**PPN Session 2 24.09.04\_Transcription**

[Speaker 4] (0:00 - 1:12)

I'm staging three-and-a-half minutes time take your seats ladies and gents this is

[Rachel Davies] (1:12 - 2:57)

your two-minute warning finish up your conversations grab yourselves a drink we're live on stage in two minutes time ladies and gents this is your one-minute warning ladies and gentlemen we're live on stage in one minute time ladies and gentlemen this is your thirty-second warning ladies and gentlemen this is your thirty-second warning we're live on stage in 30 seconds

[Speaker 5] (3:20 - 3:33)

allow me to reintroduce myself my name is I used to move snowflakes by the O.Z. I guess even back then you can call me CEO of the R.O.C.

[Josh Keegan] (3:35 - 21:25)

Oh thank you one person gave me a clap that was lovely thank you very much thank you good morning no sorry men did you have a good morning yeah thank you though good morning good presentations okay well anyone got their eyes on the stage who thinks they're coming up oh it's exciting isn't it it's very very exciting well I've heard the standard is very very high I think there's some very very worthy award winners in here but congratulations each and every one of you so far for just doing that like it's a big exercise big thing to do and for a lot of you I'm sure it's the first time you've really sat down to reflect so a huge round of applause for everybody well done so I'm gonna as you know the head-to-head is on its way yeah I'm nervous I got lots of advice from supper club last night so we'll have to see how that fares we'll have to see how it goes but a few announcements before we kick things off with the proceedings so the first is the board we all know what the board is the board is the upper echelon of property entrepreneur you know it's a large price tag but it's worth it because you get to work with Dan and it's a high performance group of people that are all definitely going places it really is for those people that want to do six seven figures eight figures over the next few years this was the board last year but I'm delighted to announce a few of the applications we've had in this room have been successful so firstly I just wanted to welcome two new members to the board now this is a power couple they've just done their million-pound supper summer nobody deserves it's better than me so ladies and gents it's probably no surprise that this is what these two have decided to achieve we'll obviously miss you you know when you're in that you in your jets and helicopters flying around not speaking to any of us anymore but it's what it's well-deserved by congratulations guys and like you guys gonna fit right in and then we have another person who unfortunately isn't here today but this is another person who each and every one of us once I share their name we'll be like yes that person is going places and they belong on that boardroom environment and it's the one and only the absolute powerhouse mrs.

Claire Reid huge round of applause so Claire can't be here today she's obviously helping out with with nursery and taking their little girl to school but Mark's in the room isn't it where is he there he is yet mark and represent you can you tell Claire the great shout out on the round before she got and give a huge congratulations from us so this is the board next year it's a really close-knit great little group and really all these people are tremendously going places they're all high performers in their own right they're really going the distance and we're excited to see what comes out of the boardroom environment now one of the blueprints on the board is financial fortress and as you know properties where we believe everyone should be aspiring to get to this living off the steam status and achieving their financial fortress so okay take a picture feel good yeah we can send you that your face is on it you're in it but without a doubt one of the most important blueprints on the board is financial fortress is basic comprehensive wealth strategy for next one three five ten years and actually working out what your wealth strategy is for the years to come now this is normally for board members only we just want to flag up we did this last year and some of you attended but we're launching the financial fortress blueprint again this year towards the back end of autumn it's gonna be the perfect time so if you've got your head in the game with your strategy what you're thinking about doing then you put pen to paper and actually work with us to create your wealth strategy it's not for everyone six-figure entrepreneurs or sorry six-figure income or seven-figure entrepreneurs only are gonna get the biggest benefit from this but this really is a comprehensive six-week program and by the end of it you'll have your wealth strategy devised and created and I run this blueprint personally there's no real details for now the main thing is just save the date so it's going to start on the 10th of December finish on the 28th of January and there'll be a two-week break for the Christmas period and you know obviously feel free to take Christmas off but it's also gonna be opportunity to get some of that homework done because some feedback we have prior is that we're going for it quite a fast pace so it's gonna give you the time to get stuff sorted there and then so no major call to action for now you've got the dates put them in your diary and if you're interested there'll be some more details that will follow but feel free to come and speak to me or Bianca if you want any more details about what it is so I wanted to share a little bit about my journey I'm gonna do end of year presentations in a moment but this is like a sneak peek before you actually get there to keep you going so I actually joined property management about 10 years ago now and this was one of the first pictures of me this is when my business partner got sick and I got asked to speak at a pin no one knew who I was I've never spoken before and I got asked a 25-minute presentation I'd never set foot on a stage it was it was it was crazy and I managed to get a professional photographer to come along and take some nice nice pictures but I was literally an employee when I started with with PE and you know this was my first business I started that scale that grew a team managed to get myself to 90 minutes a week operating you know very very lucrative letting agency throughout the time I've scaled a property portfolio which I know a lot of you are aiming to do managed to sell that business back in the 2021 for a really great multiple but we never seen such a high multiple for a business of that caliber and size last year managed to achieve the living off the steam so managed to get to place my financial fortress was done and like the financial independence that's given me my family the security has been phenomenal this year launched my book and became an Amazon number one best-selling author I started a family built my dream home Haley's in a place where she doesn't have to work I think she's kind of regretting that decision now she's spending a lot of time with the kids but she doesn't have to she doesn't want to be now she's going to get back to it came a professional speaker get paid to stand up on stage and speak and share my journey then ultimate FD you know this business is doing more better numbers in two years and it took me to get to about six or seven with my with my previous business so really fast track the journey I was actually started in this room ten years ago so I was actually this is me first day in property quit my job the day before I was here on the Friday this is Dan teach one of his systems training days back in the day about ten years ago Dan sent me this picture a few weeks back I was actually in this room like learning from day one and obviously ten years has gone by a decade and it's been like a phenomenal journey for me and I've achieved a lot but I was like well what one bit of advice would I give myself to myself back then if I could say like you're gonna experience ups downs it's gonna be a roller coaster things gonna go well things gonna go badly gonna get lots of bits of advice what one thing when I tell myself again and that'd be you're the average of the five people you spend the most time with we've all heard this it's all like a very common saying like people say a lot but genuine I mean it and I was fortunate enough to get put into a mastermind like community back then so this is the board I've been part of the board now for about eight years and the board now you know it's fancy lunches at the Belfry you know it's doing all this this this cool stuff but back then when I first started it was in a small room in Nottingham you get to once a month it was much more of a mastermind style environment it was a small close-knit group of people and like throughout I've got people in here like Shiv is now you know I met him through the board he's now the god father of my my child Kev came to Iris's naming ceremony I've done literally I've got people in this room that I would call like very very close and very very good friends I've literally done hundreds of thousands of pounds worth of business in the room either doing business and using people's services they've been using mine and like informal conversations and fundamentally changed my life like I sit down with Chris and Sam like most most months at the Belfry we normally do it on a Wednesday after and we just chat and like they they've been there they've done that they've got the t-shirt they've got loads of advice and words of wisdom for me they've really helped me along the way I was having an informal conversation with Mark Barrett a month or two ago I had a property that was causing me issues it's cost me about a thousand pound a month I was a bit stuck with it he's now turned that into about a thirty thousand pound profit sale just by that conversation you know through his business he was like well I think you could do this and he said it and it was an informal conversation it's just a chat so incredible group and really what I've learned is if you want to go the distance it's really powerful to be part of a small group and I'm very very much a product of this kind of small group style environment so why am I telling you all this so we were hit with a problem this year in the Adams mastermind he launched it last year almost like a year to the day and it sold out within literally minutes he had 15 people signed up to work him over a 12 month period now we thought you know at the end of this year we'd have people that would go you know what it's been great Adam but I want to go do my own thing that thing now but we didn't and it's been a hundred percent renewal so every single person signed to Adams mastermind last year has now renewed no yeah it's great problems have like nobody has fallen off his mastermind but who would have actually thought that people want to stay on for another year of Adam they're mad they are mad but yeah so we have a problem but there was a like a pretty simple solution so Adam came to me and he said look Josh would you mind doing one of these yourself could we start your own mastermind and I was not sure at first and I really thought about I thought well it would actually be a privilege it'd be an honor because I've been a product of these small groups I believe in these small groups you create an amazing peer group and it really is these small groups that really get you to go the distance you know the blueprints and the training is phenomenal when you get in a close-knit environment you really incubate things so we're launching my mastermind this year and it's a win-win-win so it's a win for the business the business gets another mastermind that can launch it's a win for the delegates because we had loads of applications for Adams so we've been able to give people an opportunity to join something else and it's a win for me because I believe in these small groups and I get to kind of nurture my own peer group like the board was back five six years ago and take people on this journey and hopefully allow them and help them to achieve some of the things I've managed to achieve over the years as well as learn from people that are going on their journey too so if you're interested in going further this year if you want to work less you want to earn yourself a little bit more money if you want like support from a chartered accountant where you've got me in your back pocket whenever you need me like this could be something that's great for you 15 people only we're gonna keep it a small group so that's where we get the big results and I want everyone to be friends I want people to be contacting each other I want everyone to be close and connected with people in the room and I want you to achieve what I've managed to achieve so I'll take you through what you get what's included well the first is a monthly one-to-one mentoring call every month you'll get a monthly one-to-one mentoring call with me and to put that in perspective for you if someone wants to work with me on like a finance director basis I charge 500 pound an hour obviously on the mastermind you're gonna get that and a fraction of the cost because it's a one-to-many it's like a group but you're gonna get that one-to-one call you'll also be able to attend these mentoring calls so we can do group mentoring so when we're having these calls you can be there you can listen in and take any words of wisdom and advice once again another another way to kind of quantify this for you I was giving a piece of advice to somebody else a few months ago now and Shiv was listening that was cool he was allowed to listen and then he came to me last month and he said to me that one bit of advice that you gave somebody else has made me a hundred K of extra sales but these are the small things you listen you get advice and other people take it and they implement it Shiv's literally done that it's in the brochure which I'll show you in a moment you see is his testimonial for me monthly supper club who's enjoying the supper clubs yeah amazing another amazing one last night yeah Christine you loved it and it was it's so much fun you get together but also it's come with a problem leave with a solution but there's been times where I felt too busy to go to the board I felt too busy to have dinner with the board I've had so much stuff going on and it's like one of those things where you like you know I feel like I've got too much to do I need to work into weather you go and that's the thing that gives you the energy that's actually the thing you desperately desperately needed so these monthly supper clubs the high value they're a lot of fun you know three course dinner it's great but also you're gonna leave feeling refreshed and energized and motivated for the month ahead unlimited whatsapp group support so we're gonna set that up you've got me on tap whenever you need me day in day out we've got additional accountability so on the board we do something called the one thing so on the program you do top ten but on the board it's the one thing so what you'll have is you'll set one thing that you're gonna do for the month ahead and we'll hold you to account you need to come to that sub club every month saying yes I've done it and that is accountability that you're not gonna get anywhere else you're gonna invite to the strategy retreat so in October we'll do a strategy day retreat where we go away for a few few days together few nights and then we'll sit down we'll journal we'll spend time chilling we'll really reflect on our strategies I sat down in the hot tub with this is too much information with with Sen and John Sen and John they're both on the board last year as part of our board strategy retreat we all had about two hour conversation we ripped each other strategy days apart gave each other loads of advice and we came out two hours later very wrinkled but also with a totally refined and refreshed strategy for the year ahead and if any of you are sitting here with your strategy day presentations now thinking I didn't quite get they didn't quite set that right or that goal became irrelevant because of this this and this it's probably because you didn't get enough feedback from peers actually know you and that's what this will do get monthly buddy up so you buddy up in the room with people on mastermind you have that monthly buddy up that accountability throughout the week they got member SOS if you need help you can call me you can whatsapp me I'm here I'm available to you I've lost deals I've had legal actions and legal disputes I've had tenants that owe me tens of thousands of pounds I need to get the rent back from I've had JV partners where it's fallen out of bed and it's gone wrong well I've been there seen it I've got the t-shirt or I've normally advised for me that has so if you need me you ring we help and we get you through the most difficult times then finally you get the mastermind accreditation there's lots to it loads included you can just look at Adams mastermind like this is year one results now on Friday we can do end of year presentations I'm sure we have to add a lot more to this but just up to this point in the year he's had Craig Shields on his mastermind that actually won strategy day it's a very heightened that was a runner-up he's had five people in his mastermind like come to the stage for the strategy day finals so basically everyone apart from one or two people was Adams mastermind up on stage but these people really go in the distance and in this car a lot of people know mesh he actually got to a place where he was top of the leaderboard for the entire year the whole of advance for his game changes so it really is the accountability it really is taking things to the next level hey I said good and obviously it goes without saying we go so I say well we are going to be Adams mastermind as well like that goes without saying so all of this stuff it kind of goes I say number one number one it's a better mastermind number two we're gonna be it goes outside so the option if you guys today has become a founding member so basically last year we did the exact same thing we said look we're going to charge a certain price and the mastermind is going to cost 12,000 pounds that's where we're going towards but obviously we want to get it feel we want bums on seats we want to work with people like yourselves who are high performers that can go the distance so you can become a founding member seven and a half thousand pounds that's four and a half thousand pounds off the price so it's about 40% discount and we will honor that so you sign up today that stays your price and there might be small inflationary increases but that's gonna be your price and next year if there's any spaces hopefully it's not because one or two spaces the price we 12,000 pounds for the next group of people that come in so this is a greedy great opportunity to get in early this is like imagine someone told you about Bitcoin it's exactly the same basically exactly the same but no seriously like this is you to lock in a price you get this price and as more people come in it come in the price is going to keep going up and up and up and this is your opportunity to lock in that price and have it at that price we've got brochures on your desk so you can have some more details and there's a QR code if you want to pay a deposit likewise if you want to come and talk to me I'll be around all day and it's about 5 o'clock this evening and have a conversation now we have offered this out to a few people and a lot of these people expressed an interest or they apply for Adams mastermind so we've only we've got 10 places that have gone and we've actually got five places actually left available now and if the people that have signed up you don't mind standing up for me here we go here we go look so great group of people and obviously we've got a few people that aren't advanced as well thank you very much round of applause thank you very much genuinely I want this group to be high performance I want this to be a group of people that everyone is really adding to this group and really take a lot from it as well and so far that ten people that stand up we've got a few in advance are absolutely world-class I couldn't be happier with this at the roundup we've already got we've got five spaces left we are going to launch this on advance on Friday so you've got the opportunity today to get there before they do I think the places will go very quickly but it's only for you if you really want to go the distance this year you want to take things to the next level you're going to commit you're going to show up this is for you so come and speak to me and I'm more than happy to support and help yes Adam 600 pounds plus fat so if you want to pay 600 pounds per fat for your deposit that come off your price and the seven half thousand that can be done in monthly payments with a 10% premium as well okay so you pay monthly too so if any questions please do let me know. Go on Christine.

12 months yeah so we're gonna start in October finish in September but hopefully this is for life but you'll obviously you'll be given an opportunity to renew and then you sign your life away Christine that's what the supper club is the night before advanced so you come the night before advance you have your supper club you stay over at the hotel that'll be on you but we can get you to corporate and then you can come to advance the next day yeah so Wednesday nights for Thursday on advance yes cool any questions come and ask me I'll be around and now I'm gonna welcome Rachel Davis to the stage thank you

[Rachel Davies] (21:32 - 25:04)

Wow and I actually just wanted to talk to you about my experience of the masterminders on profit entrepreneur advanced you're in this really interesting position where you haven't been on advanced yet and I've been on it for five years and obviously Adam introduced the new mastermind last year and actually I'm finding it really annoying if I'm honest because it's really hard to get an award now so I was saying this to Adam earlier all of the masterminders that seems to be on the stage all of the time they are doing absolutely phenomenally well and there's one of them in particular who's had a very successful business for a really long time and I think you might have heard of him his name's Martin Ripley Martin's been in yeah refurb mastery for a very long time he started working with Adam last year and he's absolutely put a rocket up his business he is making what do we all want to do here we want to make really good profit we want to be able to fund our life by design that is what it's all about there's lots of people here hoping to achieve some really big things but it's really difficult to get that as Joshua knows to get that profit where you need it to be so you can live that kind of lifestyle and he's absolutely smashing it this year isn't he Adam he's doing phenomenally well you know he's not in his 20s he's you know he's in our seasoned property entrepreneur and that's what a mastermind can do for you and I get to see that every month you know they're doing so well from having a weekly mentor monthly mentor it makes an absolute massive difference and I think Josh is in a really good place to really take you the distance so I just wanted to say that because you don't get the opportunity to see it right so it's now time for who's who fancies a bit of high drama yes the high drama great so this is what's gonna happen next it's time to do the head-to-head people who is the best trainer who has done the best presentation of the year who won last year wanna know it was Adam I don't one last year yeah yeah yeah everyone felt sorry for him yeah but can he can he claim the top spot again he hasn't had any babies yet he doesn't have any lovely little children Josh's children are super cute now do we all agree I mean they're cuter now than they were last year is in my opinion Iris is absolutely gorgeous now yeah and they're ginger you know there's a theme on property entrepreneur about successful gingers sorry laughing at my laughing at my own jokes again and so usually these two are quite good friends they banter along quite well with each other but today they are actual mortal enemies the jives have already started I've seen them in the whatsapp groups they are getting very very competitive but who is going to win today well the decision guys it's down to you so let's get the first one on the stage obviously Adams thrown him under the bus already he's gonna make him go first well how do I introduce this guy back onto the stage well he is mr. ultimate SD himself he is a superb podcaster he is the CEO of his second highly successful business he is a serial entrepreneur he started and scaled two businesses and he's also which he's at pains to tell everybody an Amazon best-selling author I'm not gonna say the book because I'll get it wrong please give a massive warm welcome back to the stage your trainer mr.

[Speaker 5] (25:05 - 25:21)

Josh right back again let's do it so thank

[Josh Keegan] (25:21 - 40:25)

you very much for telling my any your presentation I know you're kind of forced to but it's great to have you all here I think I'll start off from the end of last year so the end of last year for me was this sentence this quote was in my end of year presentation a year ago today and it was the fast lane can be fun but the magic is in the middle I've been going too fast for too long and I just needed to slow everything down so suitably my year off was the middle lane so about finding the middle not going too far it's not going to start finding that balance of of the middle now if I was going to write a book on how not to do the middle a that would have been this year so it's a big cross unfortunately on the middle lane however I have some serious couples like I had the business really needed me and I wasn't expecting it like I thought I was kind of getting out and it kind of needed to jump back in till some issues going on we had two recruits two people that we we hired that were meant to be you know meant to solve a lot of our problems and they kind of start to drown and fall apart which wasn't wasn't great portfolio there's some issues with my portfolio few you know structural things that needed sorting so had a big impact on on cash we didn't have the capacity internally to deliver on the clients that we'd taken on and basically just the wheels and start to fall off in all the kind of different areas and it was a real difficult scenario it's incredibly frustrating when you've got a plan and then also in these things come into play this is how you deal with it so I was like well I had a few days wallowing thinking this is rubbish maybe a week just think this is rubbish hate this what we're doing while we're doing any of this stuff then I just kind of this kind of thing flicks inside of me I just shifted into the fast lane so I'm just gonna have to get in that fast lane again I'm gonna change lane but I'm gonna do it for a period of time be very clear about where I'm going to get to so I went to beast mode and I you know beast mode to me is early mornings it's working when I don't necessarily want to work it's doing the things I don't necessarily want to do it's you know being flexible my work is that you know when you have we don't have kids it's like you are this is my routine when you have kids you just have to work you've they've gone to bed you've just got work he's got get stuff done I was like you know I'm just gonna make this happen that's where I started listening to my motivational YouTube videos in the shower which is still a great top tip everybody so I was into beast mode like set the scene it wasn't what I planned but I just knew I had to get in and get this done and get out as quick as I could I had three professional objectives the first was build the dream team have someone for everything the second was more money less problems and the third was miles ahead which is all like getting ahead with my my diary turns where I got to I build the dream team you know I'd say that's done I'm pretty content with that now I've restructured the entire team I'll take you through that in a moment more money less problems got PCM up and running and then also built up the working capital my bank accounts I'm happy with that and then miles ahead this has been good it's been fine I give myself like a half point for this we've done a fair chunk on this but it's not what I wanted to be the dream team so we scaled from a team of three to a team of eight that was over like a three or four month period and that was also getting rid of a couple of people as well so we could recruit had to recruit more to kind of find that balance in that team that's been phenomenal like sitting in meetings and just listening to them talk they're just talking and there's been times where I've been sitting in the meetings they're all chatting about all the things they need to sort then all of a sudden I'll think no one's raised this point yet which is quite an important point then all of a sudden one of them raises it wow this is great so I've had a few moments like that I've kind of phased out a little while this is amazing then had to phase back in but it's been great we've scaled we've got a great company culture and that's working really nice and well and that's what happened very very quickly big learning was context versus competence and I do think this applies to any business is I thought that we needed to be good at finance from a consultancy perspective but we need to be good at finance need to understand numbers and in reality we're actually already good at that it's actually quite straightforward what I realized was that's our context in order for the business to do well there needs to be a competence and the competence for us as project management we have loads of projects we're doing managing simultaneously and actually what we need to get out as project management that's what was bogging us down I think for every business you've got to work out what your context is you know might be interior design it might be mortgages and then what is the competence it probably will be admin it probably project manager what's that thing behind the scenes that actually make that thing tick and that's been a game-changer this is the ten layers of the financial fortress that we speak we teach on financial fortress and before this year started I managed to achieve about six of these in a quite comfortable place what I realized was I'd skipped the gears and I missed out this bit which is the war chest and so that's what this whole more money less problems thing was about it was about getting the working capital up in my accounts to feel safe and secure and about four weeks ago two weeks ago I achieved it like we had loads of money come in lots of like some people pay up for and some big consultancy contracts one and it all happened at the same time and it was like honestly if you're in this place where you have to juggle cash like a lot you don't have that that buffer around you when that happens it just feels like huge weights been lifted and all of a sudden I start feeling creative again I started like just just handling business in a totally different way so you're moving from a scarcity mindset to like an abundance mindset and that's been absolutely phenomenal that's been a huge win for me this year three per subject is first was vanquished the voice say therapy and actually just get some therapy sessions I hooked up not hooked up with a small one I I re-contacted the therapist I had about seven or eight years ago and she's she's back in my life and Sandra and that's been amazing every two weeks sit down and sometimes I don't have anything to discuss sometimes I've got loads to discuss sometimes it's relationship sometimes it's business but just having that opportunity to just vent freely just talk through stuff it's like that's been amazing I really recommend anyone that's going to do this it's a high performance connecting couple like this has been really difficult and I think for anyone that's been on the journey of having two kids more mine is one they're very cute very cute ginger kids get some good vote for me one and three like you can try this all you want and for those of you that don't have kids like Adam tells me all the time just get a nanny just do this it's simple it's not simple it's like a roller coaster it's really up and down I'd say like right now we're in a really strong place and it's like been phenomenal we've definitely doing things like date nights but date night for us is on a Saturday night put the kids to bed and we'll cook a risotto together and have a few drinks and it's just been like that connection over those nice simple things has been amazing like we're ups and downs you know then everyone gets sick and it becomes very very challenging but I say we're in a really strong place now which is great and then make memories we've done more holidays this year we've taken the kids away we've done loads of loads of things we've not done as many rainbow days I like which is like a day out where we all do it together we've done them but it's not been the standard I wanted to so that's that's not a backburner so I'm ready to swap this year also I think so this has been my primary focus for this year we have three objectives for that the first was world-class people MSOFA so marketing sales operations finance and admin I wanted to be in a place where no work came to me anymore and there was always somebody for someone for everything the second was world-class pitch which is all about clay in a funnel but how does it work like how do we get the leads how do they come in how they come through and how they turn into sales and the third was world-class performance just leveling up like how we perform for our clients and our customers and world-class people has been done which is great world-class pitch like we're there with that now we've got great fun and we've built assets and I'll take you through some of those bits in a moment and then world-class performance like I say like we are here with this but we the target was Google reviews and podcasts it's not really happened we focus more like the internal stuff like the NPS scores and the headline for this was world-class work these are like some of our NPS scores recently and you know it's quite hard to get these from clients but it's just it's been great we've actually started to get NPS and what's been brilliant is when we do get a lower score people actually given taking the time to give us a really great qualitative feedback they can actually action and put into place so already we're seeing the changes in the value of that happening which is phenomenal I said to you that we needed to level up and do world-class work well one of the things we had to do is when things went a bit awry and the wheels start to fall off we have to rebuild like how we manage projects so we created a dashboard it's got a lot more to it it's got like budgets and margins and stuff like that down here but obviously for sensitive reason I've kept them off but this is our world-class project dashboard now the whole business is run through this thing which is basically clients you know the start date the end date where things are up to and we've got a dashboard now and we've got recruited a project manager to run all this as well which has been been phenomenal she's been a breath of fresh air since she's come on board Amazon are one best-selling author so this is a big part of this and we managed to create the book but reality you launch a book and then what and Daniel Priestley says it's not the book you read it's the book you write that's going to change your life and what we've done is we realized that although this is great to have a book we need the way to turn that book into leads so we now created a book landing page you download the book for free you then get an offer to pay for postage for the book we then send a signed copy out and it's start to really like monetize people using that book and get some really high quality leads and now the funnel is now taking to a webinar and taking through the process to get booked into for you to review so it's been really cool so I actually monetize that and not even monetize it turn that into an asset which is now generating leads off the back which is great and this is a big one so obviously big thing for me this year was realizing I didn't have as much stability as I wanted and for Ultimate FD it's always been like this kind of consultancy based profit based business and that's great profit based business is brilliant you should get chunks of cash but in reality you have the best profit based business in the world but it's always going to be a bit volatile so we teach on the blueprint it's like you know have a great month then you're gonna have a bad month you have a brilliant quarter then you might have a bad quarter and like the that can be quite volatile so what I realized was and I wanted a bit more cash flow into UFD so we would had a few people that were paying like ongoing you know preppy services and over the last four months we've tripled it so our overheads have gone up our overheads basically quadrupled but we've managed to triple the the ongoing work we have with clients so just create a lot more stability because I know if we did nothing we didn't make another sale all year at least everyone's paid there's a little bit margin then we're safe and secure and so once again if you if you've got those profit based businesses you don't have that cash flow yet I'd recommend if you can bring that in it doesn't it's not too disruptive it's gonna work so really happy with that and it's created like another level of this to this business of stability which is really important and then we've leveled up all of our content it's been a big level up process hi the marketing manager we've had some videos that have gone viral and the whole thing's just been a huge level up launch webinars you know got loads of people on there etc so it's been a big one this year as part of that whole funnel journey so a few successes firstly I think not going on holiday but learning how to take a family holiday and I thought the answer you know a year ago I was standing here telling everyone I was going to South Africa for three weeks with my family, disaster whereas what I've realized is the answer is set the parts in Nottingham, brilliant, a lot cheaper and you'll actually have fun rather than be relaxing rather than try and travel the world with your family, you have these grand ideas but we've learned how to take holiday, this was in Wales, brilliant, it's actually a bit too far to be honest, the car journey was not great, it was a bit too far like we've actually learned how to take a holiday which is the reason why that's been success is I felt so exhausted last year like because there was no respite you take a holiday, it wasn't a holiday, it was like triple, triple work so now we've actually found out how to relax as a family which has been massive. Next success is consistency so I've been had a PT now for about a year and it's been phenomenal and every every week I have a PT with him on a Friday just means that that session is anchored then we monitor on my workouts and basically every single week apart from maybe two where I was sick and I've hit three workouts, play football once a week and done a run which is what I wanted to do, it's like the perfect level for me and also every single week we've been working on this which is muscle up so we take that, round of applause, can you all do that?

I know that looks like the weirdest little movement ever but it's actually very complex and it's taken a lot, yeah it's a small stool and but that has been like a year's worth of time and effort to try and make that happen honestly like you don't you don't realize go and try and do that in the gym it's like it's ridiculous, it's very hard to do. And then my final success and this I think is just a testament to how far I've come as an entrepreneur, I was just going into beast mode and when things were going wrong I was like I know all I'm gonna have to do is go into beast mode for about three to six weeks and I was just gonna have to work hard for three to six weeks and the old me would have thought why am I doing this you know it's gonna be like this forever you know is it ever gonna work and I was just so confident if I just put my mind to it if I got very strategic if I plan everything out and if I went hard that it would come through and although it was difficult and although there were times I was like this is really rubbish and this is not what I wanted to do and I was like thinking this isn't middle lane I had that confidence and I'm so happy with myself because I knew it was gonna come good and sure enough about five weeks in the needle just started to shift and I'd say honestly as a result of all of that we've actually done better as a result of all that hard work and all that energy that I had to put in so I think the biggest success is just that mindset shift of being like comfortable and just knowing that if I'm gonna work hard I'm gonna do all the right things it will come through there's a lot of testants property entrepreneur there as well I think you spend so much time trying to do all this blueprints trying to do all this stuff but the sentiment is you just turn up and you do everything that you can and you know you're pushing the right direction it normally comes good this is my scorecard so 71% I'm happy with this it was a difficult year and it's like kind of come together at the end and so for me this has been a big big win and then my reward was booked my ski holiday my family I think for me learning to ski and board when I was young was like one of the best gifts that I could have been possibly being given so I have treated my kids to holiday this has now been booked in February so basically it's like great little hotel it's got all of the kids activities the ability to put them in ski school and do that so hopefully me and Hayley will get some respite and enjoy the slopes and they'll probably moan about how cold they are and they won't enjoy it at all but at least at least they can moan to other people that are looking after them all day great job so that's been booked which is great I think like a biggest thing for me this year biggest learning these kind of change has just definitely been my ego this has been the first year where I've just felt really comfortable and to to just be who I want to be I think I've been around properties for a long time which is amazing but I've been in the rooms for the people that all just doing these crazy crazy things and it's been inspiring it's definitely got me to where I am which is great this is the first year I've just felt way more comfortable bless you being who I am being what I want to do what I want to do and for that example the moment I'm just really enjoying saving money I'm enjoying not spending money I'm enjoying not being worried about what other people think and starting to make decisions which are not influenced by other people it's just no that's what I want and I feel confident in myself and it's like a level of newfound kind of peace that I've had still working on it but it's been definitely shift this year which has been phenomenal and definitely my biggest learning is that this is what I value more than anything like stability and I've realized now it's just stability at all costs all I want it to be stable secure peaceful you know not too volatile with where it's my portfolio my businesses my family life and this is like a big focus for me now moving forward and to be fair that's this year a huge amount that's been achieved but now I've just realized this is a core value and all the decisions I make in the future I'm gonna be grounded by this decision thank you very much thank you

[Rachel Davies] (40:30 - 42:53)

it's hot Wow how do you feel right what I loved about that it's just the stories about the holidays I absolutely love it because obviously he's he's got all the children now and has been through that already just makes me laugh I absolutely love it you can't have a normal holiday when you've got young kids it's just not the way it goes luxury holidays that's what I used to do where they just kids clubs kids clubs kids clubs but I think him and Josh I found that really I love the honesty I thought it was absolutely brilliant and I love the fact that you are being more true to yourself and I love that as well so congratulations for me was that winning presentation what do we think or can he outdo him well listen guys I know when when when Josh presented there did you all take note of how we did on his scorecard did everyone make a note of that remember on your speaker notes yeah maybe seen speaking of some pages 16 17 do you want me to review should we look back there is on the stage how's he done just give if you haven't written them down I'll give you a second just to get them it's just and then hopefully you've then you haven't written notes you've got some other stuff to go back on as well right has everyone sit everyone done that everyone happy cool all right so the question is can the kind of barley loving surf dude in a suit with a dicky bowtie oh do Josh Keegan what do we think guys you think he's gonna be able to out pitch the amazing and incredible Josh Keegan well can I say about this dude I don't know he hasn't still haven't babies what's going on he's got girlfriend noise he's part of the way there but he hasn't got well actually is Josh married I thought my Joshy you married so let's go with that I didn't still not married he's gone but he is an incredible entrepreneur let's say let's say let's see what he comes out with this time so what can I say about this guy he is award-winning serial entrepreneur he is the big bad boss of prophecy entrepreneur he's also your head trainer let's give him a massive warm welcome and a huge round of applause to mr. Adam

[Adam Goff] (43:03 - 1:03:50)

hello there we go Rachel do your job for you good morning how we doing good afternoon we good we're having a lot of fun he's having a lot of fun for the awards seven big round of applause for the awards go on let's go all right oh very nice very snazzy ladies and gents welcome to my end of year presentation right this is has been one hell of a year for me now I well Jim Rohn said and I also believe that we need to have a long game why do we need to have a long game well because as Jim Rohn said in five years we will either arrive at a well-designed destination or an undesigned destination which is why we need to have a long game so if you don't have a long game in your presentation I'm sure you've got a mark people down for that and you all know you all know that I create a long game when I joined PE and I completed it you remember I went from instability to stability profit and then selling my company and living my life by design that was my first long game I'm now in long game number two and this is what it looks like this is my net this is my next well now for three and a half years effectively first year was about surrendering if we get too lost in all those pictures again last year for me was about answering the three big questions in life what do I do for work where do I live and who do I love there are three big questions and in that year unbelievably those answers came to me and it was what I'm doing our property entrepreneur it was Bali and it was my girlfriend Bella that I'll talk about in a second so this is where I am now you know this is year number two and I'm going to go into this because year two for me became about leaning in so having had all those answers from the universe about those three things for those people that have never been on a on a snowboard or skiing when you get on a sleep a steep slope your first reaction is to do what to lean back because you don't want to go forward right because it's steep but actually you need to lean into the mountain because then you lower your center of gravity and you can still control you keep the pressure on the board I knew that doing all of these things having given it all away like going deeper in love committing to Bali working again there was going to be parts of me that would want to lean out because it's a steep hill so I knew that I had to just fight my natural instincts and just go all in so that's what my year of was it's the year of leading in and oh my god has it been a year of step changes and that's what I'm going to take you through now so basically what you're seeing is someone who went from best self living the dream having a laugh to full-on beast mode that has been the transformation for me this year previously before you guys met me I was just flying around the world I was flying in and out for property entrepreneur workshops my main objective was to tick off my bucket list and do whatever I wanted so different country different month for a period of about 24 months I gave everything away in London I literally gave it all away and just had one bag that weighed 16 kilos I could get on any plane I wanted that was me and I was in I was all over the world I was South America South Africa Bali Asia Dubai wherever it was partying ticking off the doing whatever I wanted to do that was me that was me and this was my diary you know I took this this was one month last year all I'd have in it is the events for property entrepreneur a haircut was obviously very important and then a mid month mentoring session and then my literally my months were just empty I would do mid month mentoring and then I would for example book into a surf camp for two and a half weeks I would I literally had nothing on my agenda to clear diary and clear emails but like no emails what does my diary look like now well beast mode you know I start work at 7 a.m. in the morning in Bali and I'll be working until 8 9 o'clock at night in Bali because the UK 7 hours behind so it's completely changed this is now my life beast mode some of you are sat there going Adam why on earth did you do that are you mad but you had it you were there what have you done and I'll be really honest with you the thing that changed in my life about 18 months ago was I met this girl this is without a doubt the biggest thing that's ever happened to me she's my soulmate her name's Bella I met her in Bali I was told three months before I was gonna meet my soulmate in Bali and it actually happened and ever since I've met him a whole world has turned upside down previously I was happy where I was I was I'm gonna be a bachelor till I'm 50 I've made enough money I don't care I'm good like I don't need to go on a wealth creation drive anymore I'm really content and happy and then now I understand what it means to be this provider and want to do more and I know a lot of the men in them will probably resonate with me maybe some of the women as well it's like now I feel like I've got this responsibility to be more do more because now I want to create and provide for her and a family so it's literally lit this fire in me that was not there before and now I just want to go and conquer it all because that's my that's my purpose so this girl who's she's got a lot to answer for let me tell you so leaning in commitment equals freedom the other thing I realized is that freedom isn't living wherever you want and doing whatever you want and being wherever you want actually freedom is committing to a place and getting to know it better and having like a community around you then you don't have to worry about where you live because you live there and you've got deep relationships being in love you know I'm not looking around at girls on on tinder or swiping right like Josh is on his therapist on on snapchat or whatever it's like I'm committed to one woman now and that actually means that I don't have to spend any energy or effort looking around or worrying about it that's it and it's the same with Bali and I'm not thinking of where's good to live I've made my choice and now I'm going deep and that's the interesting irony of commitment is it actually is a type of freedom which is really I'm finding very liberating and allowed me to go deep so in order to achieve this year of leaning in I had three personal objectives one I knew I was going to be working hard and typically when I work really really hard I put on weight I stress E you know things go out the window so I was turning 40 so I just wanted to stay within within a certain body fat level and this was a big step changer it's hard to do you know I was breaking patterns big thing I had to do was actually buy a treadmill in Bali because it's impossible to walk anywhere in Bali there's no pavements so I bought a treadmill that kept me on the straight and narrow I always eat pretty healthy anyway but I wasn't snacking I'd broken those patterns from years ago it was really really good and I started off over that target obviously but from January I started doing my average and whilst I lost some weight so because I knew some was going to be hectic and then put it back on again my average actually was 14% so say between 12 and 14 percent I think that's called a gimme I'm in you know fit but fit through 40 12 to 14 percent body fat done my second objective as I said Bella is my why now you know she really is and actually I really want Bella to move to Bali you probably sick of me hearing me saying it some of you but for me when I was actually in my journal I was like success is literally her moving that's actually all I really care about but Adam Goff is like let's just move today you know come on let's move let's move now it's fine I'll sort out you know blaze action taker where she's not she's a bit more of a tempo she's like she's lived in Hong Kong a whole life she's not gonna move on a whim like me you know she's not she's not blaze energy like that so I wanted to be the magnet not the master I didn't want to like tell her to move I wanted her to be like you know bless you twice look you know move you know like I want to move out of my let's go so I actually came up with this thing I said well let's do some authentic relating and some relationship stuff so we can actually talk about this so it becomes you know we said I set ourselves up for success but I said if I push you to move I want you to give me a yellow card that was the tangible time it's quite a hard thing to do it's like a tangible target for this and I can my hand on heart she hasn't given me any yellow cards I'd probably have given myself one yellow card there was a moment where I did push her a little bit but that hasn't happened we've done five counts like counseling authentic relating sessions and they're great and we've got the next one booked in next week so that's a tick and lastly I just decided that I wasn't going to do this jam tomorrow jam tomorrow delay gratification anymore like I'm a wealthy guy and I need to spend some money you know have an abundance mindset not always be thinking how can I save money but actually rather how can I spend it like I really want to spend it and enjoy my wealth so my goal was to actually spend a hundred percent of my financial fortress income which before taxes about a hundred K so I was like rather than always like saving and resting let's just spend it let's have some fun I mean Bella said to me the Chinese a Chinese proverb is the more you spend the more you get back so I was like let's go let's do it let's just spend let's see what happens so that was my objective again this was a huge step change for me it was like fighting my natural urges so what have I done well I've I've obviously rented a villa in Bali which you guys know about and you know it's got amazing sea views it's great it's like it has a base obviously there's no overhead there I only train in the gym now with personal trainers you know I'm now that guy I won't go unless I've got a personal trainer you know which is really good and just the way I travel I mean now you won't see me on trains and buses if I can get a car I'll get a car you know I'll get a car from here to the airport now it's just the way I do it and it's just so productive and I'll talk to you about more in a second so and you know flying so this is me going Emirates first-class which is not cheap this is this is somewhere because actually quite hard to burn what you are it's actually quite hard to spend money on it sounds ridiculous but it is what an experience you know like it was unbelievable I took Bella as well so it was two seats I mean she was like giddy she'd never been on like extra legroom seat you know and all of a sudden she's flying first-class Emirates she didn't know what to make of it at all but it was so good and it just motivated me so much like going on that first class flight I was like I know I don't want this every week but this is like this is a taste of the good life you know you're around really successful people you're treated like a like you know like an absolute legend and it was just such good memories and so I went from before having like a range of flights maybe business every 20% of my flights a bit of premium economy and economy to save money now all the flights I've booked since then are basically business you know there's a short all economy there there's a couple of premium economy bits of business business business business business now before my view was why would I buy a business class flight when I could save three grand and sit in an economy flyer Has anyone ever had that seat? I'm saving three grand it's like no no no I've completely flipped it on its head it's like I'll talk to you about more about how important that is to me now and it's it's it's been an amazing journey took my family to Dubai seven people in Dubai paying for everything is not cheap you know you those people kids obviously know what I'm talking about so PCM obviously following the blueprint this is these are my actual PCM numbers I used to spend about two to three grand a month living pretty frugally last year now you know it's and it's an average of six this doesn't include flights it doesn't include flying better to Bali every month it doesn't include loads of stuff I'm well over ten grand a month trust me I've spent a lot more than my financial fortunes this year so the more I earn gone done. Professional objectives going from the beach to the battlefield you know hold my pint target record sales with PE you know I want to grow PE and bring more value to more people again this is a huge step change this is hard to do you know this is this is definitely hard to do going from this to this is difficult all right but we have had an amazing year on PE everything's going fantastically well and we are well on track to do that I also wanted to be a better leader okay so Dan has taught me a lot about leadership and he is the type of leader that I want to work for and I decided I wanted to I wanted to be the leader that I would work for so one way I decided to do that was to actually ask for feedback from all my team every single monthly review so create a really honest like communication environment where all feedback is good feedback that was really important to me and I just kept a track you know whether it was Josh Bianca my EA Yolanda whoever it was I was even even Dan whoever I was having monthly meetings with I just asked for feedback about how I'd done and it just now I've got really good working relationships with all my team and sometimes it really hurts you know it stings the feedback and I'm sure when I give feedback it stings too but we've got that great atmosphere where it's okay so that's a tick last one beware of the boundary so I was trying to limit my working week to 35 hours and not working at weekends yeah that definitely didn't work okay so this is a line I thought I'd drawn but there are no lines in beast mode you know beast mode is beast mode I completely failed at this these are my working hours as a weekly average this is only like at the desk tracked hours I was doing up to 200 210 hours a month you know divided by 4.3 that's a lot of working hours did I work weekends yes basically every single weekend in every single month so I completely failed at this one unfortunately so that's an app so that's a no how did we do for the company so the company's headline strategy was new cheap new team new dream all right so it was about the next level for property entrepreneur and put simply I've actually worked I've hired 15 people this year in property entrepreneur 11 of whom are still with us okay RIP the four that didn't make it all right and we're not done you know we need to make some more higher so the main goal was record revenue and as I've said we're already on track to do that this is just so my senior team obviously Bianca's really stepped up in her role Yolanda Josh it's like these are A players that I know are gonna take us to the next level and it's super exciting so yeah this has been a big step change for sure in terms of the business the step changes we took in the business completely reinventing and rehiring our finance team that was the goal and it was Josh who delivered that for us you know Josh has been amazing I mean I've done this before what Josh does ultimately I have done as an entrepreneur built a finance team Josh has done it five times better than me in a third of the time and obviously like it's great leverage for me to have someone who knows what they're doing it's better go and do it and he speaks accountant all right I don't speak accountant that well all right he speaks accountant really well all right so fair play to Josh hats off to him he's absolutely nailed that and the finance we're not completely done we've got some ways to improve but we have we have completely leveled that up marketing Dan did all our marketing he was literally our marketing team I wanted to get down to the stage where he was just doing the profile bit only and that's a big step change because it was just Dan and he would decide everything and then he was like there you go Adam now do the marketing it was like whoa okay so that was like that was very very challenging but now we just give Dan a script we tell him what to say he sounds on the camera he does it and apart from a bit of strategy and stuff that's what he's doing so that's that's that's been a step change and that's done and lastly I wanted to create a load of packages for our customers so we could do more over you know much more than we were doing before before it was just advanced or the board you know now we've got a whole range of options for you I genuinely believe there's no reason why anyone should leave after today you've got an option whether it's a hundred pound a month or forty grand a year there's an option for you so unless you're stopping in business then you need to execute so hopefully you believe in our methodology so launching things like virtual hybrid for advanced launching the blueprint virtually for the first time and getting six sales on that for the program was amazing the community membership which you've heard about this already right the community membership yeah you've had this opportunity to be part of the community for only a hundred pounds a month is amazing and obviously Josh is mastermind so have we have we done that absolutely I'd say like we've come hopefully completely smashed out the door so it's been a year of step change without a doubt this is my scorecard so I missed one professional objective about burning out so the totals are eighty eight point eight percent so some lessons learned and some successes all right this all sounds amazing well done Adam aren't you amazing blah blah blah yeah but it definitely wasn't easy like a hundred percent I want you to write these things down because this is like hopefully me sharing some wisdom for you first thing is everything has a cost okay I have worked way too hard this year I've got to the point probably on three or four times where I've had to literally leave my office and go and sit on the beach because I couldn't focus at the screen because I was tripping out because I've worked so much but I have pushed it way past where I should have pushed it okay that is not good but that is the cost of progress if you want progress quickly that's ultimately what it is so size up the iceberg and realize that when you set these goals they have a price are you prepared to pay it the second lesson is that storm is bloody stormy all right I haven't been in storm mode for years I know where lots of you are now and it sucks okay it's coming at you from all all areas this breaks that's gone she's left he's had a divorce he's sick you know he's left he's not answering his emails it's like okay this is pretty stressful so yeah it's very dangerous on those choppy seas another my third lesson is that I actually believe now that your level of success is directly related to how much stress you can take so ultimately if you're prepared to solve bigger problems which come with more stress and you can handle that stress better you'll get better results so learning to deal with stress and pushing yourself past is absolutely where did basically the answer and now I can do things that a year ago I couldn't do my capacity for stress has just gone completely through the roof and the other one is challenging conversations I have had 1 million challenging conversations this year 1 million that's how many I've had I feel like I'm having one every single hour of every single day right but it's what it takes to make progress so challenging conversations are really important and another one is that this this luxury lifestyle as I call it is this traveling first-class and living in nice villas it's not an expense it's an investment like I cannot describe to you how important it is to travel first class on the train to get some work done to arrive fresh to your things because you're being productive you're making money you're not sat there playing snake on your phone or whatever you are actually I'm actually productive and it's very very important so I think that that's an investment not an expense I don't pay my personal trainer to show me how to bench press I've been bench pressing since I was 12 years old I pay my personal trainer for accountability it makes sure I go to the gym and it delegates for an hourly rate which is a lot less than mine what I'm doing so delegation and accountability all of the programs that you guys are signing up for next year with us you're not actually paying for the content even though the content's amazing you're paying because you will turn up and you will do it that is actually what you're paying for content is ten a penny but execution is everything and lastly barley is my medicine it's the best tonic it's the best medicine in the world because as stressed and as burnt out as I've been being able to go and sit on a beach or go to a yoga class is just completely refreshes me so that is has been my medicine so that's been my that's been my year I'm just gonna wrap up now so my biggest successes I think is ultimately everything that all the different levels of membership we've created for advanced I'm super proud of that and ultimately my mastermind this was new last year you guys obviously didn't get a chance to join last year because you hadn't joined us but this has been the most rewarding thing that I have done in a very long time okay so aside from what I'm doing with Bella in a workspace taking these 15 people around the track and seeing the breakthroughs that they're having whether it's Martin rapidly doubling his cash flow or Craig completing his financial fortress or Graham hopefully about to sell his company it's like these people are having genuine step changes and it's an absolute bloody pleasure to be the captain of the ship and as Josh said and Rachel said the results hopefully speak for themselves so so yeah so just to summarize it has been a year of step changes it's been absolutely huge for me and I think that it's there for everyone to see that I really have my life literally is completely different now it was a year ago like no joke it is completely different where I live what I do every day what I'm wearing how I travel it's just completely different but the biggest success for me without a doubt the thing I am most happy about the thing I wanted more than anything which gets me one step closer to my overall goal is that Bella has agreed to spend three months in Bali as a trial she's flying in on Saturday and she's going to spend three months as a trial with a view to moving and that is what it's all about for me so thank you very much ladies and gents I really appreciate it thank you let's get Rachel back on stage

[Rachel Davies] (1:04:02 - 1:17:22)

he did he did go all the time right Josh has asked me to tell you that he's gone over time he's been found out right so it's now really down to you you need to get to decide who wins the head-to-head so you might have written some notes did you write down his scoreboard so if you want to see that so it's now time to make the vote so I'm gonna put some music on for a minute and put some music on for a minute and in the book on page 18 and 19 there's a QR code for you to scan and if you can do the voting methodology difficult choice to make and then when you finish can everyone put their phones down to let me know that you have voted Jack can you put the timer on for me please it's gone off Josh you're not allowed to vote right has everyone voted are we still going if you haven't now is the time there can only be one winner who is it going to be all right hands on the air if you've voted show me if you've voted I just want to see if anyone's still finishing finishing up or this seems like a tough decision Josh people can't decide right as everyone finished voting yeah we all done all happy with that right guys can you put your phones down I'll put them away because we've now finished the voting for the head-to-head and I'm gonna we're gonna announce those results in just a moment's time but before we do actually I say get you put your phones away I'm gonna get you back out again sorry my fault and we massively value your feedback I think a lot of you must have noticed over the time that you spent with us whenever you've asked us to do something if it's been within our power to implement then we've absolutely done it and feedback is really important because the next set of delegates that come on to the program for 2025 we want to really level up their experience as well so we do take this really seriously so in your workbooks on page 18 there is a form for you to scan from the QR code and it what we want to go into detail about how you found the entire year yeah so from start to finish you've done your 12 months now we want you to reflect on the journey and the main question in the form is more less keep what you want more of on property entrepreneur what you would like to see more of what would you have liked to see less of and what do you think was absolutely fantastic and we should absolutely keep it so looking back over the entire year so if everyone can bring that up on page 18 of your of your workbooks I'm going to put music on again for just five minutes just it's a quite in-depth form there might be some questions on there about what you're looking for from advanced as well so go for it Declan can you put some music on for me please if you've missed it we're filling in a form on page 18 for feedback across the entire year really really value your feedback it's a more or less keep exercise if you finish would you put your phones down so I can tell that we have come to the end of the feedback form hands in the air if you haven't finished yet and you need a little bit more time still go in yeah okay right we're going to draw that to a close now so hopefully you've given us some really great feedback all feedback is welcome and it will help us make 2025 an absolutely spectacular program for the delegates to come so thank you for that really appreciate it it's now time to introduce the winner of the head-to-head he wants to hear the winner I don't know I'm not going to tell you yet Can we get Adam and Josh back to the stage please Give them a round of applause Who's it going to be?

[Josh Keegan] (1:17:23 - 1:17:24)

You ready?

[Rachel Davies] (1:17:25 - 1:18:09)

I get to see all the votes I'm really hoping Adam wins Team Josh No I'm joking No I don't Are you ready to hear who the winner of the head-to-head is? Shall I make the announcement? The winner of Property Entrepreneur 2024 head-to-head with the trainers is Both of them First time ever in history It was a genuine draw How many people are in the room?

Do I have to do that one?

[Adam Goff] (1:18:09 - 1:19:39)

Someone has to win Oh my god I'm happy with that Two gold medals While we're doing stage time Can I invite Bianca and Lauren Is Lauren still here? Let's get Bianca on stage Give her a big hand This is your favourite bit isn't it Bianca She's a hard task masker She's a hard task masker She's brought a new dress for today Let's give her a round of applause She's done an amazing job Bianca all year has delivered these events seamlessly She's stepped up in her responsibilities She's the boss She's telling all of us what to do I think she enjoys Don't we agree these events are world class Every detail Everybody tells me consistently They ask Bianca something and it gets done Whatever they need they get it Bianca thank you so much For all your hard work Genuinely Genuinely We couldn't do it without you Thank you very very much Let's give Bianca a big round of applause I've just got some flowers

[Rachel Davies] (1:19:55 - 1:22:46)

It's time before we announce the winner And the results from this morning I'm sure you're all desperate to know Who's coming onto the stage this afternoon But before we do that I've got a reflective exercise for you To get you in the spirit And in the mood for strategy Because as I said earlier Autumn is just around the corner So this is one of Dan Hill's And the question is this We call it the one big question If you turn into your workbox There's a page for you to write some notes On the one big question And that is There is a one big decision That you are not currently making That will take you to the next level What is that decision So what is it in your business Decision that you're holding back from making But you know if you do It's going to push you to the next level It could be funny It could be very serious So I'm going to put some music on For a couple of minutes While you reflect and write down In your workbook what that decision is Ok let's go I can put some music on And then let's get some shares Who wants to share what their one big decision is Anyone want to share with me Go for it

[Speaker 6] (1:22:46 - 1:23:05)

Right so what I wrote down Was just a bit of a reflection It actually came off the back Of doing these presentations as well Is that We need to let go Of what has got us to where we are And fully commit to the products Clients and partnerships That will get us to where we need to be

[Rachel Davies] (1:23:05 - 1:23:13)

That's brilliant well done Give them a round of applause Anybody else like to share Who wants to share There we go one more

[Speaker 8] (1:23:16 - 1:23:26)

Ok so for me it's financial Mastery So yeah Definitely I need to get on to this Next year

[Rachel Davies] (1:23:27 - 1:23:29)

Something you're putting off but you know You need to do next year

[Speaker 8] (1:23:29 - 1:23:36)

Yeah I'll go on to courses Books and get the accountant to explain Everything and all that

[Rachel Davies] (1:23:36 - 1:23:46)

Now we need to take some serious action Well done Give you a round of applause I'll look forward to that next year Ravi do you want to share yours

[Speaker 7] (1:23:46 - 1:24:01)

Yeah so this last year I've been really exploring Tons of different ways That I might complete my financial fortress So my question is How will I complete my financial fortress In the next five years And balancing risk and reward

[Rachel Davies] (1:24:01 - 1:25:14)

That's a really great question Well done Give Ravi a round of applause That's amazing That's one of the things That Property Entrepreneur is all about Getting you to that point Where you can say you're living off the steam And you've got a financial fortress In your back pocket Right a couple of things Before we announce winners First one is the Property Entrepreneur accreditation Do you remember These were the milestones To do 90% Sunday sanity Attend 10 out of 12 workshops Or present at both awards days Take part in get up and give back Or also post in the Facebook community Lots of you took this very seriously Did an absolutely fantastic job We have lots of accreditation Printed certificates Look at Bianca She's got them in the back of the room So if you are on this list And you've got your accreditation Please pick it up from her Well done to you Digital badges on it's way to you So you can put it on your socials Put it on your website These things look very professional Well done to you all Can I just say congratulations To all of these people Let's give them a massive round of applause These are only the top performers

[Speaker 4] (1:25:16 - 1:25:19)

There's a few more Which also get it

[Rachel Davies] (1:25:19 - 1:38:21)

I was going to do the whole list I was just going to keep going I was all in for 45 minutes So these are the top performers Well done to all of those There's lots of you getting an accreditation Make sure you go to Bianca During the day Get your accreditation from her Well done to each and every one of you I just wanted to spend a couple of minutes Talking about something that Adam Picked up in his presentation Which is one of his goals Was to have lots of options For you to stay in the community And stay in Property Entrepreneur And I've been on Property Entrepreneur For five years So I can look at this through the lens of my experience And never have I ever seen On Property Entrepreneur So many incredible ways for you to stay connected With the community and stay involved Because what we genuinely want for you And I hope you feel that this is Authentic Is that we want you to continue to have the masses of success And also not just the success But also the value that you get From setting targets and objectives And the learnings you get from that experience Because it doesn't always go perfectly If this is real life It doesn't go perfectly But you learn so much from setting those objectives And goals and you learn more about yourself Each year that you do this And if you keep going around the track With us and just think what you're going to be able To achieve in the next five years Adam likes his long term planning And it's absolutely right Because where do you want to be in five years You're only going to get there If you're following this methodology And doing these kinds of things So we really genuinely want you to stay in the community And as I said He's actually built out so many different options for you When I was on it It was either you were in the room Or you didn't get a place And now we've got all these different community Membership options that you can take on And this one that Adam mentioned earlier This is the community membership So this one is There's so much amazing value in here And I just wanted to point some of it out to you So first things first If you stay in the community You will get discounts to special events So if you want to take part in Josh's Financial Fortress Or if you want to do the AGM experience And do your business plan You'll get a discount off that Hands in the air if you'd like to get up and give back Absolutely loads of us It was absolutely fantastic If you want to stay involved and get involved In next year's get up and give back You can certainly do that as well And also you will put a price freeze Obviously there will be some inflationary increases But all of the prices will be frozen for you You also get the flexibility To switch up if there's availability You know If you wanted to go on to virtual And you hadn't started it And you wanted to switch up to virtual Or a seat in the room became available You'd be able to do that So you've got all of that flexibility And this one, I had to ask Adam several times About this, but he's actually offered In this community membership For you to have a seat at the two super events So you can come back in October You can also do the June super event And remember that's where Dan Gives his bounce back boom economic updates He gives you lots of value And we've always got great speakers Who here enjoys the super events Fantastic value We also will give you this as well You haven't seen this yet But for those of you who are going on to advance With us in October You'll get what we call the game of four quarters If you're a member of the community You'll also get this as well And this is how we plan our year So this is a framework for planning your Quarterly goals, then your monthly goals Then your weekly goals It makes Sunday sanity a lot easier And you can track the entire year as well And then finally, get the opportunity To ask the trainers anything So if you still want to take part Or watch midweek mentoring Or you want to ask the trainers some specific questions Adam, how many questions do you like to ask? You like to ask a lot of questions You can do that in here And you also get the opportunity to do the mid-month Mentor slots as well So you still can be very much engaged in the community And then just finally Who's enjoyed being on Facebook or getting involved in the community?

Has he had help from Facebook? Lots of us have had Lots of interaction with each other There's been lots going on And it's been really nice to share in the community And who here has made some lifelong friends From the community? You've got to know people You still get the opportunity to stay connected And I think that's what the community membership is all about And Adam said When we launched it He hadn't really booked the package out at that point But now he has And what we're offering you is a founding member There are founding member discounts across all of these different packages If you haven't signed up to be in the room We know the room is sold out That is full But there are all of these other opportunities So if you do have any questions about them Ask me, ask Josh, ask Adam It's available to you now For £99 a month plus VAT And you can have all of that value For that And I think the sentiment behind this For Property Entrepreneur has been this This is how these packages have been designed With this Idea in mind And it's a quote from Alex Almorzy You don't win at business None of us do What's important is the point is Of business is to stay in the game And just keep going We don't win at health do we We have to keep looking after ourselves It's not something we actually win at And the realisation here is that you Need to stay in the game Just think of all the momentum And the accountability that you've had this year Just think about all of the things that you've achieved All of the successes that you've had And all of the curveballs you've had to dodge this year And you've done that through the lens Of the Property Entrepreneur methodology And all we want for you Is to stay in the game Stay executing to this really high level Because I listened to most people's presentations And you guys, even if you don't feel like you're really achieving You absolutely are Because from an outsider looking in You're doing phenomenally well Everyone gets challenges Everyone has hardships Everyone has the opportunity to build real successes And that's what we want for you And hopefully there's something there for everyone So that you can stay a part of that community And stay with us I mentioned hybrid And I've mentioned virtual as well Hybrid is where you do the virtual But you also get the opportunity To come to the super events Like I said there's a founding membership offer here as well And then virtual And just to let you know We have had a pilot running this year for virtual But next year it is massively levelling up On advanced You've got me as the host If you think you're going to sit there and just put it on in the background And not do the work Have you met me? That's not going to happen is it?

So we're going to make sure you get down and do the business That you need to do You haven't experienced advanced yet And one of the things I want to really make you aware of Is it's very workshop style If you come to the virtual You will be doing the work in the room We will be doing strategy in the room So you will have a day working on your business And it won't be a day of just learning It will also be a day of doing the work as well So that's what's going to happen as well So just so you're aware And come and speak to any of us on the team About what those founding member discounts are Right, it's been a brilliant day Haven't it? Have we enjoyed it so far?

I think I actually feel It's just feeling a bit low energy And we need a lot of high energy for this afternoon So everyone stand up Come on, on your feet Turn to your partner And ask them, do they like it hard or soft Put some music on It's massage time Get in there Get those massages going That's it Just get in there That's it Swap over Swap over That's it, swap over Right Everyone sit down now Take the music off, well done That's it Give yourselves a little round of applause Now time to announce The delegates who have made it through to the finals So can we get Adam and Josh back on the stage Are you coming up? Yes, it's just going to be me Sorry, I was getting excited I was like, I want to announce everything Ok, just me So it's a phenomenal achievement You are all absolutely exceptional As I said this morning This is the true home of high performers And all of you are high performers But we have to announce Some finalists for the tables So shall I get on with it Without further ado, shall I?

Yeah, you want to hear it? Absolutely, so Are we ready? So I'm going to start with Deal of the Year first So I'm going to go through each table one at a time And announce who the finalists are And those finalists are going to come onto the stage For session three Are you ready?

Yes, good Right, so table one The Property Entrepreneur Deal of the Year On table one goes to Drumroll please Andy it He's so keen He's going to come That's alright, it's excitement It's pure excitement, it's brilliant Right, table two So Deal of the Year, Property Entrepreneur 22.84 finalist is Drumroll please Kay Hutchby Wooo Right So Table three So Deal of the Year, Property Entrepreneur Finalist is Drumroll please Carol Wooo Table four Deal of the Year, Property Entrepreneur Finalist is Tom Dyer Wooo Deal of the Year for table five is Rona Wooo Well done You finalists are going to be on the stage this afternoon The big one now Are we ready for more drumrolls For table one Property Entrepreneur of the Year Finalist is Gabby Wooo Wow Some shock there Table two I like the excitement The Property Entrepreneur Finalist Is going to be Kay Hutchby Who's done a double whammy Double whammy Absolutely love it I'm going to have a sore throat after this Table three The Property Entrepreneur Of the Year Finalist is Mark Rees Well done Table four The Property Entrepreneur Finalist is Natalie Carter Wooo I think I'm going to love this one On table five The Property Entrepreneur Finalist is Mr Grant Hutchby He's done it a lot Massive Congratulations to all of you You are amazing You are coming on the stage next You need to speak to Dec So don't go to lunch and skip off Come and speak to Dec He's going to get you all set up For your slide presentations In the third session And then Private Dining Two tables Me and Josh are going to do Private Dining On my table I've got Andy Is Brendan here Paul, Karthik, Phil, Rona and Afam And Josh has got Rob, Ian, David Chris and Alec Yep, sound good Wow, that's it folks The next best session is due to come Cannot wait Let's finish and have lunch now Be back in the room for 2.30 Finish on a huge round of applause Wooo