13:51 - 13:59)

Cheers, Grant. Yeah. So I watched that Gillian Black Master 9 presentation where he basically plans out his championship season.

[Speaker 14] (14:00 - 14:00)

Yeah.

[Speaker 8] (14:00 - 14:14)

And just copied that, and it's given me a lot of clarity. It's fantastic. So definitely recommend watching that on Catch Up if you haven't watched it.

And so you basically just plan out each month what you're going to do, and it just gives you a really good process for it.

[Rachel Davies] (14:14 - 14:16)

Yeah. Well done, Pat. Brilliant.

[Speaker 8] (14:16 - 14:16)

Thank you.

[Rachel Davies] (14:16 - 14:25)

Let's give Pat a round of applause for planning his summer. I saw you did a post on the Facebook community, didn't you? About having it all visible and all planned out.

[Speaker 8] (14:26 - 14:29)

Yeah. Just got it done just in the nick of time before England's really boring game.

[Rachel Davies] (14:31 - 14:36)

Who else would like to share? Oh, Sian. Go for it.

[Speaker 7] (14:39 - 14:43)

All I can say is I've broken through to chapter two, which is my headline strategy.

[Rachel Davies] (14:44 - 23:22)

Oh, that's amazing. How have you done that? Has it been one big thing, or has it been lots of little things?

It's been one massive, massive, massive, massive thing. Wow. So I've done it.

Yeah. Well done. Give her a round of applause.

That's amazing. Achieving your... Sian, was that your year of?

Your year of. Achieving your year of. What a fantastic...

Already? You've just started the summer. Well done.

That's absolutely amazing. Thank you for those shares. And hopefully you have got some clarity on your achievements this month.

Right. Buddy Up. You should all have a WhatsApp or a message about who your buddy is.

There was something on the Facebook community. So can you make sure before lunchtime you have caught up with them, got their phone number, and you've agreed how you're going to check in. I'll be checking on you later.

And before we move into session one, I really wanted to get the feel-good factor going. Who had a good time at the grand finale? Woo!

Yeah, we did. Woo! Absolutely.

It was absolutely brilliant. Who got fleeced for more money from Don Norman? Me.

Yeah. Absolutely. But one of the things I wanted to recognise with you all today is that some of you...

Well, lots of you. Not just some of you. Lots of you took part in Get Up and Give Back.

And your participation was next level. So I just want to reflect back on the awards of the night. So I just want to say a massive congratulations to Sophie and Mark.

I'm only kidding. She did all the hard work. Mark didn't do anything.

Mark and Claire, let's give a massive round of applause for Sophie Scales Snowden. Woo! I would never take a three-year-old up Snowden.

So hats off to you both. That was absolutely amazing. And then what else?

Best socials of course went to Kay and Graham. Well, congratulations. We expect nothing less of you on that front.

Absolutely. Most dangerous, Jacob, where are you? Where is he?

There he is. A massive round of applause for Wing Walking. Woo!

You were absolute mutter. I would never do that. And then the most active, Natalie Carter, Gabby Freeman, Ashley Lindsay and Rupin Patel.

And Gabby went one step further. Is he in the room? I haven't seen him this morning.

He is? Where are you? I've got problems.

Sorry, it's my eyesight. It's going. Gabby, well done.

You got to the top of Snowden. And I'm sure you planned it. Tell me you planned it.

And he asked his girlfriend to marry him. Absolute massive congratulations to you both. Well done for being the most active.

And then the most tenacious. Now, I saw Mina and Mark walk up Snowden. I know how difficult and how challenging you found it.

But you kept going and you kept doing it. Absolutely fantastic work. And Katie, you got injured on the National Free Peaks, didn't you?

And Lorraine, is Lorraine in the room? She's not here, but she got injured as well. But you kept going and you finished.

Absolutely fantastic. Well done to you guys for being the most tenacious. Absolutely brilliant.

And then the most determined. Is Tom here? Oh, what a shame.

He's not here. He's exhausted. He's lost his legs.

Absolutely. Let's give him a round of applause. He's not here, but let's give him a massive round of applause.

Because what an incredible guy. Carrying his mate, Tim. If you hadn't seen it, some of the video footage is absolutely amazing.

Who went with him? Jacob, you went with him as well. And you both did.

Absolutely fantastic. Some of the video footage you got was, hands down, absolutely amazing. So well done to you all for that.

And this was the end. The grand finale. This is when we gave out the cheques.

This is the best bit of get up and give back. It was so nice to see the charities in the room. Before the finale, we'd raised £135,000.

By the end of the finale, we had reached £143,000. With everything that Tom's done, we've probably got more money to raise. So there'll be more cheques getting written.

So all of you, all of us, for taking part, can you give yourselves a massive round of applause? Woo! That's it!

That's what it's all about. Fantastic. You all blew me away.

Just the effort that went into it. It was just absolutely out of this world. So well done to you all.

So Workshop 10. Can you believe we're at Workshop 10? Now, it's unbelievable, isn't it?

This is when we ... It's all about sales and marketing today. All about sales and marketing.

And we're going to teach you how to become a marketing magnet. That's what it's all about. And where are we right now in the seasons?

I know it doesn't ... Pretend we're ignoring it. We're manifesting summer.

We're not looking outside. It is summer. I think it's boiling hot.

It's the high summer season. Long summer days, early mornings, late evenings. There's lots of energy.

Is there ... Hands up if you're doing deals right now. Yeah, yeah.

Some people in the room doing deals. There's lots of activity in the market. And this is when we get really busy.

And this is when we start to make things happen. You have got 10 weeks now to make this happen between now and the awards ceremony. 10 weeks to make it happen.

Whatever you've got left on your objectives, this is where you've got to get it done. Because we are full steam ahead. The taps are open.

We are in championship season. And we've talked about this before. This is where you step change your business, step change your life.

All of that hard work in the winter, it needs to come to fruition now. Some of you, like Sian, are realizing their year of. It's all going to start happening.

You need to make it happen this summer. That's what it's all about, the championship season. And where are we in the methodology?

We are already at advanced lead generation. So we're over here. Can you believe how far we've come all year?

And you now have been through strategy. So you know what your strategy is. You've gone into the workshop.

You've worked on your systems and finances. And then you've hired the right people. You are now ready for the sales season.

So whatever you're doing this summer, this is where you go full steam ahead. And you make those dreams come true. That's what it's all about.

By the time you get to the end of the summer season, don't feel bad if the car's falling apart and you've shredded the tires. Yeah, that's what it's all about. You are just going to make these objectives and targets that you've set for yourself at the beginning of...

When you stood up and talked to everyone in January, when you made those promises, you now need to deliver on those promises when it comes to the championship season. So that's what this season is all about. Because where are we headed?

Can we have a drum roll, please? I've got nothing to bang on. Drum roll.

We are heading to the award season. So this is where you... It's a really big day, huge day for you guys.

This is where you're going to stand up in the room and you're going to talk us through how you executed on the objectives and the targets that you've set for yourself back in January. So when you made those promises, yeah? September is all about how you delivered on those promises.

And we want you to be able to tell us that you've had the best year on record, you've delivered against your targets, you've delivered against your objectives, you've done what you said you were going to do. Because half of the battle, guys, is standing up and making this accountability but then actually delivering on it and doing what you say you're going to do. And that's what awards season is all about.

You've got 10 weeks now between this workshop and the next workshop. Sorry, not the next workshop, but the workshop where you do the awards. And this is where you've got to make it happen.

So make these 10 weeks absolutely count. Workshop 10 is called Advanced Lead Generation. And today is all about, as I said, sales and marketing.

And this is where we're going to set you up for the summer season. So session one, ladies and gentlemen. Having a brand is absolutely crucial in marketing.

Most entrepreneurs underestimate the value of branding. They sell amateur-looking products and services to amateur clients. But we don't want that for you.

We want you to have a world-class brand that attracts world-class clients. So session one, ladies and gentlemen, is on brand board. And session two, we've got Chris coming in.

He's going to be talking through... Sorry, I'll start again. He's going to be talking to you about how to get into the top 5% of your market for less than £4,000 and how to become a market leader in your field.

So session two is on perception as reality. And then session three, this is probably the most lucrative session in the PE methodology. This has got the potential to make you hundreds of thousands of pounds this summer if you follow this blueprint.

It's all about the art of making sales. Session three, ladies and gentlemen, is on the over-subscribed marketing campaign. Sound good?

[Speaker 14] (23:22 - 23:22)

Yeah?

[Rachel Davies] (23:23 - 27:30)

Are we looking forward to it? Absolutely. Great.

Let's go. So let's get stuck into session one. So brand board.

We're going to teach you the art of building a world-class brand. And the way that we're going to do this is we're going to give you a little taster of what it's like in a workshop-style environment. This is what we do on Advanced.

So we do some of the work in the room. And Adam's going to walk you through a workshop-style brand board. But if you have ever used a logo generator, if you've ever paid someone you don't know a small amount of money on Fiverr to create a logo, if you've got inconsistent branding across all of your touch points, then it's very likely that your brand, unfortunately, it won't cut the mustard.

It's not got the level of class that we need to be a world-class brand. Because if you have a world-class brand, you'll attract world-class investors, world-class clients, you'll make sales easy, you'll fill your funnel quicker, and you'll be able to build the lucrative business that you've always wanted to build. And that's what this is about, having this brand board.

And to bring this into perspective, I've got a little story for you. So this brings to life this perception as reality. So this is a picture of a musician.

He's playing in a New York subway station. And he came and he played for about 45 minutes and some people stopped and listened. Look, he's got one fan appreciating the music.

And then most people walked on by and didn't pay him any attention at all. And by the end of his 45-minute session, he'd made $30 in tips. That's what he'd made.

Now, what people didn't know about this chap was that this is a world-famous musician. Grant's nodding his head, he's heard it. He's a world-famous musician.

He was playing on a violin worth $3.5 million. Yeah? Get your hands on that one.

And he was playing one of the most intricate pieces of music that can ever be played on a violin. And some people stopped and appreciated him and most people walked past him. In that 45 minutes, he only made $30 in tips.

Two days earlier, the exact same man was in a sold-out, packed-out stadium in Boston. The ticket prices were $100 a seat, minimum. It was a massive, massive event.

Multi-million-dollar show. This man is Joshua Bell. He's one of the most famous musicians in the world.

It was the same violin. It was one of the same intricate pieces of music that he played, but a completely different event. Now, can you see the difference?

When we go to a music theatre, what are we expecting? We are expecting an amazing experience. There's a lot of anticipation.

We can't wait to get there. We dress up for the occasion. Now, we expect to see top performers at the height of their skill and we expect to have a really good experience.

It's all about perception. In the subway, no one had those expectations. Everyone's expectations were really low.

He went unnoticed. That's the key difference here. It's the environment, it's the customer's expectations, and it's the customer's perception.

That's what happens when we put out into the market low-quality branding. People have lower expectations of you and of your brand and of your products and services. What that means is that they just see you like everyone else.

You're no different to the next person in the competition. Then you attract those average clients that want to pay average rates. That's not what we want for you.

We want people and your customers and your clients and investors to perceive you as a high-quality brand, a great experience. There's anticipation about what you're going to give them. There's excitement.

They feel like it's high-quality. They feel like you've been in business for 30 years, but you've only been in business for five minutes. They've got this really high perception of the value that you offer.

That's what we're going to deliver for you today. After telling you that story, are we excited about branding today? Yes, we are.

Great. Without further ado, let's welcome to the stage your head trainer, Mr. Adam Gore. Woo!

Woo!

[Adam Goff] (27:41 - 1:00:40)

Good morning. How are we? Wonderful.

Excellent. Guys, well done. £143,000.

I'm pretty sure that's the most we've ever raised. I'm pretty sure we're the least amount of people that actually participated. Massive congratulations.

That is really, really awesome. Can you sort my notes out on the screen, please? That would be absolutely fantastic.

Wow, I've got a new carpet on the stage. It's very slick. If I start dancing and doing little spins, you know why.

Branding, yes. Brand boards. Let's get onto that in a second because this is an amazing session.

Before I do, let's just cover what I've been up to. I've been a very busy boy. Lots of things going on.

We're in summer season. Let me just talk about summer season. The methodology says, you're flat out.

You're going for it. You're smashing it. That is true.

You should be thinking, I've got two months until I'm potentially standing on stage trying to win an award or trying to make myself proud. If not yourself, your mum, your dad, whoever it is, your kids, whoever you want to make proud of you. This means going hell for leather but don't forget that this is only your first year.

Also, we're having to teach you the content to do with summer. In some ways, this stuff, you'll only really be able to put into practice for next year. Does that make sense?

I'm going to teach you now about branding, about campaigns, about sales. There's going to be lots of this over the next couple of months. You'll be able to use bits.

People that are already a little bit more advanced will pick some stuff up and they'll run with it. They'll be like, actually, that's just the bit I needed. For those people that haven't done anything, you're at ground zero with marketing, this is just take notes, learn, focus on your targets and objectives and make them happen but just understand that you're learning this so that next strategy session, next winter, you build your brand board.

You get it sorted and then next summer you know what to do. I just want to caveat it. What have we been up to?

Obviously, had an amazing result last super event and as normal, advanced sold out. It sold out quicker than it's ever sold out. We crashed the server which was quite shocking.

The bank locked us out of the bank. Does everyone know that? Revolute froze our account.

They were like, this can't be right. There's something wrong. You must be money laundering.

It was all a bit mental but well done to those of you that have secured your seat. I can't wait for next year. It's going to be absolutely fantastic.

That's the great news in terms of advanced. Obviously, now we're putting loads of effort into our virtual and hybrid offering. For the first time ever, we are going to offer advanced virtually.

There's lots of things we've learned this year from having a few people do it on the program virtually. We've made our lessons, learned our lessons. We're going to make a big investment in that to make sure it's a world class experience.

You'll be able to do the prime time workshops at home. This is the virtual and the hybrid options. We're going to contract a professional film crew.

You know the guys at the back of the room. They do a fantastic job but you probably haven't seen their footage because we save that for advanced. That's part of what you get on advanced is the vault.

You can watch things like this in basically cinematic form. We're going to have the live professional film crew. We're going to have taking a leaf from Simon's book because we saw what he does for his events.

We're going to have a big TV screen with people who are watching in on Zoom on the edge of the room so we can see their faces. You can see theirs. We're going to try and make it as interactive as possible as well as having a host specifically for virtual to make sure that you're not just sat there in your pants watching it on your sofa.

Or not watching it as the case may be. We're going to put a property entrepreneur trainer in there to make sure you show up, to make sure you've got someone to ask, to make sure there's a community spirit and you can have breakout rooms and networking before and after. It's not just switch on the TV and watch it.

It's actually interactive because that's what we need from you on advanced. We need you to actually do the work. We're going to teach you things, remind you of things.

Then we're going to make you do the work in the room. It's like your business development day. That's really exciting.

As I said, the Vault, which has all our recordings since 2020. It says 2022 on there, but I'm pretty sure it's earlier than that. Every session, every blueprint we've ever done is on the Vault.

That's the whole point of being able to actually study this stuff so you become a student in it. When you need to know how to do something like an organisation chart, you can watch our blueprint on organisation charts. You don't have to wait for the workshop or whatever.

It's there. If you can't find it, we can help you. Just when I thought I was done, I realised I had a load more work to do.

That's really good. I'm looking forward to getting that going. That's going to be fantastic for us.

Just a word about today. Workshop 10, Advanced Lead Generation. We're really getting into it.

We've got you g'ed up at the super event. Hopefully, you're very clear that this is it. This is the difference.

You're going to make the difference in this last quarter. The thing about this summer period is it actually took me a long time to learn this. For various reasons, I think I had a pretty easy time in business with my sales and marketing in some of my businesses, mainly because they were crest of a wave.

It was quite easy. I never really had to fight for business. Who's had that experience?

Just out of interest. Who's got a business? They've never really had to worry too much.

They've been all right. 10% of the room. The rest of us, it's like actually getting customers is quite hard.

It's difficult. I'm in a war with my competitors. We're competing on price.

It's like one of the things that we have to acknowledge is that running a business is really difficult. All the stuff we teach, the reason we're in business is because it's hard. It's not easy.

I often try and talk people out of actually having their own business. It's even harder if you don't have to worry about bringing in the sales. Running a business, just a business, is difficult.

Having a McDonald's franchise is difficult, and you're just running a business that someone else has taught you what to do. You don't have to worry about bringing in customers or adverts or who you're sponsoring or campaigns, and you're a franchisee and it's still hard work. The point is the reason we've distilled these blueprints down is because we know how hard it can be to get the tiltering.

A business is hard enough to run without having to worry about sales. Really, we want to get to the point where you've got people queuing up to do business with you. You're turning them away.

There's a waiting list. You're doing your sales in a short period and then you can forget about them. It's not constant, constant, I've got to bring customers in.

That added stress to running a business is really difficult. These blueprints that I'm going to share with you will get you to where you want to go, but it just won't happen overnight. Where we want you to be is like Apple.

Apple, they never have to worry about sales. They haven't got a sales and marketing problem. They've created a great product, but they're also very strategic in the way they launch, the way they showcase things, the way they pay people to stand out their stores back in the day to create hype.

They've absolutely nailed it. This is what we want for you. This is what we want for every business to succeed so you can spend most of your energy delivering an amazing product or service, not begging for sales, which is what most people do.

An analogy I like to use is a bit like these oversubscribed, you could call it, the oversubscribed blueprints that we teach, they allow you to be in that, and Chris will talk more about this after the break, in that five percent where you actually have people queuing up to do business with you and you're charging the most money. People aren't negotiating with you on price. Lots of these things we're going to show the next couple of months, they're not necessarily new.

They won't be like, wow, a lot of it might be a Eureka moment, but I think the key sentiment that I try and get across is that there's lots of different ingredients to this and you might know what the ingredients are, but you don't know the recipe. You might know you have to have a sales conversation or post on social X amount of times a week or offer a discount. You know these things aren't new, just like putting flour and sugar and whatever else, eggs into a cake isn't new, but the recipe, how many ingredients, when to do it, how long to stir for, what temperature you set the oven, this is what we're going to bring together so that if you follow those blueprints you get at the end, ding, like a nice little cake.

It's tasty and it's not just a mess or something. I don't know. I've never baked a cake, but I imagine if I did without a recipe it would be an absolute disaster.

And that's kind of what most entrepreneurs do. They're there whisking the eggs and adding flour but they don't really know the recipe and they think it's easy, but actually it becomes incredibly hard. It's much easier to get a recipe and follow it.

That's the point. That's my analogy about everything you're going to hear today, next month, it's like it all needs to be carefully executed and honestly, ladies and gents, it just doesn't happen. Unfortunately, the good and the bad news is it's really good when you can do it, but it isn't something you can do in a month.

You're not going to get this and then just start executing over subscribe like we can, because it's taken me years to learn. I'll be really honest with you about it, but this is how you make the money. If you learn these skills, they'll serve you well for the rest of your entrepreneurial life but also for the rest of your life.

There's a lot of human psychology in this. There's a lot of negotiation. I think maybe you have to do this with your kids, negotiating with your kids or whatever.

These skills are actually really important. I'd say the most value in PE is in our sales and marketing element, just to really lay it out there. We're going to move on to brand.

I thought Rachel's example was brilliant. I think that example of how important a brand is is, without a doubt, this is the best investment you can make. I may have said it on the stage before, but when I started my first business that I really scaled, Capital Living, I spent £5,000 on a brand.

At the time, that was a lot of money. Now you can do it for even cheaper. What did that brand get me?

That brand got me landlords. It got me press. A brand is your perception.

People can get so much more from colours and a logo and a tagline than you realise. Perception is reality, and the brand board is what it's all about. These are the sections that we're going to go through now.

We're going to go through them bit by bit, and we're going to give you time to create your own as we go. Then by the end of it, you'll have filled in this document, which there is a sheet in the centre of your table if you want to grab one now. These are our ingredients for a brand, basically.

This is what makes a successful brand. It gives it depth, and it should be everything you need to start on this journey. The first part of the brand is understanding your avatar.

This means that you know your customer so well, that in 60 seconds, you can just tell me who they are. You know who your customer is. Let's go into this.

Your avatar is your perfect client. They are the one that you want to work with. Think about the 80-20 rule.

You get 80% of your revenue from 20% of your clients. Hopefully, a lot of you could picture who your perfect client was. If you can't, you need to do a bit of work on this, because this is fundamental.

When you're thinking about them, you want to put them in a demographic. You just need to profile them, basically. What age are they?

What's their gender? Where do they live in the UK or in the world? What's their upbringing?

What's their net worth? These things are quite important, because it will determine how you talk to them, how they act with you, etc. It's very, very important to understand the demographic of your perfect client, not just someone with loads of money.

I can't just say that. Also, their circumstance. Where are they in their life right now?

Have they just got divorced, for example? Have they just left their job? Have they just started their job?

Are they just about to go to university? Are they a corporate? Are they inexperienced?

Have they got absolutely zero experience in the business world? Are they an ex-CEO? What is their circumstance in life currently?

What problems are they going to have? Obviously, you're going to try and solve a problem for them. What problems have they got?

If they're a CEO, they're probably cash-rich and time-poor. If they're a stay-at-home parent, they're probably time-rich and cash-poor. I don't know.

What are they looking for? If they're an investor, are they looking for high returns and they're happy to bet loads of money on black or crypto? Actually, are they looking for security?

Is actually security really important to them? The most important thing is that you don't lose their money. Lastly, what are their aspirations?

Following on, it's like, what do they want? What's their objective? I just want to leave my job.

I just want to have my financial fortress completed. I just want to have my own thing. What is it that they want?

What is their objective? I really want some cash flow. Actually, I want to make lumps of profit.

I'm just using property entrepreneur examples. This actually will give you quite a lot of detail about your perfect client. Who here thinks they know who their perfect client is?

Just a show of hands already. Tom, you've got one for your pet store. You know who that client is.

Brilliant. Amazing. Cool.

I'd say, what, 30% of the room? That's good. There's definitely some work to be done here.

Property filters are thinking, we never get to meet our clients. How are we going to figure that out? There will be.

You will be able to figure it out. This is one of our avatars. We actually have quite a few avatars that we've learned.

This was our first avatar. It hasn't changed since day one of property entrepreneur, 2012. This chap's name is Phil Carroll.

It's Josh's old ex- business partner. His demographic was that he was actually a dancer, so didn't have a lot of business experience, but he was trying to build and was running a property portfolio. He was a family man, family man, ex-dancer, not a business guy at all, but was starting to run a property business.

His circumstance was that, I haven't got a lot of experience, but I know I'm trying to run a property business and I do have a little bit of money saved up for whatever reason. His problem was that he was working in it, not on it. His idea of building a business was, I can clean the toilets, I can do the viewings, I can get this, I can do that, I, I, I, I, I, I.

He was at landlord level. He was the technician in his business. That was his problem.

His aspirations was that he wanted private mentoring or mentoring to go from being way too busy to being a high net worth. He wanted to become a man of means and seven figure net worth, six figure income effectively was his aspirations. Now, lots of you in this room will have a similar aspiration because believe it or not, you are our avatar.

This is why we work so well with PIN, because lots of people who come from mastermind are running around busy building properties, not understanding they also need business skills. Property is just the product, but there's the business skills on top of that that you need to actually, if you want to ever get out of the thing or scale it, etc. That was our avatar.

To this day, we will still message to Phil. We will think of Phil when we're writing copy. Everything is literally still at Phil, because it hasn't really changed.

Yes, we have a few different ones now, but this is what we use as our center point. As I said, what we're going to do now is we're going to, this is going to be our first exercise, is I'm going to ask you to think about your avatar and just write down those preferences that I just spoke about. Now, as Rachel said, a bit of an insight into advance, this is what we call a prime time workshop.

I'm going to give you a set amount of time. Are there any questions before we start? If there's any questions now, I'd be really excited.

Is anyone confused about what they need to do to write down their avatar, their preferences, their circumstances? It's totally cool if you want to ask a question. If you do have a question during this, what we do is we say, hands up for help.

Don't just shout out. Just put your hand up. Rachel and I will come.

We'll help you, and we'll get you unstuck. I'm going to ask Dex to put some music on, and I'm going to give you a few minutes now to write down who your perfect avatar is, your dream client. Off you go.

Put your pens down when you're done. Put your phones away as well. We'll end it there.

Who wrote down someone with loads of money? You probably don't want a target avatar like 21, just left uni, 50 grands worth of debt, no experience. Seriously, though.

This is where you get to choose. If you're really not sure still about this, the 80-20 rule, like I said, is the best thing. In your business, who do you get 80% of the money from, and they cause you 20% of the issues?

Who's that customer you never hear from, but they always renew, or they always pay? The quiet ones. They're the ones you want.

In the flip side, who is the one you always hear from, that you're always chasing? You're like, I don't want them. That's a really good place to start.

Actually, if we could just cut those, then we could make space for more of the perfect customers. That's your customer. That will inform everything.

You may have more than one. That's absolutely fine, too. Let's talk about taglines.

A tagline is your memorable motto or mantra. It's something catchy that you put below your logo, and it makes you stand out. It makes you stand out.

You can see one of ours here, success and failure, both very predictable. You need these little things. You'll all know about them.

Some examples of what you could use as taglines, mantras, mottos for yourself would be, what do you do? What is it that you actually do? Do you solve people's property problems?

Do you make things better, which I think is Rolls-Royce's tagline. You could actually just make it almost descriptive, what you do. You could also be what you stand for, integrity above all else, for king and country, or whatever.

These are taglines that people use. Disney's is delivering magic. I'm not sure if they really publish it that much, but that's certainly their tagline.

It's their company motto and their mantra, and it guides everything that they do. Something we like to do a lot is add a claim to fame. You can also have ...

I'll talk about them in a second, but you can add a claim to fame. Now, a claim to fame is exactly what it says on the tin. It's you trying to own a space.

You trying to say, we are the best at, the biggest in, the most efficient at, the cheapest. I should have used this as an example in my slides. There's a supermarket near me in Bali.

I'm literally laughing because it's so funny. I need to remember exactly what it is. Their tagline is literally, we are not the best.

That is their tagline. It's called iThorn Mart. It's quite a big shop.

Their tagline is, we are not the best, but we try better. That is their tagline. Every time I drive past it, Bella's on the back of the bike, and I'm like, I just keep saying it because it makes me laugh so much.

That is not a good example of a good tagline. We are not the best. iThorn Mart, we are not the best.

Excellent. If you want the best, go somewhere else. I think it's very clear.

That's not what you want to do. You want to try and own something. This is the whole thing that you want to try and create.

It can also be your vision. You may not have done it yet, but it might be something you wish to achieve, like an aspiration. A good example of this, and these can change, and you can have multiple ones, so don't worry too much about this.

Brands develop, by the way. They are living organisms that always change. This guy used to be part of an entrepreneur network I was in, in London, actually.

His name is Martin Dawes. He started a self-service coffee company. I'm not exactly sure when, but probably in the early 2000s, I imagine, and he sold it less than 10 years later for 15, 20 million.

Maybe even 25 million, actually. He made a lot of money. He's a very successful guy.

He's a very nice guy. Famously, he said that he got depressed after he sold his business because he lost his passion and his purpose. Now, this is him standing by his very first coffee machine that he put in a petrol station.

The tagline was Europe's leading self-serve coffee company. Now, he put that on his first coffee machine before he even sold a cup of coffee. There's a little bit of poetic license we sometimes use with this kind of stuff.

Now, he's probably the only self-serve coffee company, but that doesn't matter. It worked. He sold that business to Costa Coffee, and he made an amazing ton of money.

These are just good examples. Capital Living, we used to call ourselves London's only member-only ... I can't remember it now.

London's members ... I don't know. I've actually forgot my own tagline.

I'm getting wordy, but basically it was like the fact we're the only member-only house community in London. We were the only one. It was true because we were the only one.

No one else was interviewing people and vetting people and things like that. You can definitely come up with one for yourself. We have a few.

We like to play with them. We like to see what sticks and what sort of rings off the ... what rolls well off the tongue.

Our tagline here, the reason I put this up is because it's a good example. We've got a tagline, whatever you need, whenever you need it. The vault, resources, questions, we're there for you.

We're your business development mentors whenever you need it. We've also got a claim to fame. The claim to fame is we're the UK's highest value community.

The people in our room are seven-figure, six-figure entrepreneurs. There's a lot of value in the room, a lot of knowledge. You don't have to go scraping around to 50 pin meetings to find that investor.

He's probably in the room or she's in the room or the business partner. They're already there. This is just a good example of one in practice.

Another example for our blueprint where we've just got a claim to fame. It's there. We've got the brand and then the UK's highest rated business and property training program because for the last four or five years we've had NPS scores world class every single time.

Because we've been tracking that and ever since the first year we did it, we were the UK's highest rated business and property training company because we had NPS world class and we didn't see anyone, first of all, that was really competing with us and second of all, that was getting that ranking. It was very easy for us to say that that's the space that we're trying to own. We put it everywhere.

We make it very clear. This would be something that you could do. You could get rated by your customers and be Liverpool's highest rated property sourcing company or the UK's highest rated deal finding software service.

These things are very attainable for you to do. You just have to stake that pole in the ground and absolutely claim it, the board. The board, tagline, 100 million pound high performance peer group.

We don't have a claim to fame for the board. We haven't really needed to use one. I guess maybe we could create one but we haven't.

We've just got a tagline. The mastermind, playing with different things at the moment, you know, level up your results is a good one. It's a good tagline, level up your results.

It kind of works. It kind of rolls off the tongue and then probably could build more of the claim to fame, six figure income, seven figure net wealth. I'm not sure what I would do with that but it could be the quickest way to get this or something like that.

We could try and claim it as the fast track way to do this. That would be how I would turn that into a claim to fame. Again, we're going to turn it over to you and you might have a motto, a saying that you use, a mantra, something that you want to put in in that session.

I'll give you a little bit less time for this. I'll just give you a couple of minutes to write in a claim to fame, a tagline or both. Feel free to write a few things just to get the juices flowing.

Over to you. Again, if you're not sure, feel free to raise your hand. We're here to help.

Okay, we'll wrap up there. Who's got one they'd like to share? Who's got a good one or a catchy one or one they want to test?

Safe space? Katie, why not?

[Speaker 7] (1:00:42 - 1:01:02)

This is sort of like a bit of an idea but we're working on something at the moment where we can sort of entice landlords to do a rent to rent by making them realise how much profit they really make rather than looking at the bank account. I've just seen the more revenue does not mean more profit and I quite like that one to use against our landlords.

[Adam Goff] (1:01:03 - 1:01:12)

Yeah. You mean you don't want them to focus on the rental amount, you want to focus on the net amount?

[Speaker 7] (1:01:12 - 1:01:18)

Yeah, so after maintenance, bills, gardening, cleaners which they never take into account.

[Adam Goff] (1:01:18 - 1:01:56)

Totally. I had the same thing with Capital Living actually. We ended up doing a table on the website to try and, and as part of the offers, we'd always try and communicate that, look, actually it's not because you've got void.

Yeah, everything else. More revenue doesn't equal more profit. Yeah, that's a good one.

It's a shame we've trademarked it. But yeah, no, I like that. It's a good one.

Yeah, more rent doesn't equal more profit. You could maybe change it. Really good.

Yeah, excellent. Anyone else got one that isn't one of ours plagiarised? No, I like it though.

Feel free to use it. Steve, yeah? Steven?

[Speaker 12] (1:01:59 - 1:02:09)

So I'm still toying with this one, but it's UK property investing by expats for expats. Just trying to pull on that. I'm one of you.

[Adam Goff] (1:02:10 - 1:02:46)

Yeah, I mean it's what we do, isn't it? It's descriptive. It's a tagline.

And I think, so what of the sharing? I think the thing with this is don't worry about it being the most perfectly wordsmithed saying. The really important thing is you just get something out there.

These things develop over time. It's like a living organism. It changes.

It develops. You'll just say it randomly to someone. You'll be talking and you'll be like, and it'll just come out of your mouth and it'll be maybe a variation of what you've said.

But I like that. It works really well. Yeah, and a claim to fame could be then the best or the number one.

[Speaker 12] (1:02:46 - 1:02:49)

I was going with the world's number one because I don't think there is anything that does this.

[Adam Goff] (1:02:49 - 1:14:59)

Perfect. The world's number one. Grant, you don't mind if I share?

Grant, I said, what's your claim to fame? I was striving to be the most trusted short-term lettings agency in the UK. I was like, well, let's just forget striving.

Let's do a poll of your customers and if they say their trust for you is 90 plus percent, then you are the most trusted unless someone else wants to try and compete with you and say that they are. Let's get some data and assuming you get a high score, an NPS ranking of world class, because NPS is a certain type of ranking, so you can plug in the numbers, which Bianca does. Our NPS isn't just like, you give us an out of 10.

It's not just a score. It's to do with the lowest score and the highest score. There's actually a formula.

Then you say, cool, we fed back to our customers. We used this NPS metric and it's given us a trust score of world class. Therefore, we must be world class.

It's like legitimizing something like that. Cool. There's a lot of value in those taglines.

The key thing is don't overthink it. Get something out, just something, and get it going and it will evolve. Don't worry about making it perfect.

You'll make it better later. The next part to this, then, is values. A brand needs to stand for your values.

If you do work with someone to help create your brand, they're going to ask you what your values are, because the brand needs to communicate that subtly through graphic design and things like that. A value, really, just to recap about values, a value is in a business sense, for me, is the north star for all decisions you make in the company. Someone once described this to me.

They said, your values is they're not something you can see. They're something you can feel. Which means that your team, your customers need to feel these values when they work with you and your team, which means your team needs to know what they are, because they'll use it to make decisions.

For example, our value, which Dan has always been really steadfast by, is service. He always used to say to me, our values is service. I said, okay, great.

He's a man of service for sure. The way I would see him operate with customers, the line he always used to come up with was just do the right thing. Just do the right thing.

There'd be situations where customers are like, just do the right thing. I've had some conversations with some people in this room about there's been some issues or whatever, and we've just had a conversation. In my head, I'm always thinking just do the right thing.

The only objective is to do the right thing, because if we do the right thing, we've got a happy customer, we're going to get some Karma credits, et cetera, et cetera, et cetera. That is our value. We always just try and do the right thing.

That is ultimately serving. That guides everything that we do and is the sense of everything we do. Ideally, you would have something like that.

That isn't always quick or easy to get. You could just start with three values and then try and work out which one is the most important. Again, this is an evolving thing.

I don't expect you to have it all figured out. You may have done this in autumn already. You already know it.

You could just have these three supporting values as your values or to support the overall value. For us, we didn't have these. It actually took for me to ...

I was communicating my values, so I had wealth, health, and autonomy, which is effectively life by design. Dan just looked at me and went, actually, there are values, aren't there? I was like, yeah, they are.

These are our values. We want people to have wealth so that if they can't work anymore, they want to stop working, they can retire or live off the steam. Absolutely.

It's wealth, wealth creation, not just making money but keeping it. The health, there's no point having mental issues or physical problems or illnesses or dying young because you work yourself too hard. No point having all the money and being the richest person in the graveyard or not being able to enjoy it.

Obviously, life by design. The winners of PE aren't the ones that bought a Lamborghini Huracan. It's the winners of PE, the ones that did what they wanted to do.

They're life by design, not a life by comparison. We're very, very clear about that. It's what success is for you.

These are our values. They guide everything we do. We talk about them all the time.

As part of your brand board, then, I want you to have a think about your values, one big value or three supporting values. I'll give you a couple of minutes now to drop those down. When you finish doing it, please put your pens down.

Thank you. For those people who are stuck, just what's important to you would be a really good question to ask yourself. What's important to me?

What's important to me? What's important for me and my business? Okay, cool.

We'll move on from that one because if you haven't got your values, you probably will struggle to get them just in that little session. The next section is where we start to try and blueprint what we're doing. This is quite an important part of your brand, if you can get there.

We're getting to the more advanced stuff now. Your blueprint is how you do what you do. Remember when I taught you MAP, methodology, assets, people, and performance?

I used the teabag analogy of how we make a cup of tea around here. We put the teabag in first, then the water, then the milk. Some people put the milk in, then the teabag, then the water.

Some people put the water, then the teabag. It's crazy. Some people cut their toast in half that way.

Some people cut it diagonally. Some people cut it into soldiers. It boggles the mind.

There's lots of different ways to cut toast, lots of different ways to make cup of tea, lots of different ways to deliver what you're doing. You have your own secret sauce and ideally you could blueprint it because then this is going to strengthen your brand because it's your intellectual property. It's your intellectual property.

If you can turn it into a method, the seven-step method, the three-step method, the model, the bounce-back boom, the three phases after COVID that we modeled, a concept that you can draw, that you can see, it then becomes super valuable. Your fitness journey, there's all sorts, right? Your property investor's journey.

If you can visualize it and create it into a model, then you've got something that's very, very powerful and it'll really help your brand. The key thing when you're trying to blueprint anything, even if it's like how we do a refurb, how we ... Whatever it is that we do is to keep it simple.

You definitely don't want to say, here's our 50-page operations manual about how we will source your property for you. Look, no one cares about that. I'm talking to architects at the moment in Bali.

I've used architects before but just for little jobs, little things, little extensions or whatever, but I'm actually interested in their process. I want to know, what is the journey? A couple of them sent me visualizations of the steps, like step one, step two, step three, step four, and I'm like, okay, so that's really helped me because rather than you just tell me about it, you've got this animation or a graphic that tells me what it is.

I'm like, okay, that's your recipe, right? All the same ingredients. Just one second.

It makes it incredibly simple. That means the customer is getting a value box ticked in their head like, this person knows what they're talking about. They're good at what it is.

As I've said, Illustrator in design is a very, very good way to do it. Lots of people on Property Entrepreneur have since done this. You'll see models of people on social and stuff that they share.

Ultimately, when you can create something visual like this, this can, by the way, be trademarked. You can absolutely 100% trademark an image. You can start to create some IP.

You can start to have a little R next to it if you register the image. Registered, not just TM. You can start to own your space.

You can say, we own this. This is our blueprint. If someone else robs it or nicks it off you, it becomes very obvious.

If someone else started talking about, well, in business, ladies and gents, there's three levels and there's four seasons and there's five problems you have to solve. You'd be like, I've heard that somewhere before. It's like, that's what we've blueprinted.

This is our thing. You wouldn't be building a very successful business if you just decided to copy this because it's going to come up against you. This is your recipe for how you do what you do.

Your job is to make it a bit more interesting and blueprint it. Gareth, did you have a question before we go? Thank you, Neeraj.

[Speaker 6] (1:15:01 - 1:15:43)

There's a good point you mentioned about architects. In the UK, they have RIBA, which is the Chartered Institute of Architects. They've got a set defined process, which is seven steps.

Whenever an architect quotes you, they'll quote you to reach a specific stage of the RIBA journey. I actually copied that and took that and said, how can we use this for our own process? Likewise, it's really clear and sets out the standards and the expectations of what's going to happen at each stage of the client journey.

It has a defined start and end journey.

[Adam Goff] (1:15:44 - 1:16:00)

You're making it simple. This is how we do it. You don't care what other brokers do.

You just speak to them on the phone. You have no idea what you're getting yourself into. This is what works for us.

I really like it. I think it works really well. Yes, Neeraj, one more question.

[Speaker 4] (1:16:03 - 1:16:23)

A comment rather than a question. I'll keep it really brief. If anyone's got aspirations to one day sell their business, this IP and trademarking stuff is unbelievably important.

A whole topic in itself, but it's really worth looking into and doing. If anyone wants to know a bit more about that, we can have a chat later.

[Adam Goff] (1:16:23 - 1:16:25)

Did you do the same for Mind Unlocked?

[Speaker 4] (1:16:27 - 1:17:10)

That was a reason why the IP got bought. It was actually the business wasn't sold. It was the IP that was sold.

That was what they were really interested in because it was unique and they couldn't just go and copy it. The best way to illustrate this, if you look at stock prices and biggest companies in the world, there's a line item in their accounts called intangibles. That's all this IP and trademarks and all this kind of stuff.

That's where the biggest differential is. Like I say, whole topic and rabbit hole. We could go down, but if you're thinking about that later down the line, this kind of stuff does become valuable.

[Adam Goff] (1:17:11 - 1:22:47)

Neeraj is absolutely right. Thank you for sharing. It's just how you're going to stand out from your competitors.

If they're going to use a deal sourcer, there's always different deal sources, but you've got this process, the deal source process, whatever you want to call it, blueprint, whatever, that all of a sudden is unique because it's yours. They're like, tell me more about that. Based on our 10 years experience, this is what we do.

It's these steps. It's these five steps over these two months. People are like, okay, I can see it.

Just a couple of minutes now, you can jot down your blueprint. What is your blueprint? Has it got a name?

Has it got some steps? What could it be? If you're getting an investment, you might just talk about a process for that.

Try and formulate something now and get it down. Who's got one they want to share? A good example of this, actually, I've just thought of, is the recipe thing, isn't it?

It's like Delia's recipe, whatever, Jamie Oliver's recipe for business disaster. It's like, you know, recipes. It's the same Bolognese, but everyone's got their own recipe, haven't they?

Their own blueprint. Who's got something they'd like to share? Chris, do you want to share?

Yeah, Chris had a good little one.

[Speaker 9] (1:22:49 - 1:23:09)

Yesterday, I was actually building something for the website, and I was sort of lost for exactly how to word the process, so I just uploaded a brochure into ChatGBT of what we do, and asked it to then consolidate it into a six-step process, and literally, it was bang on. It was just on the free version as well, but yeah, definitely recommend people to do that.

[Adam Goff] (1:23:09 - 1:23:11)

Amazing. So it just did it for you?

[Speaker 9] (1:23:11 - 1:23:11)

Yeah.

[Adam Goff] (1:23:11 - 1:23:16)

And have you got a catchy name for it or anything yet? For the process, for the blueprint?

[Speaker 9] (1:23:16 - 1:23:20)

No. That's my next question, I sort of just put it here. So, no.

[Adam Goff] (1:23:21 - 1:23:29)

I mean, it's just your, it could just be, I mean, we call it the Property Entrepreneur's Blueprint, right? So you could just call it the XYZ.

[Speaker 9] (1:23:29 - 1:23:29)

Yeah.

[Adam Goff] (1:23:30 - 1:45:38)

Exactly. Our blueprint. Our unique, and Catherine asked a good question.

She was like, does it have to be proven? Obviously, she's a steal. She wants to know the details.

Yeah. Obviously, I'm a blaze. I was like, don't worry about that.

Don't worry about that. So, the answer is, I mean, actually, no. It doesn't.

It could just be unique. We use the word unique and proven. It's unique because you made it, we made it.

It's proven because we've done it. Our clients have done it. And if it's just new, then it's just unique.

It's just our unique method for baking a cake. It's like, that's enough. That's kind of cool.

Now you're owning your IP. And then once you've made one cake, you can say it's unique and proven. Okay?

So that's fantastic. So good. Nice shares.

Good old chat GPT coming into the floor. Absolutely fantastic. So, sex appeal.

So, a bit of good news, bit of bad news. This bit is advanced. So, when we're getting into, like, the sex appeal, then I'd say this is where we start developing, we're really developing our brand.

We're not at level one anymore. We're kind of, we're maybe another year around the track, or we're starting to run campaigns. Now, as I said, the good and the bad news is that what you do is fundamentally boring.

I mean, baking a cake is boring. I don't know who watches the baking programme, no offence to everyone that watches them and loves them. Obviously, they make good TV.

But if they just filmed people literally just making a cake, it would be incredibly boring. But it's made more fun by the presenter or the personalities and the competition and the game. They've had to make that sexy.

They've had to make it fun. Because watching people just do something is fun. And the reality is that whatever you do actually is pretty boring.

Sourcing a deal, or investing money for steady returns, it's all quite dull. So our job is to make it sexy. Because we've got to sell this stuff and we need to use our sex appeal for campaigns.

So the sex appeal is the thing that we add on, literally, the va-va-voom. The va-va-voom is sex appeal. A Renault Clio is boring as sin.

But you get Thierry Henry saying va-va-voom, or Michelle and Nicole. You know, what was it? Papa and Nicole and the red dress and everything like that.

And all of a sudden it's like, okay, that's kind of cool. I can get into this. It's like it becomes sexy.

Coffee is pretty boring. But George Clooney sipping a cup of Nespresso and all the females are like, oh my goodness me. Coffee all of a sudden is sexy.

How is a Nespresso machine and capsules sexy? Bless you. Well, it is because George Clooney says so, right?

So this is what we want to try and create some sex appeal for our businesses for campaigns. Your sex appeal could be, for example, the name of your book. This is like the thing that's going to sell.

It's like a book title has to be sexy for our work week is very sexy, isn't it? These things are very, very important. And the important thing about sex appeal is that it will change periodically.

This isn't like, this isn't, this is an extension of your brand. It's not necessarily your brand. It may become part of your brand as a mantra or motto or something but it's like, it's a bit more of a shot in the pan.

It's short term. You don't need to get too attached to it. It's just you're going to use it to sell in campaigns.

Now our current sex appeal, we have a few, but our current one is don't talk to tenants. Does that make sense now? We're all about property entrepreneur.

Our avatar is not on your business, not in it. So what's quite appealing is to some people who are a bit overworked with a lot of properties and tenants, for example if that was you, is to never have to speak to a tenant again because actually that avatar is pretty burnt out by answering messages at the weekend and getting calls at three in the morning because there's a mouse in the house or their housemates woke them up because they're drunk and this is still happening. I'm talking to a guy right now, which is on the Blueprint and he said to me, I've had the worst weekend.

He's got 40 properties. He hasn't built a business but he owns 40 HMOs and he's still taking calls from tenants. I've got to go.

My viewings just turned up. I was like, what? For him this is sex appeal.

He's like, you mean I never have to talk to tenants again? I will give you my right arm to never have to talk to tenants again. Doing systems and hiring are all quite boring things but if I can sell you the sex then you're going to buy into it.

That's exciting. It's fresh. You can change it.

We had bounce back boom for a long time, which is now basically part of our assets. We've had numbers of things over the years. This is an example of sex appeal and actually had a lot of controversy.

A lot of people actually complained about this. They complained to us about it. They were like, this is, pardon?

No, no, no. As in like, this is so bad. You can't treat tenants like that.

It's like, what gives you the right? Bad landlords. Don't talk to tenants.

Seriously, it was quite polarizing. I would say that was probably quite a good thing actually in lots of ways. That's gone down really well or badly depending on how you look at it.

We like it. It's punchy. It's like sex appeal.

It's to the point. Josh's small business, big profit, the name of his book. Great sex appeal, great for a campaign.

Who doesn't want a small business and a big profit? On the Blueprint the other day, someone thought his book was called Big Business Small Profit. We used that as a joke for ages during the Blueprint.

If you see him later at lunch, just say, how is your business? Your big business and your small profit, how's it going? He loves it.

Fair play to him. Great sex appeal. How do you turn mass and finance function?

I'm getting bored just talking about it. I've got to keep my eyes open. Finance function, it's like sexy.

What we're going to do is we're going to get you a bookkeeper. Go on. A finance manager.

Please. No. This is what we want.

This is the sizzle, not the sausage. Who's heard that saying about the sizzle, not the sausage? You want the smell of the bacon.

When you're in bed and your mum or your partner is making you a bacon sandwich and you're in bed and you can smell it, you're like, oh my God, I want a bacon. That's the sex appeal. That's what people want.

You want to sell the sizzle, not the sausage. Over to you now. What have you got as sex appeal?

What could you have? Is there anything that springs to mind with this little bit of inspiration? Feel free to stick your hand up.

These things, by the way, are not easy to get. If you stick your hand up and you ask me what yours is and I can't get it for you straight away, I do apologise. It does take a bit of time.

Go for it. This is a hard one. Anyway, Chris and I were just spitballing.

He did ask me the question. He actually came up with it, so I'm not going to take any credit. Obviously, Chris is helping people transition from HMOs to supported living or service providers.

We all know the benefits. It's very hot right now, isn't it? We were just talking.

Often, this stuff comes from talking. You have to coax it out of someone and you wake up in the middle of the night. It's like a year of or a headline strategy.

You can't just think of your year of. You're like, you have to relax. His one was, well, actually, the rent reform bill is coming, so people are going to find it harder to evict their tenants.

What if my campaign was like, beat the rent reform bill? It's like, okay, I'd like to beat the rent reform. All of a sudden, it's like, supported living, it's kind of like, okay, I've heard that before, but beat the rent reform bill, that is quite a good, you could have a URL.

You could have one of those. It could just be this whole thing. It's like, oh, I'd like to do that.

I'm interested now. I can smell the bacon. I'm now interested to see what mom's cooking downstairs.

I can smell cooking. That is exactly what you want. The reason we came to that, and I didn't say it earlier, and I probably should have, is these campaigns can also be topical.

You can use something like, and I gave Chris the example of the bounce-back boom. How did we encourage people after COVID to come back to business training? It's like, well, we're in this bounce-back boom.

Genuinely, it's the economy. This is how it is, and there's going to be a boom. Bounce-back boom became our campaign for a while.

You can definitely pick something like that that's going on in the market and use it. Actually, I said to Chris, well, it's supported living. Everyone wants to jump on that wave, but they don't really know how to.

In fact, I need to actually introduce this to someone because someone did say they've got a 62 unit. Can you remind me in the break? Yes.

That's one example. That would be quite good for a campaign because it would link in with the Euros or whatever. You've got to pick something that's going on.

Last point to our brand boards is soundbites. Soundbites, again, help you own your space. They help you become different from your competitors.

You start to coin phrases or examples, and they just help you stand out, basically. The important thing about soundbites is they are more of your content. They're things that you're going to use.

They'll be on your social, your content. They don't necessarily form part of the brand in a sense. They're not going to be on your business card, for example, but they are part of your extended brand because they become your terminology.

Soundbites are often analogies and metaphors. Living off the steam, for example, is quite a good analogy. Or is it a metaphor?

God, I don't even know right now. Who knows? These things are images that we create that help us communicate what we're trying to do.

We don't just say, living off the interest. Everyone does that. We're living off the steam.

It's like, okay, cool. I can picture the steam. I get it.

We have this little image of a kettle. It really works quite well. There could also be a mindset you've got to have or that your business has.

We have no problems, only solutions. That's a mindset that we use. Also, our mindset, which we teach you from the first day of the blueprint, is you're no longer a property investor.

You're a property entrepreneur. We're thinking like business people. We're not just thinking like investors because there's tons of investors out there but none of these investors know how to run a business.

If you bring business skills into the property space, you're already in the top 10% because most people aren't doing that. We use that a lot. That is also important.

It could be a mindset that you have or that your customer needs to have. Quotes, catchphrases, things that you say already, things that your team say, mantras, your year-obs, your objectives, your headline strategies. You've created these mantras already this year.

You've already created some. The more revenue doesn't equal more profit. You may have had that as an objective in your business.

You may have already used it. It then could become your mantra or your quote. When you build all these, they become your assets.

They become, as Niraj said, your intangible assets. These are things that you own. They're all over our banners.

They're things that we talk about. Everyone knows when you talk about ... I'm just looking at the marketing one, for example.

The next session, perception is reality. That's what Chris' session is about. Know your niche.

Ride the wave. Life by design. Work on it, not in it.

These are things that we would put in our little bag of assets when people would look at our business, potentially, to buy it. Other examples of this, obviously, is it's all a game. We talk about this all the time, gamifying things.

We talk about it a lot. It's one of our soundbites. It's all a game.

I would say it. It would instantly conjure up a thought. The winter hit list.

We don't just say our operations to-do list or our systems list. We have an asset, and we call it the winter hit list. It's like, okay, that means something to someone.

It's an asset. It's something that we do. It's a mindset.

As I said, living off the steam. We're moving away from the retired app. We don't think it really does the job, but living off the steam is fantastic.

Living off passive income, great. I get it. We haven't heard it anywhere else.

We're owning that space now. We want everyone to live off the steam. It's going to be all over our marketing soon.

When anyone says living off the steam, we're going to have owned it. Financial fortress as well. That is a very clear analogy, isn't it?

Is it an analogy or a metaphor? Can someone help me out here, please? What's financial fortress?

If it's an image, which one's an analogy? An analogy creates an image in your mind. Thank you, Janet.

Financial fortress, you can see it. It's not just like ... It's actually something.

It's bulletproof wealth. The word fortress is really, really significant. We start to create these things.

Over to you. What are your sound bites that you can include in your business that you're already using? That would complete your brownboard.

Off you go. What do you find yourself saying to customers, to investors? If you were describing what you did to someone, what would you end up saying?

Okay. We'll wrap it up there. Anyone got anyone they want to share?

You've got a question. One second, Karen. One second.

Perfect.

[Speaker 5] (1:45:38 - 1:46:14)

I have a question and a share. I think it's fair to say the planning system is not necessarily viewed as sexy in getting planning permission. My battle is making it more appealing, attractive for my new arm of my brand, which is Planning Pro, which is my books and my courses.

Can I use my strap line also as the campaign? I'm thinking the strap line along the lines of planning pain to planning gain.

[Adam Goff] (1:46:14 - 1:46:15)

Nice. I like that a lot.

[Speaker 5] (1:46:15 - 1:46:17)

It is a painful system.

[Adam Goff] (1:46:18 - 1:46:18)

Absolutely. I love it.

[Speaker 5] (1:46:18 - 1:46:33)

What I say to my clients a lot when I'm advising them is there are risks with the planning system but the rewards can be huge. Using the strap line as the campaign as well?

[Adam Goff] (1:46:33 - 1:47:56)

Yes, the tag line. One of my points was actually going to be that a lot of this stuff is a bit interchangeable. For example, these sound bites could be your old tag lines, your new tag lines.

We've got loads of these sayings. We swap them in and out. Chris asked the same question.

Sex appeal could definitely be a tag line. Planning pain to planning gain. Yes.

That is sexier but I think you could probably do better with the sex appeal. Sex appeal is hard to get but you could probably do a little bit better. I think it's a really good tag line and if it was your campaign, it would work.

This is what I mean. It's like an ever-evolving thing. You want to try and think of something that beat the planners, for example.

You need to get the creative juices flowing and try and think of something that is sexy, as sexy as it can be. I like it. These are just iterations.

It just has to get better and better. I like it a lot. I think it's really good.

Really, really good. Planning pro is just a name whereas as soon as you say pain to gain, it's changed it into something you want. Anyone got another one they want to share?

Some sound bites? Mina, you got one? Go for it.

Let's get the mic please over to Mina. Thank you. It's very gentlemanly of you passing it.

[Speaker 11] (1:47:58 - 1:48:13)

Very, very good. You've gone with, by design, comfortable living, community-centric. Community-centric.

Community-centric. Your home, your own space. Your own space, your own way.

[Adam Goff] (1:48:14 - 1:48:14)

Your space, your way.

[Speaker 11] (1:48:15 - 1:48:24)

There you go. Comfortable design. That's it.

It's all by design.

[Adam Goff] (1:48:24 - 1:50:57)

It's all by design. Nice. It's a start.

Homes by design. When you're in sales, you'll just say these things naturally. You'll just start saying them to people.

That's why I said, what do you say to your customer? You're already saying them. Mix them in.

Once you write them down, you put them everywhere. You put them on your email footer or your business cards. You make them objectives in your business.

Your team starts using them. Everyone starts using it. It just becomes part of the terminology.

Cool. Any other questions on the brown board? No?

Good. We enjoyed that session? We got you to do a bit of work today, didn't we?

I didn't expect this. I just come here and put my feet up and listen to Adam. I don't have to do any work.

Sam's on his phone. He's so bored with it. This is what it's about.

It's about getting things done. You've made a jump forward now. If you took that to an agency or a designer, that would inform the conversation.

You've got something now. This intangible thing that you do is now something. You have, hopefully, at least most of it.

That's really important. Before I invite Rachel up, I just want to remind people that if you are thinking of applying to the board, the £100 million peer group, or the Mastermind, where we help you level up your results and get you to that seven-figure net worth, six-figure income quicker, that's absolutely my commitment. As I shared at the super event, just going through the advanced with that extra level of accountability, support, someone to ask, the peer group, extra help with the blueprints, then that opportunity is opening on Friday.

These are just a reminder of the dates. The applications are going to open on Friday. There's a QR code in the workbook to get the application.

You can always send me a WhatsApp or drop me an email or ask Bianca to share my contact details or for the same. You can download the application form from there. It's a Word document.

There's six or seven questions on there. I'll help you with the application. If you are thinking of applying, just let me know.

I'm more than happy to assist. You have to do a short video. The deadline for that is the 19th of July, so two weeks from Friday, so a two-week window.

Then the review meeting will be at the next workshop. The successful candidates on both programs will be announced at the end of the year. Any questions on the Mastermind or the board before I invite Rachel on stage?

Cool. All right, ladies and gents. I hope you enjoyed that.

Let's give Rachel Davis a massive round of applause, please.

[Rachel Davies] (1:51:00 - 1:55:52)

Thank you very much. Thank you very much. Thank you.

Thank you very much. With the brand board, if you found that exercise quite difficult, it's totally fine. It can take a real long time to get yourself to a point where these things are just tripping off your tongue.

Property entrepreneur, all of the little things that you hear are mantras so easy to trip off the tongue. Before I started helping out on stage, I used to say things like mantras all the time, and I got them from property entrepreneur, like living off the steam and all these other sayings. If you get your customers saying these things, then things are working for you and you're going in the right direction.

Don't worry if you found it difficult because some of you here won't be marketers and you won't be used to doing these things. If you feel like you've not really got to where you need to be, just keep working on it. When I first started on property entrepreneur, me and Paul, we had lots of hitchhikers.

We didn't have any brand. Came on, I was like, what's a brand? What do you mean?

What do I have to do? Oops, we got a brand. You can't really see the logo.

We paid a designer to do the logo. I actually really like our logo. It really encapsulates what we do.

It's one of the taglines that we use interchangeably as a strap line as well as hassle-free shared living. That's what we do. That's a tagline that we talk about all of the time.

Our values are all about harmony, friendships, great levels of service. We called ourselves the core sharing specialist in our area. No one's doing something like that.

We provide this hassle-free shared living and our avatar is a graduate straight out of university, so we niched down to make sure that we weren't just targeting anyone who wanted a shared home in the area. We focused very much on graduates coming straight out of university. We have a unique blueprint.

It's the way we match our house sharers. We call it the collective fit. It's not massively sexy, but that's what we call it.

We're called Live Collective. That's what we gave the brand name as. None of this is amazing, is it?

But it does work. It makes it really easy for me to sell rooms in my area. I don't get involved in it very much anymore.

It just happens for me, which is fabulous. I thought it would help you to say you can do this, even if you're not a master marketeer, you can do it. That's what we've got now.

We have a website. We paid a designer to do the website. It looks just way more professional than a lot of the other house shares in our area.

We do the best house shares in Bracknell. That's what we're famous for in our area. It is our claim to fame, Adam.

You're right. It is. It's on the website.

That's what we do. Absolutely. We use them all the time when we're talking to potential housemates.

It works. I just wanted to say that even for a little HMO business like mine, it works really, really well. To help you with the brand board, we've got someone really special to come in and talk to you.

He's not coming in. He's going to do mid-week mentoring on the 10th of July. It's Akash.

I don't know if you guys know of Akash. Akash has managed to make ... He sells life insurance products.

He's the co-founder of On Point Mortgages. He's on Property Entrepreneur Advance. He's an incredible guy.

He's a fantastic dynamo, actually. He's created this product called The Black Box. He's made life insurance sexy.

That, I think, is quite hard to do, isn't it, Adam? He's having phenomenal success. I'm going to talk to you a little bit more today about Akash and what he's done in his sales campaigns.

He's going to help you finish off your brand board. This is one to tune into. He's got a lot of experience.

He's put a lot of these methodologies into place. He's having a lot of success. Make sure you write that on your action lists right now.

Got action lists there? In the back of your book, write it down. Make sure you go to that one.

It's on the 10th of July. Then, just on Mastermind and the board, if you're in a position to have that extra level of accountability that you need to take yourself to the next level, then I just wanted to read out this quote, really, from Susie. Susie's had an incredible experience on the board.

She started and scaled a two six-figure businesses and bought a seven-figure business. She couldn't have done any of that without the help and support of the board and Dan Hill. She has absolutely flown since she's been on the board and she's literally nearly there with her success.

If you are in that position and you are thinking about it, if you need just that extra push of accountability and support and step-by-step walk through the blueprints, then the board or the Mastermind could definitely be for you. I know Susie highly recommends it. Last thing, just on homework, this is what you've got to do for the brand board.

This is your homework. Finalize who your avatar is. If you've got a ...

You feel like it's quite broad or general, niche down like I've done with HMOs, then you need to decide on what your tagline is. Is it okay to have more than one if you can't decide? Is it specifically for a campaign?

[Adam Goff] (1:55:52 - 1:55:53)

Yeah. Yeah.

[Rachel Davies] (1:55:54 - 1:56:31)

Yeah. Have a specific tagline. Test it.

You can test it out on your customers, see how it lands. Test it out on the community. Put them in the Facebook community.

We'll help you. Quite a few of us here are pretty good at doing mantras and taglines these days. Put it onto the community.

Test it out with us. Name your values. Name your blueprint and collect those soundbites that Adam's just talked about.

That's what your homework is. Was that a good session? Enjoy it.

Was that a good session? Let's get some energy going in this room. Now it's time to finish on a round of applause.

We'll be back in the room by 12 o'clock. Let's give everyone a round of applause.