**PPN Session 2 - 05.11.2024\_Transcription**

[Rachel Davies] (0:00 - 0:45)

In three and a half minutes time, please take your seats. Ladies and gents, this is your two-minute warning. Grab yourselves a drink, finish your conversations.

We're live on stage in two minutes' time. Please take your seats.

[Speaker 5] (1:00 - 1:30)

We're live on stage in two minutes' time. Please take your seats.

[Rachel Davies] (1:36 - 2:05)

This is your one-minute warning, ladies and gents, your one-minute warning. We're live on stage in one minute's time. Ladies and gents, this is your 30-second warning.

Please take your seats. We're live on stage in 30 seconds.

[Speaker 6] (2:37 - 2:54)

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

[Rachel Davies] (2:57 - 10:22)

Welcome back. Welcome back. Hello to the virtual delegates.

Hope you had a nice break. Did you all have a nice break? Yes?

Good. Right, is it now starting to make sense why we do Curve Time? There's a lot of things clicking into place now, why we do these exercises and where we're headed.

Because this, follow the methodology, trust the process, we're leading you all to having a fantastic strategy presentation at the beginning of January. And it is difficult, isn't it? Who's found Curve Time hard to fit in and doing big picture thinking?

Yeah, nearly all of us. It is hard. That's why this is so different.

Normal people and normal entrepreneurs don't do this and that's the value that you're getting from Curve Time. So I want to talk to you about Sunday Sanity now. Who here has enjoyed doing Sunday Sanity and high-value tasks?

Some of you. Who's found it difficult to do? Anyone found it difficult?

A few people. Okay. But who wants to go the distance this year?

Yeah, who wants to have a really successful year? Nearly all of the room there. I'm not sure what everyone else is doing.

So if I could give you one activity that would take maybe 30 minutes, that would allow you to do 520 game-changing tasks in your business in one year. Would you do it? Would you do it?

Absolutely. And that's the game that we're playing with Sunday Sanity. 10 high-value tasks, 10 things that are going to move your business forward.

The trick is to make them very easy to execute on your top 10 list. Now, what I want you to do, we're going to trial something out here. So can everybody stand up for me, please?

Some of you are like, oh, what's going on? Hey, so virtual delegates, you need to stand up as well. What I'm going to ask you now is, can you sit down if you have missed one of the Sunday Sanities this month?

Sit down if you've missed one, be honest. Yeah, we know there's holidays, but if you've missed one, sit down. We don't need the excuses right now.

You can tell me them in a minute. Have you decided? Yes, you've missed one.

Have you missed one? Yes. So if you've missed...

Right, I see. I see you clever people trying to manipulate me. Right, so if you've missed more than one, sit down.

If you've missed one, two, three or four, sit down. Right, so can we give a massive round of applause to everyone who stood up? Well done to you all.

And the question I've got to those of you who are sat down, so I can see you all, will you do better next time? Will you do better next time? Because you didn't join Property Entrepreneur to sit on your hands.

You didn't join this course to do nothing, so nothing changes at the end of the year. You came on this course to step change your businesses this time next year. So if you are here, you need to execute.

For those of you who didn't realise this is what Property Entrepreneur was going to be about, well now you know it's all about execution and we cannot do that without doing Sunday Sanity every week. Yes, it's new, but do the ten high value tasks. What will move your business forward where you are right now every week?

Does everyone promise that they're going to do it every week? Does everyone promise? Say yes.

Absolutely, now you can all sit down. Thank you very much. So what we're going to do for you is we're going to give you a gift.

We're going to give you a gift right now. So we've had a go. Some of you have done brilliantly well doing Sunday Sanity and some of you have struggled.

Some of you have missed it. So I am now going to reset the bar. That was a trial.

So everyone, we're resetting the bar. We're going to go back to scratch. We're going to start again from this week.

So everyone gets the opportunity to get this right moving forward. Does that sound good? Yes, absolutely.

So we're going to give you that gift and we're going to start again. So there is a tracker. You know that we're tracking it.

So from next week, that's when it counts. So I want you all to commit to it now. There's one of the reasons we want you to commit to it.

One fundamental reason is because those that do Sunday Sanity every week end up having the best year on record and often end up on the stage here. You might not be so motivated by winning an award, but what you will be motivated by is succeeding in your business this time next year. So we all want that for you and we want you to get this accreditation.

So this accreditation, there's four milestones that you need to hit to do it. It does involve some hard work and some commitment, but this accreditation is your mark of entrepreneurial quality. But if you do all of these things, you will have the best year on record.

That is what it's all about. So I just want to walk you through to get this accreditation what you need to do. So we give you 10% margin of error.

So we want you to be posting minimum 90% of your Sunday Sanity. What we've just talked about now is everyone doing 100% of their Sunday Sanity every week. So you should smash that target.

The next one is attending 10 out of the 12 workshops. So obviously there's a bit of margin for error here because we know that you might have family commitments and reasons why you can't come to all of them, but attending all of the workshops or at least 10 out of 12 and then presenting at both awards days. So we have two awards days, one in January when we do strategy and then one at the end of the year, the end of year presentations when you tell everyone how you've done against your objectives.

If you can't make it, you just need to submit your presentation to Facebook and then it counts towards the accreditation. And then finally, we want you to do six posts in the community or join the Get Up and Give Back Committee with Dan Norman. Now six posts in a year, is that a lot?

Do we think that's a lot? Oh, it's not, is it? Six posts, that's all you need to do.

Share your journey, that's all you've got to do and put your own individual posts out there and that will go towards the accreditation because it is really important that you do get involved with the community and network and share the value that you've got. Remember, we talked about it earlier, you're all a mountain of value for each other. It's really, really important that you remember that.

And this accreditation, why would you want it? Well, it sets you apart in your field. If you are a great service accommodation provider in your field, in your area, and you've got a competitor, they might not have one of these marks of entrepreneurial quality, but you have.

You can put them on your business cards, you can put them on your website, you can put them on your social media pages. It gives you something to raise your profile with and it looks very professional, so that's reason to get one of those in itself. So can we commit to doing all of these milestones?

Can we put our hands in there? Who's committing to do all of these milestones? We can do it, excellent, that's really good.

If you have got any challenges with the accreditation or with Sunday Sanity and you are concerned, can you please come and speak to me? I'm happy to have a conversation with you about how we help you achieve these things. Moving on to Supper Club.

So Supper Club, for those of you who want to take it to the next level, we had the first Supper Club yesterday, didn't we? Who attended? Hands in the air.

Can somebody share their experiences on Supper Club? Who would like to tell us how it went? David, hang on.

I'm just going to do it safely.

[David] (10:25 - 11:02)

Hi, it's David here. Yeah, Supper Club last night with Shiv was just, I don't think I had too much expectations. It's just I remember speaking at the super event.

I spoke to a couple of people on the table who had been to them and one of them was just telling me all the benefits, the value that she got for the year. So I thought, you know what, it's worth checking out. And a room full of people.

I knew one from before but by the end, we all knew a lot about each other and there were just loads of little nuggets that we could all share and learn from. And you don't even have to have a question. We all did, but you can learn so much just from that small intimate environment.

[Rachel Davies] (11:02 - 21:43)

Thank you, David. Thank you for that share. Give him a round of applause.

Brilliant. Thank you. And that's the whole point of Supper Club.

It's like a taster of a mini mastermind. Mini? Yeah, mini mastermind at a fraction of the price.

So you've all got the opportunity to book onto Supper Club. I think it's on page two of your workbooks. You can scan the QR code, book onto one.

You can still book a block of three. And these are great for accountability, for getting to know your community. You can come with a problem, leave with a solution.

You can have a topic to discuss. Or you can share. So say from Curve Time, you get some great ideas for launching a new business or a business that fits better with your lifestyle.

Then you can launch that idea with a group of people at Supper Club and get their feedback. And remember, we're sat here on a mountain of value of people who can help you and guide you. And it's great for executing.

So as you can tell, I'm a property entrepreneur. It's all about execution and you getting the results. And Supper Club is just one of those other frameworks that can really help you get success.

So the next Supper Club is on the 6th of January. And we've already sold seven seats. So there's five...

Eight seats sold. We've got four... Is it four seats left?

Four seats left. So please, it's on a first-come, first-served basis. So if you want to do a Supper Club, get yourself booked on the January one.

It's really strategic. Let me tell you why. You are about to do your...

The next day, you're about to do your Strategy Day presentations. So if you want to get some feedback on your presentation, on your strategy, and how well it's received, then that is a great environment to launch it in, isn't it? And get feedback from the trainer and get feedback from everyone else.

Three spaces. It's going, it's going. It's almost gone.

Yeah. I think it's page two. Yeah.

Yeah, that's great. That's what we want. Because if you want the feedback and you want to get on the stage and you want to raise your profile by getting on the stage here in the community, then absolutely come to the Supper Club before it.

So that's the Supper Club. And then private dining. I just wanted to explain to you how private dining works.

We talked a little bit about this at the super event. But private dining is how you... It's like a mini Supper Club.

It's a taster at lunch. You get to sit with a trainer and you get to introduce yourself to the people on the table. We will have a topic today.

You are chosen at random for this. So if you haven't got onto a private dining slot, you will get one in the near future. We do it every month.

So you will have... There'll be a time for you to get your phone out. You can just check your WhatsApps.

If you are selected for a private dining experience today, you will have been notified. So you will have got a message from the Property Entrepreneur Broadcast Team. So the topic today, just to set the scene, is that we want you to come, introduce yourself to everyone on the table, and then share your insights and your revelations from cave time.

That's what we're going to be doing at the table with your trainer. And then if you've got a question for the trainer who you sat with, then please ask it at the private dining session. And again, for those of you who haven't got a seat with one of the trainers, that's me and Josh and Adam, if you haven't got a seat, please sit with your buddy.

What a great one-on-one time, great one-on-one time with your buddy. So share a bit of time with them, have lunch with them, and then after we finish, go for a nice stroll. So stretch your legs, do a walk on the block, and then get some fresh air, and then come back refreshed, ready for session three.

Sound okay? Brilliant. Financial Fortress, which is obviously Josh's, his Financial Fortress mastermind, which he'll be doing starting from December?

December it starts. We launched a special offer at the super event. Those special offers, the double discount, the bring your life partner for free, those offers have now closed.

So that has finished, so they've expired. So well done to everyone who got a seat and got the discounts, but it is now on the open market. So if you know anyone in your network who you think might benefit from Financial Fortress, then there is a QR code in the workbook.

Please send it their way and let them know, because it's a great course to go on. And then another staple in the property entrepreneur framework is PE parents. There's quite a few of us talking to some of the ladies at lunch who've got young children.

So if you are trying to do the PE methodologies and go through all of this homework and trying to build a business, and you've got small kids, it can be quite a challenge. We understand. I do.

I've got two small, well, they're not so small anymore, but they were when I first started. And this is all about, it's a Zoom call. You can book onto it.

It isn't live streamed, and it isn't recorded, so you have to book onto the live event to get on it. We're doing one every quarter, and it's all about how to do the methodology alongside having small children. So really, there's some adaptions that you can make, things that you can do that make it easier to do while you're going through the program.

And we've got Claire Reed. Claire Reed is on the board with Dan Hill. She has scaled a seven-figure manufacturing business whilst having small children, so she is a high-caliber female property entrepreneur in our community, and she's hosting it.

So put this on your action list right now if you are a parent and you want to join in. It's on the 21st of November at, I think it's 12. So get that in your calendar.

One not to miss. You can be a dad, you can be a mom, however you want to work this. If you're busy with children, it's a really good one to tune into.

So that's P.E. Parents. Now, we're about to go into session two. Are we looking forward to session two?

Yeah, are we feeling ready for this? Good, good, good, because this is all about a handful of habits, and that's what we're talking about today. So how do we get you to achieve all of the amazing things that you want to achieve this year into 2025?

Well, I've got some good news. There's one secret ingredient, and we call it, on Property Entrepreneur, a handful of habits, and that's what we're going to get your next speaker on to talk to you about. But what's it like in real life?

Adam, he touched on this earlier. As workaholics and entrepreneurs, don't we work harder than people in employment? Do we or don't we?

Do we work harder? I think we do. There's maybe some people who are employed here that might disagree, but yeah, I think we do.

We can get really obsessed with it, and because it's our business, our baby, we can care too much. We can pour too much of our lives into it, and we end up neglecting all of the basics, and what are the basics? We don't eat well.

We don't sleep well. We don't go to the gym. We don't have time.

We can't fit it in. We've got small kids. There's no room for this, and we just burn the candle at both ends, ending up stressed, burnt out, and tired most of the time, and that's not what we want for you on Property Entrepreneur.

We want you to have some capacity. How often do we think we get curveballs in business? All the time?

Every day? Often every week? Every month?

Every year? We do, so we need the capacity to be able to deal with those things and move forward, and one of the ways that we do this is we don't want you to be exhausted by the end of the year or completely burnt out with nothing left, not looking after yourself. What we want is for you to feel strong and capable and put some really great habits in place so that you can cope with everything that life throws at you, but you're not missing the basics.

You're actually putting the time and the energy in to look after your health, look after the way that you eat, lose weight, feel good, all of these things, because the reality is that when we feel good, our businesses do good, and we're able to step change them. What we don't want for you is that you're on that hamster wheel, that treadmill of life, just working harder and working harder, and actually, you're not going anywhere very quickly, but we want you to make some really big changes to you and to your businesses that really help you step change, so that's what it's all about, having the capacity to take on those changes, and I just wanted to give you some idea of what I've been doing this year, so one of the big things that I did for my health this year was Paul has gone vegan, that's my husband, and I have gone vegetarian. I couldn't quite cope with losing eggs, just couldn't do it. I need eggs in my life, so I've done vegetarian, he's done vegan.

It hasn't been easy. We've had to change a lot of how we eat and the way that we feed our children, because one of them is coming on the journey with us, but the other one isn't, and there's two books that I've read this year that have really changed my outlook on health, and they are, one is called Outlive by Dr Peter Attia, and the other is How Not To Die by Michael Grieger, and both of these books, I recommend that you do not read How Not To Die unless you want to give up meat, because it will put you off, but Outlive, it's all about changing your mindset from being, I want to be healthy today, or I want to eat the right food today, to thinking about your health span and your life span, so do you want to be at the age of 75, 80, not capable of climbing the stairs or playing with your grandkids?

Would you want that? Of course you wouldn't. You want to be fit and well, don't you?

You want to be healthy into your longer years, but the trick is that preparation starts right now, right here. Not when you get to 65, 70, and you've retired and you've delayed all of that gratification that Adam talked about earlier. It's not then, it's right here, right now, making some time and space to look after yourself.

What's happened to me this year making these changes, my cholesterol level, for the first time in my life, and I'm getting on now, has gone down from 5.2 to 4.9. I've never got it below 5.2, which is pretty good. I did that in four months. That's the impact of not eating meat.

The other thing, I was struggling in the gym at the time to do more than 40 lengths and I went from 40 to 70, literally in three weeks after becoming vegetarian. I'm not telling you to become vegetarian, by the way, I'm just telling you some of the benefits from being healthy. The other one was that Paul went from going to the gym occasionally to doing there five days a week, every week now.

It has massively changed our energy levels. It has been a real game changer for us. That's something that I've been doing this year.

It's really now time to bring on our next speaker. It's my absolute pleasure to welcome to the stage. He is a multi-award winning entrepreneur.

He has skilled two businesses very, very successfully. He is a published author these days, would you believe it? He's been living off the steam since he was 33 years old, and once he managed to pick Adam to the post there, who's always unhappy about it.

Aren't you, Adam? That he beat you. He's the founder of Ultimate FD and the Ultimate FD podcast.

Can you give him a massive round of applause while I welcome him here to the stage, your trainer, Mr. Josh Keegan.

[Josh Keegan] (21:56 - 29:27)

Looking forward to the session? Yes. Getting healthy, getting some habits in our lives.

Who feels like they need a few habits? Yeah? A few of you?

Who's fallen off the wagon? Yeah? Two of you in a minute, three of you in a minute, good.

Well, we're going to dive into how you can get on your AAA game in this session, how you can literally be the best version of yourself, how you can be productive, how you can do more personally, how you can feel amazing, and how you can ultimately do more in your businesses. Before we do that, I'm going to go behind the scenes. So last month, it's been great, hasn't it?

Who's had a phenomenal experience in the cave? Some revelations? No one?

Cool, great. Anyone? Yeah?

Who's had a good experience? Revelations, yeah? Starting to think about next year?

It's great, isn't it? So me personally, I've had a great time journaling, get back into it. And this season is always that.

It's just phenomenal. It's actually slowing down, it's reflecting. And if you're finding at the moment you're too busy and you're struggling to make it happen, just make sure you put the time in, 20 minutes a day, whatever it needs to be, but just consistency beats clever.

Just start making this cave time an absolute habit. It's not too late to get back on the wagon if you've already fallen off. This month for me, we launched the Mastermind last month.

So this is the brand new Mastermind, the second Mastermind Property Entrepreneurs ever done. And it's been incredible. Last month's supper was incredibly fun.

It was really high value. Everyone in the group is helping each other. The WhatsApp group is absolutely buzzing.

And we've got our Centre Park strategy retreat in a month or two's time. But I think it just reiterates the power of these small groups. And if you've not yet, well, one of the stories we had is at the first meet up, one of the guys, Richie, who is there, he actually came on Mastermind because he wanted to launch mentorship.

So he's like, I can't afford to do Mastermind, but I want to launch a mentorship program. And if I launch the mentorship program, I can pay for Mastermind and my life's going to be amazing. So I'm like, cool, I'll help you do that.

So the last Mastermind is like, well, how do I do it? And we said, this is what you need to do. You need to add all these friends on Facebook, do this every single day.

You need to start posting like this. You need to put content out like this. And about two weeks later, in his DM, someone messaged him to say, hi, do you do mentoring?

And he said, he was taken aback, he was shocked. He was like, guys, what do I do with this message? And he went, yeah, I do.

It costs 250 pounds for an hour. And the guy went, send me your bank details. So he's had his first client just by doing what we told him at that small, close-knit community.

And it's just phenomenal. He's already monetized the idea we had before we came on. So it's absolutely incredible.

It's the power of that small group. So if you aren't joining one of the supper clubs or you haven't taken one of those last three spaces, genuinely, that whatever you're going to spend to join, it'll be an amazing evening and the advice you'll get from those people in the community will fundamentally change your life and have a tangible impact on your life and in your business. My team, so I went through six months scaling a team going from last year, one of my objectives was someone for everything.

So basically, there were basically three of us in the business and I've scaled that to, there's now eight of us plus an executive assistant, so nine. And this is our AGM. We had it last week.

And honestly, this was really hard work. This was one of those objectives where it seemed on the face it was quite simple to get someone in each role, take stuff off my plate, but it's been six months of real challenging, kind of stretching my time. People can't quite perform yet, issues, problems, and all of a sudden, we're just like, and now the team are already taking everything.

They're dealing with the problems. They're dealing with the emergencies. And sitting down with the team and talking about autumn, honestly, I couldn't feel happier that we're actually going to build something together.

And this is the first time I've probably ever said it and it's between us where I've actually said I want their input on strategy and actually meant it. And I genuinely want them to decide what they want to do and I want them to just drive the business forward. And when you get to that stage, this is a phenomenal, phenomenal place to be.

55 days, who knows the significance of this? People are thinking about the presentations. Yeah, to the rest of the year, to the end of the year.

And whilst we're getting geared up for what's going to happen in January, a big revelation we've been talking about on the mastermind is the fact we've got 55 years as well to make, 55 days, sorry, to make this year count. So what can you do over the next 55 days to really bring this year in? Like what can you do to make this year an incredible success?

So you look back on 2024 thinking, wow, that was phenomenal. And it could just be you get a cave time every single day for the rest of the year. It could be you've got a target you want to hit.

It could be you want to do something transformational in your life. Let's start thinking about how you're going to make the most of these 55 days for the start of the new year to fundamentally make 2024 one of those years you'll remember forever. So there's a few things that we've been thinking about and talking about behind the scenes.

Let's do it. Handful of habits. So, most entrepreneurs, burnt out, exhausted, you know, they don't look after their physical well-being.

They might scale their businesses, but they often do it at the expense of their health. And in reality, we all know health is the only thing we can't get back. Health is our most sacred asset.

So what we want to do is get to a place where we are still building, we're still scaling, we're still going the distance, but we're doing it whilst protecting that thing that's most important to us, that most valuable asset. We're looking after our well-being, we're looking after our physical health, and we're keeping ourselves in a really strong place mentally, physically, and as Rachel said, when we do that, we perform better. We perform at a much higher level and our businesses perform better and life just becomes a much better place to be.

So what we're going to be talking about is how we actually do this in practice. And all you need is a set of simple habits. These are five simple things that you can adopt, you can take, you can put in your place, in your lives today, and they're going to have a fundamental impact on your performance long term.

People do not decide their futures, they decide their habits, and the habits decide their futures. We have this perception that it's these big things we're going to do that are going to move the needle. These big massive tasks, these big cold plunges, these ultramarathons, all these crazy big things, these big goals that are going to move the needle.

And of course, they're going to have an impact, they're going to push you forward in some areas of your life. But in reality, the people that go the distance are the people that get good at doing the small things consistently. And that's going to be the key for you this year.

Rachel's made you all stand up and talk about Sunday sanity. It's like, that seems like a really small simple thing. It's one of the most important things you can do.

So I guarantee, if you don't do Sunday sanity, you go, I'm just going to go hard and just see what happens, then you'll get a certain level of success. But for those of you who do do Sunday sanity, every single week, you sit down as a habit, you plan your week, you put your top ten in, and then you execute against that top ten. Those are the people that are going to go the distance.

It may not happen in the first three months, six months, but all of a sudden it will habit stack and they'll go the distance. And it's the same with habits in your life. And we need to ingrain small, easy to do, easy not to do things into your daily life, which is going to have a huge impact on your performance.

The aim of the game is this, and you should all have one of these on your tables. And you feel free to grab it in the middle of the table now, should you want to. A little small card upside down on your tables.

And what you're going to have here is basically a small list. This is your handful of habits. And on this sheet, by the end of, well, by the end of this week, you'll be in a place where you've got five draft habits that you're going to work with this month.

And I'm going to talk more about that later. You're going to have five things you're actually going to do this month. Amanda, you're already going for it, are you?

You're already filling that out? Oh, you're writing notes. Sorry.

I thought Amanda was ahead when we were writing that. I was like, let's do the content first. Right.

So, no, well done. Ten out of ten. You just write notes.

Good.

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

Yeah.

[Josh Keegan] (29:30 - 52:10)

I thought, wow. So, you're going to have five habits. And it might look something like this.

It could be something like, wake up at 5 a.m. And by the way, none of these are things I'm telling you to do. These are ideas, okay? And you can take yours.

You know, it's not, this is not a chest beating exercise. You could wake up at 10 o'clock in the morning if that's what works for you. We're going to talk about that in a moment.

So, you wake up at 5 a.m. It could be no snacks. So, you might have no snacks throughout the day. Yeah, that's something you can take out.

It could be 10,000 steps a day. It could be no phone in the bedroom. You know, if you start slipping into taking your phone into the bedroom, that might be something you do.

It could be bedtime. It could be bed by 10 o'clock, for example. These are simple things that you can implement in your life.

And you can take these away from you and you can start implementing. And we're going to talk with you through now how you can populate this. How you can get to a place where this is considered, it's meaningful, and it's going to move the needle for you.

It's going to have a dramatic impact for you over the year ahead. And then we're going to lock these in. And this is going to be your handful of habits for the next 12 months.

Okay. So we're going to do this. We're going to start with habits.

We're going to talk about what a habit actually is so we can be really clear on what that is. We're then going to look at activity-based habits. So what are the habits you can put in place to keep yourself active, keep the blood flowing, keep yourself moving?

Balance. So how are we actually going to balance work? How are we going to balance our lives?

How are we going to get in a place where we feel well-rested yet we're still pushing the needle and we're still performing at a high level? Intake. What you actually take into your body to fuel your body.

How we can build habits around that. Toxins. How we actually keep toxins out of our body as much as possible and how we can create habits around that.

And then finally, sleep. Sleep is one of those things now which is not disputed anymore. It's one of the most important things you can do.

So what habits can you put in place to actually cultivate your rest and recovery through sleep? So we're going to start with habits. Key sentiment.

Success is 10% inspiration and 90% perspiration. In reality, you're going to come to these workshops once a month. You're going to log into your mid-week mentoring and you're going to be inspired by a property entrepreneur.

That's part of what we do. It's part of the ethos. It's part of the culture.

And it's a very inspiring environment. But that's only 10%. 90% is the perspiration.

It's you going the distance. It's you working hard. And habits are not easy.

You might have had habits. By definition, you may have had habits that you've been doing every single day of your life for the last 20 years, 30 years, 40 years, 50 years, 60 years, however long it may be for you. And breaking these habits is not going to be a straightforward thing.

It's not going to be a click your fingers and it's gone. You're going to have to work on this. And this is not going to be easy.

But this is going to be our challenge this month to try and break old habits and start setting some new habits for you. But I guarantee the work you put in and when you make sure you've got the right habits, when you get this right and when you do it, this is the thing that's going to have the biggest impact on your life long-term. So what is a habit?

A habit is the fundamental. So that's a key point. The habit is the fundamental.

It is the absolute basics. It's what you need to be at your best. It's what you need to be on your absolute triple A game.

Really important. It's the fundamentals. It's the basics.

It's the base of the pyramid. It is not a target. It is not a target.

This is not something you're aspiring to achieve. This is not, right, my habit is running a marathon every day. That's not a habit, is it?

That's a target. It's not I'm going to do an hour of meditation every morning when you've never meditated before. That's not a habit.

That's a target. It's well out of your reach. You've never meditated before in your life.

Don't set yourself a target of an hour a day. So it's the fundamentals. It's not a target.

It's not a stretch goal that you're trying to achieve. It's something you can achieve every day. It takes a little bit of work and effort to achieve it every day, but it's not so out of your reach that it's hard to actually do every day.

It shouldn't create so much friction that it's actually really difficult for you to do. It's a platform for high performance. So when you do these things, when you don't eat any unplanned snacks, when you walk 10,000 steps, when you clear your WhatsApps at the end of each day, when you limit your time on social media, when you go to bed by 9.30, when you do these things, you know these are going to help you perform at a really high level. These are the platforms that prop you up for high performance. These are all of those things that you do to perform at that high level. A habit is anything in this context which cultivates your mind, your body, your energy, and your well-being.

So we want to make sure we have a handful of habits that help us cultivate any of these different elements as we go about our day. That's what we want to create. Cultivate all of these things.

When you look after these things, when you nurture these things, that's when you feel great, that's when you perform well, and that's when you actually enjoy your businesses and you make better decisions and you actually become a much better entrepreneur. These are going to be non-negotiables. These are going to be your top five non-negotiables.

Five things that are non-negotiable. You do them every day without fail. They're not, oh yeah, I might do that today, I might not do that today.

No, these are your non-negotiables. If you're finding that you've put something down there and every day you're deciding whether you do it or not do it, it either comes off the list or you need to work harder and actually stick to your habits. These are non-negotiable things that you're going to do absolutely every single day.

I'm going to say this again and I'll probably say it a few times. This is not shoot for the stars and land on the moon. That's not what we're doing here.

This is not, some of you will be getting juiced up and excited about the fact that you're now going to run 20 kilometres every morning or you're actually going to do a cold shower for an hour every day or you're going to have a four-hour miracle morning that you do every day. It's like, that's not what we're trying to do. We're not trying to set a bar really high and then fail every morning.

It's set the bar low but have the fundamentals, the small things that make a big difference to you every single day. Like going to the bed half an hour earlier. Like getting some steps after you've had your lunch.

Like eating more protein at dinner. Whatever it may be, those small things that are going to have a tangible impact on your performance. Really, really important.

This is a great habit. Who doesn't brush their teeth? I thought you were going to have a go at that, David.

I was like this brilliant ratatouille. That's really good, guys. Well done.

I feel pleased that we all brush our teeth in this room. It's great, isn't it? It's a habit.

It's instilled at a very, very young age and we do it. Last year, I was in South Africa and I'm quite ridiculous when it comes to certain routines. I've got weird things that I won't go into because we could speak for hours.

But one of my quirks, I call them quirks because it's a bit enticing, is that before I get in the shower, I like to brush my teeth. Because then when I come out of the shower, I'm totally clean. Anyone else do that?

Yeah, you're the same. Good. I get stressed if I come out of the shower and my mouth is dirty.

I'm like, why have I gone in the shower? It's weird. So I like to brush my teeth, get in the shower, come out, I'm totally, totally clean.

I was in South Africa last year and all the kids were sleeping. All the kids, I say two. There was two kids that were sleeping and my partner was sleeping and I was like, I want to go to the gym.

So I got up early, snuck out, and I managed to find a gym, went on, paid, got in, did a gym session and there were lots of people that were doing cold plunges in the sea. So then I did a little cold plunge, thought I'd push my luck here. I had a shower on the beach.

Then I went back, I dried myself off, put my clothes on and I was ready for the day. We had a nice day planned. All day, I was like, I kept scratching my teeth going, what is the problem with my mouth?

It's really weird. Then we were sitting down wine tasting at like two o'clock in the afternoon. I kept scratching my teeth thinking, what the hell is going on?

And I realised I hadn't brushed my teeth that morning because I hadn't had my shower in my normal environment because I had my shower on the beach. And like, the point of the story is there was something wrong all day. Like, I knew there was something wrong.

I had no idea what it was and it was just, my mouth just felt weird and I had no idea. I was like, I had no idea I hadn't brushed my teeth. I'd totally forgotten but I felt wrong.

I felt off all day and as soon as I got back, I brushed my teeth. I was like, thank goodness I've done that. The point of that story is we want to get you to a place where these habits are so ingrained in you that when you don't do them it feels wrong.

That's where we've achieved the habit. When you don't do those steps, when you don't walk 5,000 steps in the morning, when you don't go to the gym, when you don't do XYZ, it feels wrong. You feel off.

It's just like, something's not quite right. That's where we know we've achieved the habit because we want to make some of these habits new and good things. Okay?

Don't tell anyone about any of the rituals that I share about my nuances outside. This is private and confidential. Okay?

I'll share with you guys but nothing should leave this room. So, we want to get to a place where you've got your habits nailed. Okay?

And this is going to be your five handful of habits and this is where we're going to formalise them. Your 28-day challenge this month is to basically trial and test. So, choose five habits and actually work on them throughout the month and that's what we're going to be doing.

So, let's talk about some habits you can actually have. So, we're going to start with activity-based habits. This is all about movement and your body is a machine.

Your body is a machine and when your body moves it's a good thing. Who's heard of the phrase ships and men rot in port? No one?

Cool. Well, here's a new phrase for you. Ships and men rot in port and it's this concept that if you leave a ship in the dock for too long, if you leave men that are going to crew that ship in the dock for too long, it will all start to fall apart.

Everything will start to break and everything will start to seize up and it won't work properly. Whenever you watch any programmes about like centurions and people that have lived like a long time, people in Sardinia, they never say, you tell them, what do you do? They never say, I just sit.

They never say that. They get up, they walk around, they're social, they're out and about, they're active. It's like, success needs clues and if you want to live a long time, if you want to feel very, very good, movement is important.

Movement gets blood pumping around your body and it's absolutely vital for you as a human being. So you want to be in a place where you're actually using your body each and every single day. Where motion goes, energy flows.

I'm sure you've been in a boat. I've definitely been there where it's about two or three in the afternoon and you feel absolutely exhausted and you're like, the last thing I want to do is go on the run. The last thing I want to do is go to the gym.

The last thing I want to do is go for a walk. The last thing I want to do is get up. And you think, you're like, I've got no energy.

I feel absolutely drained. You get up, you go for the walk, what happens? Five minutes in, you're like, wow, I'm full of energy.

You get home, you've got triple the amount of energy or you're a different person as a result of the activity. So movement doesn't drain energy, movement gives us energy. So you want to make sure every day you have some sort of movement in your day, in your diary.

For some of you, a great habit could be a minimum daily step count. So, you know, it could be, I won't share names, there's some people that were doing 2,000 or 3,000 steps here last year. So that's not a problem.

If you're only doing 2,000 or 3,000 steps, that's not an issue, but maybe set yourself 5,000 steps a day. If you're doing 6,000 steps, maybe set yourself 8,000 steps a day. Set yourself a minimum daily step count that you work towards and do.

Who has got a minimum step count they try and work towards? Yeah? Who knows they need to do a few more steps?

Yeah, a fair few of us in the room? Cool. Yeah, this could be one for you.

And like steps are one of the easiest ways to actually improve your physical, mental wellbeing. It's been shown that if you do about 7,000 steps a day, that's where the, you know, you start to move the knee and you start to have long-term impacts on your long-term health. The 10,000 steps a day thing came from, I think it was the Olympics and they kind of made this marketing thing about 10,000 steps, but there's been no scientific proof for that as far as I'm aware.

But if you're hitting 7,000 to 10,000 steps a day, it's generally going to be a good thing and, you know, the more the merrier. So if you're not doing that, get that in. And note, that is a simple habit.

Everyone can do that. It's achievable. You know, you're fortunate to be able to do that even if it's 2,000, 3,000 steps.

It doesn't matter what it is. Set yourself a minimum step count that you're going to achieve. And two birds with one stone.

Like you'll see, you'll start to notice if you stay here longer, if you'll see me and Adam will just be doing laps around the Belfry individually on our phones, you'll start to see it. Like I very rarely, I answer WhatsApp sitting at my desk. I walk.

I get my WhatsApps done. I very rarely have phone calls sitting at my desk. I'm out with my AirPods.

I'm having a phone call whilst I'm walking. You can do so much. You can listen to podcasts.

You can listen to the book club from the book of the month. You can do whatever you need to while you're out and about. You can do your property entrepreneur homework, whatever it needs to be.

Check in with your buddy. It's just two birds with one stone. You can actually use steps for good.

So get yourself out. Make the most of getting out there and actually use it like being active whilst you're doing work if you need to if you're too busy. So there's no excuse to say you're too busy for steps or you're too busy to do this.

Appreciate some of you might be bound to a desk or some of you might have jobs where you can't always be out. You can still walk at lunch, whatever it may be. And then at a more advanced level, for those of you that are already walking, you're already active, gym, sports, running, whatever it may be to you.

Top tip, if you love playing squash and you're like, I've not played squash for years but I feel like I should be active and you go, I'm going to go to the gym. Well, don't do that. Just go and play squash.

You don't have to go to the gym and lift weights just because everyone else is. Go and play squash because you love playing squash. If you enjoy some sort of sport, go and play that sport and just commit to playing it once or twice a week or however many times it is going to be important for you.

I think the key with gym, the key with all of this stuff, as I'm kind of alluding to, just make sure you keep it at a reasonable level. Like don't say, I'm going to go to the gym for two hours a day, five days a week or seven days a week as a habit because you might find that's very hard to actually do. Set up something that's achievable.

It could be you're going to do a Joe Wicks workout every morning. 15-minute Joe Wicks workout. Absolutely cool.

It could be you're just going to stretch every morning. It could be you're going to do yoga 10 minutes before you start your day. Whatever that may be for you.

I found I've definitely, at times, pushed this. I've got a bit excited and I've gone, right, I'm going to start going to the gym five days a week or whatever it may be and it's just, I'm trying. It's exhausting.

It's really hard work. I get really physically tired. It has a detrimental impact on my life, on other areas of my life and I pull back and I go, actually, where I've found my sweet spot now is three times a week plus I play football on a Monday.

It's basically four sessions a week and that's good. That works for me and I'm in a good place. So find what works well for you.

Keep it sustainable. I was introduced into a little WhatsApp group and I'm part of a gym and they call it, do they call it a box in CrossFit? Is it a box?

Yeah. I'm in the box and they love WhatsApp groups and they put me in a WhatsApp group and it was like 5 a.m. High Rocks and I joined it. I thought, that's interesting that they think I'm worthy of that and High Rocks, for those of you who don't know, it's like a new thing taking the world by storm.

You have 10 exercises. You run a kilometer in between each one and you do wall balls, burpees, whatever, pushing a sled, whatever. It's like a race and I thought, that's really cool and to be fair, there are people that commit to it and they go five days a week.

Fair play to them. Good on you. However, 80% of that group, they go for two days and they're like, this is the best thing I've ever done.

Oh, this is amazing. I'm alive. I'm going to do this forever but you don't see them for about a month and then they come back for another three days and they're like, oh, I'm so happy I'm back.

This is great. I'm not doing that again. I'm leaving.

You don't see them for about two weeks, four weeks, six weeks and they just dip in and out and the key point here is that is a really intense thing to commit to. 5am, you're going to be tired and an hour of literally blitzing your body five days a week. I would just say, you want to be in a place where you can do something consistently.

What can you do consistently? Little and often is much better than doing that for three days and disappearing for a month. So what can you do consistently?

Don't be a 5am high rocks person unless you're actually going to commit to it and you need to be at a professional athlete level to actually do it. Those of you with iPhones, or any phone, turn on the step count. If you're not tracking your steps, turn on your step count.

It takes two minutes to do. Go into the activity app, turn on your step count and now your phone will actually start tracking your steps for you. That's an absolute basic.

Literally, if you don't know how many steps you're doing, just start tracking and see how much you actually do. My dad discovered this, that he could monitor his steps on his phone and he told me that he was doing about 6,000, he's aiming for 7,000 steps a day and he asked me how many steps I'm doing and I told him I do a fair chunk more. But then he told me that actually he just has it on his phone, he needs his phone on his desk all day so that's like actively taking his phone out for a walk.

I was like, fair play to you, that's actually really good. This is a basic thing you can do but it's just easy. You've got a pedometer in your pocket already, start using it.

At a slightly more advanced level you can get Fitbits, you can get basic pedometers on Amazon for 30 quid, 40 quid. If you don't have one of those, just invest in one. They don't cost very much and they will have a big impact on your life and as you kind of go through this you'll learn if you want to improve or change anything just start tracking it.

We'll talk about food in a moment but if you want to change your diet just start tracking what it is you're doing. At a more advanced level you can get Apple Watches, you can get Fitbits, Garmin, I like Garmin, a lot of board members wear Garmin because we do running but it is a pedometer on steroids but it also tells you about your sleep, your stress levels, your body battery so if you really want to have a huge impact on your health this year then you might find investing two, three hundred quid in one of those will be something that will be good for you.

Pat is on advanced and he set himself a habit this time last year to do pull-up training every day and that could be as little, his target was to get to 20 unbroken pull-ups like wide grip so it's a big thing to do. Who can do 20 unbroken pull-ups? Can you?

I don't know, can you? Not 20? What did I say?

I don't know. It wasn't who can do a pull-up. Okay cool, yeah right, okay.

Did you hear 20? Wow, fair play. Right, well done.

That's very impressive. Pat's objective was to be able to do 20. I can probably do about 8 or 9 max and I've got much better pull-ups now.

He wanted to do 20 and so what he did was say well how am I going to get there? Well it's just a habit so he basically set himself an objective of doing a pull-up session every day and that time could be 10 minutes, could be 8 minutes, could be 12 minutes, sometimes it was 5 minutes but the key was he wanted to do it every single day to progress and he told me yesterday via voice note he's on 19 unbroken and he started like 3 by the way, that's how, he wasn't good at pull-ups at all. He's on 19 and he's trying to push now to get the 20th before the end of the year so it's habits that have the impact.

Last year I did, I decided after a session in November to do 100 press-ups a day. It didn't have to be all in one go, I could do 10, 10 times, I could do, I got to a place where I was literally able to do 30, 30, 20, 30, 30, 30, then 10 and it was like a really good place to be and it really improved my physical strength and just did it every single day. The impact you can have is massive so what are those things you can do every single day to move the needle for you, to keep the blood flowing and keep you active.

Balance. Who manages to achieve great balance in their business and their personal lives and they're never too busy, they're never too stressed, they see all their friends and family as they should? Anyone?

No? Okay, cool. Yeah, I mean, I'm probably guilty of this as well.

It's not an easy thing to do and balance is very, very hard but if you want to achieve a level of balance then you need to cultivate habits to actually achieve that. The key sentiment is time off is a requirement and not a luxury and this doesn't necessarily mean taking a month off in December. This means taking a weekend off.

This means finishing work a bit early on a Wednesday. This means having a morning off once a week, having no meetings on a Friday. Whatever it means to you is cultivating healthy habits because the alternative if you don't do this is burnout and burnout is difficult, it's severe, you totally lose all your motivation.

Who's been through burnout before? You lose, yeah, quite a few. You lose all your motivation, you're like, why the hell am I doing this?

You're kind of hating every moment of it and it's actually really hard to come back from when you get burnout. You can go and have a spa day but you just feel the same. You feel like numb to the world, like everything's black and white and you feel like numb to the world and like life becomes quite unenjoyable and it can take literally months to recover from burnout so you want to be proactive and have rest before you actually need it.

Those are the best rest, when you go on holiday, when you don't actually need a holiday, they're the best holidays. So we need to think about how we're going to build balance into our handful of habits and think about our wellbeing. Think about the fact that everyone in here has got a and right now we're draining the batteries and some activities will drain batteries more than others and what we need to do is go what habits and what things can we do every day to replenish and recharge the battery, actively recharge it.

So think about what you can actually put in place. Miracle morning, who's got miracle morning? No one?

A few of you? Miracle morning? A few?

A little bit? So miracle morning is this idea where you wake before the rest of the world is actually awake so there's a great book Hal Elrod 5am club miracle morning you can actually wake before the rest of the world actually wakes up and then put some time in for you. It's your time before you get bumped out of emails, whatsapp, phone calls, kids, dogs, whatever it may be you actually get that time in the morning before you wake up and before everyone else starts to add stress on.

So you might decide one of your habits is going to be miracle morning, wake up 30 minutes before the kids and just sit, go and sit outside, have a green tea, do some earthing, whatever it is, meditate, whatever it is you want to do. Choose something that's actually going to replenish the batteries at the start of each day. You could use your miracle morning as a time for cave time or journaling.

So actually get your journal out, cave time. Do people leave cave time feeling drained or feeling invigorated? Invigorated, yeah.

You go in there feeling a bit like there's lots going on, a bit of stress, whatever's going on but you come out just feeling invigorated because you've got it all out of your head and you feel like lit up and that's another way you can actually charge the batteries. So you can actually do this in the actual morning. Marcus Aurelius, do you know who he is?

Yeah? Do you know who he is? He wrote that book Meditations, or he didn't write the book Meditations, he wrote his Meditations which later got published as Marcus Aurelius Meditations, but that was one of his great stress relievers, one of his ways of actually like reflecting, putting energy back in the tank was journaling.

That was one of the most powerful things and the more and more you hear from successful people that are grounded, they love journals, they love journaling, they love getting out a pen and paper because it detoxes, de-stresses and puts some energy back in the tank. Stress management, who knows what stress actually is? You can tell me what stress is.

Go on Nina, we'll pass this over to you. I don't want to hit Thomas in the head. There we go.

[Speaker 7] (52:11 - 52:11)

Simon?

[Josh Keegan] (52:12 - 52:14)

Yeah, I went with Simon instead, less scary.

[Speaker 7] (52:17 - 52:22)

Stress is a physical imbalance of your cortisol levels in your body, like it's a physical reaction.

[Josh Keegan] (52:22 - 52:50)

Cool, yeah, great. It's a very scientific definition, absolutely. I can't argue with that.

Exactly, that's it. The key sentiment is stress is not just caused by what we perceive stress to be caused by. Stress is not just caused by working too much, working too hard.

That's not where all stress comes from. Where else can it come from? Emotional stress, kids, yeah?

[Speaker 8] (52:50 - 52:52)

Lack of self-care.

[Josh Keegan] (52:52 - 52:53)

Lack of self-care. Danny, what did you say?

[Speaker 8] (52:53 - 52:54)

Not being physically fit.

[Josh Keegan] (52:54 - 1:10:06)

Physically fit. Not being physically fit. Yeah, I mean, it all comes from lots of different sources.

If you imagine we've got a cup, and every time we get stressed out, a little bit more water gets poured into that cup. But the water doesn't just come from working and working too hard and being a bit nervous about something or having a snotty email from a client. It doesn't just come from that.

It comes from working out. When you physically exercise, which is a good thing for you, it adds stress to your body. When you commute to work, when you go travelling, when you spend time with your kids and they're shouting at you and they're throwing food on the floor.

All of these things add stress. Alcohol, caffeine, all of these things add a level of stress. So what we need to understand is stress doesn't just come from the bad things.

Stress comes from the things that are good for you as well. You have a cup and you need to decide how much stress you're going to take from all of these different sources. For example, if you're working out, working out is a good thing.

I'm not discouraging anyone here from working out. It's a good thing. I don't think anyone is showing that it's not a good thing.

But if you're like I was doing, where I would do a HIIT workout every day, that's going to have a huge impact of stress on your body. Versus if you go to the gym, maybe you do a HIIT workout twice a week, then you do some light stretching, then you do a light weights workout, whatever it may be. It's going to have a totally different impact on your body.

Almost probably the same result, but totally different impact on your body. So what you want to do is think about how much stress you're going to put into your cup. I'm going to talk about toxins as well, alcohol, caffeine, how much of that.

I'm not saying they're bad things, but we are saying they're going to add to your stress. What you want to avoid is your stress cup overflowing. Too much of the time everyone's stress cups are just overflowing.

That's why we feel stressed, burnt out, exhausted, anxious, whatever it may be. We need to decide how we're going to manage those actual stresses. Finally, just making sure you have some time off and me time booked into the actual diary.

Burning the midnight oil, working too hard is a false economy. We all think we're being highly productive, we're getting more and more stuff done, but if you don't have any time for you, if you're not carving time out for cave time, if you're not making sure you're actually looking after yourself, and if you're getting to a place where you're burnt out and exhausted, it's a false economy. You're actually being less productive.

You're going to get less stuff done. Put stuff into the diary, which is actually going to give you the me time, give you the time off, give you the head space that you actually need to be productive. What habits can you put in place to actually make that happen?

Example of miracle morning for you. This is my miracle morning. I will caveat with kids, this does change.

The wake-up times and the things can change. A good miracle morning for me looks like this. I get up and I drink half a litre of water.

Does anyone not drink water as soon as they wake up? A few of you. Honestly, you're missing a huge treat.

The reason you feel groggy when you wake up is because you're dehydrated. I remember I shared this a couple of years ago on the programme, and he took this and he did it and he was like, wow, it's absolutely game changing. When you wake up, get half a litre of water and put some water by your bed, automate it the best you can, down it, or however much you can manage, 250 millilitres, whatever it can be.

I know Aakash at R&T, the fitness guy who's on Advance, he puts a little bit of Himalayan pink salt in there as well to help with the hydration. You want to just get some water fluid down you as soon as possible. Don't reach for coffee straight away, get fluid down you and it's going to really wake you up.

I then meditate. I meditate for about 10 minutes. This isn't life-changing stuff.

I'm not sat in a zen room for an hour and a half. 10 minutes, that's all I need. Do cave time, about 20 minutes in the morning.

That works really well for me, get my journal out and get reflective. Then I do family time for about an hour. I look after the kids for an hour, which is the opposite of meditation and cave time.

It's like a cold plunge, being in a sauna, going into a cold plunge. Then about 7.30, I do prime time. That's going to be a high-value activity that I've got.

It's very rarely speaking to people on the phone, team members, client-based work. It's more a high-value activity, building the business. Then I go into my shower about 8.30. I always listen to a podcast in the shower. That's a really important ritual for me in the morning. I always turn the shower on to cold for 30 seconds at the end. Once again, it's like, I don't want to get into debates about cold exposure, does it work, does it not work.

It seems generally accepted that it does, and it seems generally accepted that you don't have to sit in a cold plunge for an hour at a time. If you do 30 seconds of cold exposure four or five times a week, it can have an impact on your immune system, it can have an impact on your metabolism, but at the end of the day, I just do it because it's like, it's one of those things every day which I don't want to do it. Every day I don't want to do it, I just do it, and I get it done with and it just, I don't know, it gives you more energy and it feels good to have done that small thing every single day, and now it's just a habit, I just do it every day.

Then by 9 o'clock I'm ready to work, and I normally eat around 11 o'clock, that's kind of what works for me. Sometimes a little bit earlier if I play football the night before, like last night, but generally around 11 o'clock that works for me. So find what works for you, work out what your miracle morning is.

And what I'd say as well, the problem I used to have was this was my miracle morning, but then I'd train some days in the morning, so I'd create one for training. So when I train, I train at 6 o'clock, and then I stretch and have breakfast at 7.15, and then it's just the same miracle morning from 7.30 onwards with the kids, into the shower, into work. So work out what your miracle morning is actually going to be for you.

Next you have intake, intake. This is not a trick question. If you put ketchup into an F1 car, what's going to happen?

It's going to blow up. See, I was debating this. Is it going to blow up or is it just not going to move?

Not going to move? Who thinks it's going to blow up? I think let's say it's going to blow up, like let's have a bit of fun with it.

It's just going to, like literally, as soon as you put it in it, it's just going to explode. That's what's going to happen. We need to think about the intake we're going to put into our body.

So what are you actually going to input into your body? If we fill you full of ketchup, what's going to happen? Maybe explode, who knows?

But it's not going to fuel you particularly well, is it? You're not going to be productive. You're not going to have brain fog.

You're not going to think wisely. You need to make sure that what you're putting into your body is actually fueling you for high performance. Clean, lean and full of steam is the mantra.

So you want to be clean, clean food, clean calories. Clean calories are things that are rich in micronutrients. So they actually give you nutrition.

They actually give your body something to take, something to use and actually is going to allow you to live longer and live healthier as opposed to actually sapping the life out of your body. Lean is all about percentage of fat. It's all about being in a position where it doesn't matter what size you are naturally, being in a place where you're your best self.

You don't feel bloated and sluggish. You feel in a really strong place. You feel physically strong.

You feel physically able. You just generally feel good. And full of steam is what happens.

So being full of steam, full of energy, ready to go, feeling great, feeling productive. Lean, clean, and full of steam is what we're all aspiring to actually get to and get there. This also will make you feel good and it will make your brain perform better.

When you're not eating junk, when you're putting healthy stuff into your body and you're in a really good shape physically, your brain fires better. It works much, much better cognitively and the way you're thinking. Water intake is really important.

So if you're not a good water drinker, this might be one of your habits for the year ahead. Rule of thumb, anywhere from one to three litres of water is what you need in your body. One being if you're a smaller, maybe female.

Three if you're bigger and you're maybe a male. But generally, like, water's a good thing. Drink water, get in your body and keep yourself hydrated.

As I shared with you, a little hack is to have that glass of water as soon as you wake up. A lot of you are pouring water now, well done. Execution is everything, well done.

And your body and brain is made up of so much water. Your brain is 75% water. You need to be hydrated to keep everything working in your body as it should.

So if you're not good at drinking water, you should do. It is the best energy drink you can have. Don't drink Red Bull, don't drink Monster, just drink water.

It's one of the most powerful things you can possibly have. I've seen it, I've seen it, I've seen it. At a basic level, you could start thinking about calorie counting.

So if you have no idea what diet is good for you, or you've never tuned into food before, what you can do is start counting calories. I wouldn't recommend this long term, counting calories is one of those things, unless you really want to go the distance with your body and physique and get to bodybuilding and all that stuff. I wouldn't recommend counting calories for long, but I would say it could be a habit for the next four weeks, just to start counting calories.

Let me record my calories, how many calories do I actually have? Yeah right, 2,000 calories on average, okay great. On Wednesday I actually felt really rubbish.

You look, oh I actually had 1,500 calories, I actually had less calories than normal. On Saturday I felt really good, I actually had 2,250 calories, interesting. What it's going to do is give you a benchmark of where is your calorific intake and where does it need to be for you to feel and perform well.

So you start counting calories, that could be something you do as your handful of habits. It's a basic level, a more advanced level for those who already know roughly what they need to eat each day to feel good and sustain themselves, you can look at macros. What's a macro?

Macronutrients, yeah protein, carbs, fats, yeah. There's three macronutrients, protein, carbs and fats. Absolutely, we can talk about micro fitness power in a moment, absolutely.

So there's three macronutrients and basically all our food is made up of these three main things, protein, carbohydrates and fats. All of those things have different impacts on your body and different mechanisms within the body and every single person here will have a different requirement. So for example you might have someone here that just loves high fat, you eat 90% of fat in your diet and 5% carbs, 5% protein, you feel absolutely amazing.

That's like ketogenic diet and some people say they absolutely swear by that. Some of you want high carbs, some of you want high protein. But it's about understanding what you're eating and you might already know roughly about 2,500 calories works for me.

Then look at it more depthly and actually it's around 2,500 calories but it's 50% protein, 25% carbs and 25% fat. And actually when you do that you feel really good and you feel really great. So you want to learn what that is for you.

And a top tip, if you want to feel better, if you want to eat better and you want to just generally feel good around yourself and you want to do something that's not calorie counting, not weighing food, I would say a protein target is a really good idea. So that's why I set myself last year. My coach just said to me, look you don't want to weigh food, you don't want to do calorie counting.

I was like yeah, I really don't want to do that. I've got two young kids, I don't want to mess around with any of that. So I said cool, let's set a protein target.

So I just set myself a protein target at the time. It was like 145 grams, you need to find out what yours would be, speak to someone. All I was doing was I wasn't counting any calories, I wasn't worrying about the carbs and fats, I was just going right, there's some chicken on there or there's some tofu on there and I know that's about 45-50 grams of protein.

I was just counting the protein. What you do is if you just focus on that protein target, you'll find it really hard to overeat, you'll generally feel more satiated and your body takes more energy to actually burn protein. So it's one of those things that actually keeps you a little bit leaner.

So a protein target could be a really good way of sorting your food without getting overly complicated. You could weigh yourself. So you might want to start weighing yourself and once again, I don't think weighing yourself every single day for the rest of your life is a particularly healthy thing to do but what it can do is as long as you don't get too caught up in the scale and dramatically change your behaviour, you just weigh yourself and go oh that's interesting and like we talked about with the calories, you weigh yourself and go I feel really rubbish today, you weigh yourself, oh that's interesting, I'm 2kg heavier than normal. I feel really good today, oh that's interesting, I'm 1kg lighter than normal, less than normal.

You start to notice the trends, I feel good, I don't feel good, I perform well, I don't perform well and you start recording this over time, you start to know, you know what, I feel good between 72kg and 74kg and you know if you keep yourself around that level you're going to feel good and you're going to perform well. Once again it's just a benchmark for you to know how well you perform. MyFitnessPal, it's like a great app for doing this and I guarantee if you're not eating well at the moment and you want to sort your food, one of the, as I said earlier, one of the quickest wins is don't change anything but just say my habit for the next 28 days is to record my food on this app.

I think you get it for free for 30 days before it kicks into a suspended subscription. It's not overly expensive as a subscription but if you just record what you're eating it will change your behaviour. With adverts, okay cool, that's good.

That's changed, that's really good. So you can just for the purpose of the recording so you can track food on the free version entirely without it charging you anything but there are adverts so that's fine, that's great. The key is if you record, like you don't want to record three donuts on this.

Like honestly, it's just embarrassing. You don't even want to type it in. You're like, I can eat that donut but then I've got to literally scan a barcode or search for a donut and then record it in my app.

You're like, I'm just not doing it. Like you just don't want to do it because it becomes a hassle to like eat this stuff. Before it was like I would just put a Mars bar in my mouth and I can just enjoy the Mars bar.

Now I've got to put a Mars bar and I've got to do some admin. It's like you don't want to do it and you feel proud when you actually, you put good stuff on there. It's like fun to put good stuff on there.

So it's a really powerful way to change your behaviours just to start tracking. So if there's any behaviours you want to change, start tracking it. Someone last year shared that the way they changed alcohol for themselves is they just started tracking the alcohol they were having.

They didn't do anything else, they just started writing down the amount of units they were having at the weekend and they were like, whoa, this is a lot of units, way more than I thought. It just dramatically changed their behaviour. I really recommend if you struggle with clean eating is meal prep.

So there's plenty of companies out there. I use Prep Kitchen, I really like it. There's one called Simmer.

Adam uses one called Fresh Fitness Food. I was in London for a while, it might be UK wide now. But if you're struggling with time and you are not eating well, it might be because you just create too much friction.

So what I used to do before I had meal prep service is it's lunchtime around 12, I'm eating my overrun, I come downstairs and I'm like, what can I have? There's not much in the fridge. I would rustle something together, it would take me 15, 20 minutes.

I would then eat it and then I would have to wash it up, put it away and then I would be like back to work because that meeting started a little bit earlier than before. The quality of the food I was eating wasn't quite as good, it took way too much time and it just added another thing to do in the day. Now I have these meal preps, they come every Monday, I get seven of them a week.

That means there's normally one or two left over that goes in the freezer for emergencies. It just means I come downstairs, I put it in a bowl, I put it in the microwave for four minutes, it's done. I have a kombucha subscription as well, because I like kombuchas and it's like my little luxury.

It's good for your gut. Then I have that, I eat the food, it takes me 15, 20 minutes, then I go for a walk for 30 minutes and I get some steps in at lunch. That's part of my daily routine, part of my habits.

Now I couldn't imagine without it. They're high in protein, they've got vegetables and stuff in there, they're nutritionally rich. If you want a referral code, I'll give you that.

I just really recommend this if you don't have a meal prep. Make it yourself on a Sunday if you want to, if you've got the time to do that, or get someone to actually order these for you and have them ready for you each day. So that's all about food.

Toxins. Who likes toxins? A few of us, yeah, we all enjoy a toxin or two.

Key sentiment on toxins. This is the key thing, I'm not going to tell you not to drink alcohol, I'm not going to tell you not to have caffeine or whatever we're about to talk about, but the key sentiment of toxins is everything in moderation including moderation. Toxins are okay.

They have a time and they have a place, but they are and should be moderated. And you need to have control over them. That's a key point here because too many people just don't have control over these things and these things control them and they just run away with them.

So the first toxin is nicotine. Once again, like we could get into scientific debates about some of these stuff, are they good for you, are they bad for you, are they good in moderation, are they not? But I think in general some of these things like smoking and nicotine is not a good thing and I think in general everyone believes the fact that this will shorten your life or make you more likely to die younger as a result of smoking.

So I would encourage all of you not to smoke. I would encourage all of you to really think about your handling habits over the next 30 days if you are a smoker and think about what can you do. Can you limit your intake?

Can you reduce your intake? If you're smoking 20 a day, can you move to one of an e-cig or whatever? Whatever it may be, start moving in the right direction with nicotine.

And one of the worst things about nicotine and smoking is people think that it's cancer that kills you. It's actually not. Does anyone know how you die from smoking?

No? It's basically a suffocation. You basically slowly suffocate and that's how you die.

So it's the most horrific, most painful way you could possibly die. So don't smoke. Anyway, Adam, yes?

[Adam Goff] (1:10:06 - 1:10:10)

For those of you thinking it's not ivane, it's not vaping cancer is smoking.

[Josh Keegan] (1:10:13 - 1:16:35)

Boom. Boom. No, I agree.

The only reason I said vaping is it might be a way to ease yourself off it. But yeah, I think vaping is going to come out as worse before we know it. So yeah, just try not to do it.

I think it's like, what can you do this month? If you're smoking 20 a day, could you have it be going down to three or whatever it may be? Guillaume Black, who owns Property Filter, actually came to one of our Blueprint events and we talked about this and he quit and he's never smoked since.

So it can have a powerful effect. Challenge yourself to do this. This will change your life.

The next is caffeine. Who enjoys a bit of caffeine? Yeah, I love a bit of caffeine.

I think there are benefits to caffeine. Caffeine can give you energy, it can make you more focused, it can make you perform better in your workouts, but the key is it's one a day as opposed to hammering coffee all day to keep you going, to keep you awake. So you need to decide what your rule is and what your limit is on caffeine.

So for me, I have three cups of high quality black coffee a day. That's my limit. And I know if I've only had two, then I can't enjoy a third one.

If I've had three and someone offers me one, it's not a good idea. It starts to have a detrimental impact. It makes me a bit loopy.

I get a crash in the afternoon. So where is your limit on this? Yeah, talk about it in a moment, but I could potentially give it up.

Alcohol. Alcohol, once again, it's a drug. It's a toxin.

It generally is actually poisoning your body when you have it. I think in general, once again, we've kind of done a full circle. For a while, everyone was saying, well, you know, if you have a glass of red wine, it's actually better for you than not having a glass because it decreases your heart rate, reduces your blood pressure, and de-stresses you.

But now that seems to have kind of disappeared again, and actually they're saying no, alcohol is just a toxin, and actually it's not particularly good for you at all. So, alcohol, once again, in moderation. The odd drink here and there is absolutely fine, but when that odd drink becomes a Thursday night, Friday night, Saturday night, one on a Sunday afternoon, or you're just going out and getting blitzed for two nights of the weekend, or once a month you're just going out and just getting absolutely hammered, that's going to have a real detrimental impact on you.

No one ever wakes up in the morning and wishes they had more of a headache. Like, no one ever regrets the drink they didn't have. Like, no one ever regrets that, and I would say it's like, I'm not saying don't drink, but just in moderation.

Mark Barrett, who's on the board, who was on the board, is a hero of mine for this, because he doesn't really drink. Like, he's not really drunk for like the last 20, 30 years, and every now and again he'll order a beer. He always gets a Budweiser and he might drink three quarters of it and go, you know what, I've had the good, you know, the first beer is great, and he goes, I've had it now, I've had all the enjoyment, I'm done, he'll just leave it.

I love that, and I think it's really admirable. So think about, are you, is it a bad habit for you? Do you need to cultivate a good habit?

And what is your relationship to alcohol and how can you change it? Processed poison? Food?

So it's like, are you eating processed food? Like, is it beige? Does it come in a packet?

Does it last until 2029, like when you buy it? Like, are you just eating processed food? Like, when you start to look at the ingredients list, if you start seeing things like xanthine gum in there, that's the thing, it's disgusting.

Xanthine gum is actually disgusting. Like, Google what it is, it's basically they put it in ice cream and stuff to preserve things. If you see things in the, like, preservatives, colorants, and all these different ingredients which you read, you're like, I've got no idea what any of those things actually are.

Generally, that food is not going to be very, very good for you. This is hard work, particularly with kids. Like, I'm going through this battle at the moment, like, trying to get them to not eat this stuff, but also let them be a kid and let them kind of explore it for themselves.

But particularly those of you with kids, I'm sure you end up eating a lot of the stuff that they bring into the house, and you want to avoid that. You want to make sure that you're not eating all of that stuff and all those bad things. Clean food is where it's at.

Non-processed food that's nutritionally dense and rich with the micronutrients that you actually need, and food with minimal ingredients in it is what you want to be focusing on. So, can you make an effort to actually reduce your processed food intake and start making better food choices? And then finally, do you have a toxin?

Instant messaging, social media? Once again, WhatsApp is an amazing thing. Facebook Messenger is an amazing thing.

Facebook and Instagram are amazing things, but in moderation. You need to make sure you're not on there the whole time. If you're just sitting in WhatsApp eight hours a day, that's not going to be good for you.

It's not going to be good for your anxiety levels, you're not going to be productive, and it's just all about dopamine. It's just going to constantly drain your dopamine levels. Social media is great, but you want to be a creator, not a consumer.

Creating content, putting it out there, but you don't want to be sitting there doom scrolling until 9 o'clock, 10 o'clock, 12 o'clock at night. That is not going to be good for you. Actually, I've been blocked out of my Instagram account because it wanted this dual authentication thing, and I've just not set it up.

My team can get in and they can post and stuff, but I've just been out of it for like a week, and it's like, oh, this is actually really nice, and so I've just not set it up, and it's really great not to go in there and just feel like everyone's got a six pack and everyone's got a bigger house and a car, and it's just not a good place to be. It's not good for your mental health, and it's not good for you. So you could try to go to some extremes.

I always think if you've got a really bad relationship with something, a really great way to readjust that relationship is go to an extreme. So, for example, if you are a coffee junkie, you like drinking, is anyone in that category? Like 6 a.m., yeah, cool, a few of you. Nice. So you wake up, smashing coffee until 6 o'clock in the evening, cup, cup, cup, just drinking it more than water. Well, then you're probably addicted to caffeine, like you're heavily addicted to caffeine.

Now, something for you could be considering going cold turkey. And when you want to change your relationship with something, like if you're, I'm not going to ask you to drink too much alcohol because that will, yeah, people won't want to admit that, but if you're drinking too much alcohol, drinking too much caffeine, one of the things you can do is cut them out of your life for a period, could be a month, whatever it may be, and you will reset your relationship. And honestly, once you cut coffee out of your life, you're drinking it six, seven cups a day, and you cut it out for a month, you'll go back and you won't, you will, oh, that's quite bitter, that's quite strong, how was I drinking so much of this?

It will fundamentally reset your relationship. So you can give up caffeine, Adam did this a good few years back ago, he was like yourselves at the back, like drink, like literally, do you want to tell the story? Go on, go on.

Eight or nine shots in Starbucks in the morning.

[Adam Goff] (1:16:35 - 1:16:38)

Have I not, does everyone know about my caffeine addiction?

[Josh Keegan] (1:16:38 - 1:16:39)

Yeah, go for it.

[Adam Goff] (1:16:39 - 1:18:33)

No, okay, well, it's not that interesting of a story, but I mean, I was, I'm an addict. And I did everything at 120%, if you don't know already, I was loving life, smashing myself on caffeine, walking around Clapham Common at 5.30 in the morning, like tripping, like I'd just done a grand of MDMA. I mean, it was like, I was having a great time building a business.

No, I was super addicted, and then I just decided when I took, I always used to take December off, and I just decided that actually why do I need caffeine in December when I'm in Thailand? I don't need caffeine, so I'm just going to stop. And I just stopped, and then about 36 hours later, I got really ill, and I remember telling my mum I thought I was going to die.

Like, I literally thought I was going to die, like, help, can you get me a doctor? I'm crawling to the toilet, I can't get out of bed. It took about three days to realise, it was actually my PT who realised it was the caffeine that had stopped that immobilised me completely.

So I had a Coke Zero and instantly felt better, and it took about 10 days for me to just feel normal, like my brain was shutting down about 2pm every day because I was running out of the serotonin that I needed. So don't underestimate how much, what a powerful drug caffeine is, and I stayed off it for a good two, two and a half years after that, and now I'm back on it again, smashing it like no one's business now, I'm joking. It's a very powerful drug, and the problem with it is that if you are completely reliant on it, it's not actually giving you any benefit, it's just getting you back to baseline.

So you should cycle on and off it in order to feel the benefit of it, because like any addiction, like an alcoholic needs a beer in the morning to function, if you've ever seen the queue of people at Starbucks at seven in the morning who all look like smackheads who haven't had their hit, it's because they're addicts too. So it's an invitation to just assess where you're at with it, and if you are overdoing it like I was, it's maybe a chance to balance the books.

[Josh Keegan] (1:18:33 - 1:18:45)

Absolutely. Nice, thanks for sharing. I was inspired by Adam, I was drinking too much of it, and I gave it a go, and it really is not for the faint-hearted to give up, but it's definitely one of those things that once you do it, it just resets your relationship, and then you can go back.

[Adam Goff] (1:18:46 - 1:19:09)

Sorry, anyone who is struggling in any way with sleep here, the first bit of advice I give everyone is stop caffeine for 30 days, and they'll tell me every reason why, no I can have a coffee and I can go to sleep, and all that sort of stuff, yeah cool, but if you are struggling with sleep in any way, you wake up in the middle of the night, you can't get to sleep, you are waking up early, stop it for 30 days, and I bet almost nine times out of ten it will solve your sleep problems.

[Josh Keegan] (1:19:09 - 1:34:04)

Nice. And then alcohol, so I did this a couple of years ago, set an objective, one year no beer, and just gave it a go, plenty of board members have done it, a few people in the community have now done it, and honestly, no one has done this and not gone, that was the best year they have ever had for a lot of reasons, so I would really recommend if you are thinking about it, you can give, we have just all done Sober October, you can go further and you can make an objective this year to have no alcohol or reset your relationship with alcohol over the next year. I did a podcast on this so you can actually listen to my experience, episode number 48 if you want to check out my Ultimate FT podcast.

I did this two weeks ago, so I realised we had some junk food in the house, the kids were bringing stuff home from party bags and all sorts and although I was frowning upon the fact we had it in the house they were eating it, I realised they are not actually the ones eating it. They might have half a party ring and put the rest down, whereas it was me coming down after my day, seeing it all day and going I just have some of this and that, that is not good because I am the one eating this food, they have not got the problem I have. So I put it in a container and then I put it, this is our utility room, just up there at the back, and I just said look, to all the family, help yourself, me included, have as much as you want and just go in there and get it.

What has happened? We barely touch it and when we do touch it, it is a fun thing on a Sunday afternoon we have a little bit of chocolate and we get it down and we actively do it. That is a nice experience, going inside and saying let's get an ice cream.

It is a bit of a ritual thing, there is chocolate. I would recommend out of sight out of mind, it could be junk food, chocolate, family, but how can you limit your intake of toxins this month. Dopamine is a powerful drug, it is the feel good drug and it gets released into your brain when you have basically give yourself what you want.

A lot of chocolate is not eating the whole chocolate bar or a lot of beer is not drinking the whole beer. It is the excitement about allowing yourself to have the beer, it is the first couple of bites, the first couple of sips. You need to tune into that.

You can use your dopamine to have a cigarette, have an alcoholic drink, or you can save it and use it to scale your business and be more productive. That is the choice you have. Finally, sleep.

Sleep is the cornerstone of health and it has become a bigger and bigger topic and more and more people are jumping on it and saying it is the most important thing you should do. It is a non-negotiable. I was listening to a podcast the other day, you shouldn't say how are you doing, you should say how are you sleeping.

When someone tells you how well they are sleeping, it tells you how well they are doing. There is so much power in getting a good night's sleep. It is a false economy to stay up late working and get up early in the morning to do more work.

We have all been there, we have all done it, we have a deal we are working on, whatever it may be, there is a time and a place for it, I get it, I'm not telling you never to do it, but understand it is having a cost and as a result you are being less productive and it is not sustainable long term. The sustainable approach long term is getting your sleep every single night. Athletes don't do what we do and athletes will never stay up late until 12 o'clock in night training and get up at 3 or 4 in the morning to continue working because they know it is not going to improve their performance, it will diminish their performance.

They value recovery. Everybody here should be getting between seven to nine hours of sleep per night depending on who you are and what you do. Men need less sleep than women, I have been reading about that lately because of hormones.

Some people believe they can have less sleep than others and survive three or four hours but it is very rare. Genetically it is very rare for that to happen. Time to bed, time to rise, one of your habits might be I go to bed at 10 o'clock every night, I wake up at 6 o'clock every morning and more and more science and research is showing if you want to stabilise your sleep it is less about when you wake up and more about when you go to bed.

I was speaking to somebody earlier who said their biggest problem is they go to bed at 10 and they want to sleep but they just sit there and can't get to 11 every single night, go to bed earlier, try to get yourself to a place where you are tuning in and going to sleep and you are not taking your phone to your bedroom, you have good sleep hygiene and you are going there at the same time and eventually you will start dropping off that time and that will regulate your morning time as well. It only takes about three days for you to change your sleep cycle.

It doesn't take long at all. If you set yourself 28 days you will have a dramatic impact for you. Have a pre-bed routine.

What do you do before you go to bed? Assuming you brush your teeth, everyone put a tick in that box earlier which is great to hear. What do you do before you go to bed?

Switch off your screens, dim the lights at a certain point, do you read in bed? How do you go to bed? If you do the same every time you will have a dramatic impact on your ability to fall asleep and the quality of your sleep.

Another top tip is to limit your screen time and turn your phone to black and white. Your screens should not be in the bedroom, they emit blue light, blue light impacts or diminishes the release of melatonin. Melatonin is the drug that makes you fall asleep.

When you have that in your life and you are watching TV or bright lights until late in the evening you will feel naturally less tired or some of you may feel just as tired but actually you will not sleep quite as well, it will impact your deep sleep and REM sleep. Try to limit your screen time and another top tip is to put your phone into black and white. Screen time, you have timers on your phone these days, you can literally download app timers, I think they are installed in most modern phones now.

You can have app timers, screen time timers, a real interesting thing is to look at how much time you are spending on your phone. How much time your phone now? Sometimes, I remember Adam shared a story from his mastermind where one of the ladies said I have got no time and she looked at her screen time and she was spending three hours a day on Instagram.

You have time, you clearly have time. Look at how much time you are spending on your screen to see how much more productive you can be and think about how you can limit that so it will impact your sleep in a positive way. You can make your iPhone black and white.

These phones and devices are built with colour because they are enticing. They want you to look at them and play with them all day every day. When you turn it to black and white they are far less enticing and engaging for you.

That could be the thing you do this month. 28 days of your phone in black and white, that could be the habit you cultivate this month to help you reduce your screen time. Finally, for those who need to get up at a better time, it gets harder now because it naturally gets darker.

We are into autumn and winter. Who has got one of these? A few of you.

This is a daylight alarm clock. Rather than having that aggressive alarm that goes off on your phone by your bed, you can be woken up more gently with daylight alarm clocks. This will turn on and it will slowly gradually fade up and by the time it gets to 6am or 7am whenever you want to wake up, it will have naturally woken you up as if it is a sunrise in your room.

I highly recommend this. For those of you who are live partners, they won't like this if they don't want to wake up at the same time so you have to find another solution. It is not going to be for everybody.

Trust me, they don't like it but you can find a way or a mechanism like this to help you wake up. For me, I have got my Garmin which has got a little vibrating alarm. It just does a real light vibrating for a short period of time.

It means it doesn't wake Hayley up and it wakes me up suddenly. Early to bed and early to rise makes you healthy, wealthy and wise. There are very few entrepreneurs, very few successful people that don't get to bed at a good time and wake up at a good time in the morning.

If you have not read some of these books, Matthew Walker, Why We Sleep. Matthew Walker is like the prodigy of sleep. He is the person that has changed the game.

You can read the book or you can listen to some of this podcast. It has been on Joe Rogan. Really great to listen to.

You have got Nick Littlehales, he was basically a coach about how to actually enhance elite sportsmen in terms of sleep. You can read this book. Then you have got Thrive by Arianna Huffington.

Three books you can read on sleep if you want to go deep into the topic. If you are not too bothered about going deep into the topic and you want to get the headlines, I would say the Joe Rogan podcast with Matthew Walker gives you everything you need to learn about this without going too deep into it. That is a handful of habits.

Let's go through a few top tips from experience. The first is success by the inch is a cinch. What you want to do here is if you are drinking way too much, if you are not sleeping well, if you are not active, if you are not going to the gym, don't go away from this.

You just create the targets. Don't go away from this and say, right, I am going to go to the gym ten times a week for an hour a day. I am going to start running in the mornings.

I am going to start going to bed at 8 o'clock at night. I am going to start getting 15,000 steps. That is how entrepreneurs think naturally.

That is not what we want here. What we want to do is success by the inch. It is the small things.

What we are going to do is over time we are going to habit stack. If you have done this well, you will be sitting here in a year's time in advance. We will be talking about a handful of habits.

You will be setting your new habits for the year ahead. The habits you set will no longer be relevant because they have become habits. You are doing the things you set.

Next year you will stack them. The following year you will stack on more. Over time you set more of these habits and that is where the success comes from.

Consistency beats clever. It is not what can you do, it is what can you do consistently. That is the key.

If you never got to 10,000 steps a day, don't set yourself 10,000 steps a day. Set yourself 6,000 steps a day. What can you do consistently?

Don't try and get clever with it. Don't go on a keto diet, don't start cold plunging for an hour a day, don't do all this stuff that takes hours and hours worth of time. Just do what you can consistently.

Meditating for two minutes a day is better than setting yourself to fail for an hour a day. What can you do consistently? Get in early.

Whenever you can do stuff early, whenever you can get it done, when you wake up you have the most amount of power over your decisions. That is when you can make really great decisions. You need to get this in early.

That is where you have the most mental cognitive, I forgot the word, but the best way to actually think about your decisions, that is where you have the most mental will power. That is when you want to do it. If you want to go to the gym, do it in the morning, don't leave until four o'clock in the afternoon, then when you are tired you are less likely to go.

Automate everything. Keep using exercise as an example. If you know you are going to run for 20 minutes in the morning or you are going to do yoga in the morning, put your yoga mat out the night before, sleep in your yoga gear if it is appropriate and wake up in the morning and it is there and it is good to go.

The doorstep mile is a Scandinavian proverb and the whole concept is that the hardest mile is to get to the door and put your trainers on and then it is going for the run. That is the hardest bit. The more you can automate things and make it simple, the better and easier you are going to find it.

Trust the process. It takes 28 days to form a habit. At the start, you are going to feel excited, you are going to feel juiced up, you are going to feel fired up, it is going to feel great, then you are going to experience a dip where you fall off the wagon, you are not enjoying it quite as much, it has become a bit of a slog.

You have got to push through that, do what you can, prolific beats perfect and get to the end, get to yourself where you are in a place where you have done this for 28 days and these are the things that are going to step change your year and the year ahead. It takes effort to feel good and the older you get, the harder it gets to feel good, it takes significant effort to feel good and perform at your best. This is your opportunity to raise your standards.

These are the things that are going to raise your standards as a human being for the year ahead. These are some examples of habits that you could choose. Stretch after exercise, that was one that I had for this year.

Don't eat baby food, so it sounds silly, but if you have got kids and they have two licks of an ice cream, who is going to finish the rest of the ice cream? Give me something you do. Steps at lunch, this is one of mine, now I don't need it as a habit because I do it every day and I absolutely feel great when I have done it.

No phone after six o'clock in the evening, something you can do if you are messing until late at night. Read ten pages, this is one of Kevin Edge's habits, he reads ten pages every day. The amount of books you get for a year when you read ten pages every day is phenomenal, so if you are not a reader you can do something like that.

In the morning you can meditate and stretch. Breakfast of champions is something we do on the board, the first thing you do when you wake up is go out and get 5,000, 6,000 steps before the world even starts. 30 seconds cold exposure at the end of a shower.

20 minute meals, so take your time to eat, this is one of Adam's he had a while ago. 20 minutes of time to actually eat and satiate, eat slowly rather than gobbling your food up too quickly. Eight hours of work and eight hours of sleep, so you have eight hours of play in the middle.

These are some of the habits you could think about doing this year. So what we are going to do is this month you are going to consider all your options, what are your actual options that you can actually do. You are going to consolidate them down, so consolidate that into a list of habits that you are going to choose.

You are going to define and draft, so you are going to actually draft them and put them onto your habit slip. You are going to test and trial, so you are going to test them for the month ahead and you are going to formalise them. So basically, very simply, you are going to work out all the habits you could have, you are going to put them onto your handful of habits card that we have given you, which is going to be your draft habits, then you are going to test and trial.

For the rest of the month you are going to aim to do these every day. Then what is going to happen is next month we are going to allow you to formalise them in the room and then we are going to laminate them. These are going to be your handful of habits for the month ahead.

Put them in your journal, you can refer to them every single year. That is going to be your 28-day challenge for the month ahead. Handful of habits, this is going to make you feel absolutely amazing.

Yeah, of course, yeah. There you go. So, I hope you enjoyed that session.

This is about getting you onto your triple A game, allowing you to fundamentally level up, to get you to feel and perform at your best and when you are in this boat, your businesses will do better, you will do better and this is the thing, the basics, the fundamentals, like Sunday Sanity, which is going to allow you to go the distance this year. Ladies and gents, thank you very much. We are going to welcome Miss Rachel Davies back to the stage.

Thank you.

[Rachel Davies] (1:34:08 - 1:41:04)

Thank you for that. Absolutely brilliant. Who is feeling inspired now?

Yeah, lots of thoughts about what your habits can be. Good, that is what we want. And I just want to leave you with this one quote that I got from Muhammad Ali.

I never won a fight in the ring, I always won in preparation. Remember what I was saying to you earlier? This is about you preparing to be healthy long into your later years.

Some of you are quite young, Charlie, how old are you? 22, got a 22-year-old in the room, but one day he is going to be 75, 80. We are planning and he is planning in preparation now, that is what we want for you.

If you can take any of those habits, the best ones to take, in my opinion, and they are all fantastic, but exercise. If some of you are here and you live very sedentary lives because you spend a lot of your time in front of a computer, then exercise is something I want you to put on your habits. It might be, as Josh said, keep it simple, 5,000 steps to 6,000 steps.

If you are going from zero, then you need to be realistic with what you can achieve. I am just going to give you a statistic now. If you move your activity up to 90 minutes a week, that can cut your chances of dying from all causes by 14%.

That is an incredible figure. If you live a more active life and you are a regular exerciser, you will be able to more likely live a decade longer than someone who lives a sedentary life. These are real statistics.

They are out there on Google if you want to do some research or read some of these books that we have been reading. It is absolutely about you setting off and doing the things that are going to help you later on in life be a healthy person for the rest of your life. It is really, really important.

I just want to share some of my habits with you. This is what I am trialling and testing at the minute. I have sleep challenge sometimes so I am trying some sleep meditations.

I am also thinking about tracking my hours of sleep as well. I am trying both of those out at the minute. Gym three times a week for me now.

Physio three times a week because I still have to do physio from the injury that I had. Then a protein target for me. I am only 50 kilos so 75 grams of protein is a target for me particularly because I am vegetarian.

It is not easy to eat that much tofu. I am working towards a higher protein target for next year. I am doing it gradually.

Again, phase yourself into these things if you know it is going to be difficult. Another one for me is no TV in the week. I mentioned it in the Facebook community.

I have got a Netflix problem. I need to sort it out so I am not allowed any Netflix in the week. That is how I am going to do it because I want to be more productive.

These will set you up for success. One of my favourite things from Property Entrepreneur is the 28 day challenge board. As a gift to all of you, we are going to be giving you one of these two days so you can pick this up from Bianca in the break times or at lunch.

This is mine. I absolutely love it. This is my top 10 high-value tasks.

My Sunday sanity down the left-hand side. These are my habits across the top that I am trialling out at the minute. Each day, you can tick it off to say that you have done them.

Some of your habits might be you are doing something three times a week so you tick it off when you have done it. You are on track. If it is Tuesday and you are not exercising today, that is fine.

Just tick it off. You have done the rest of them. This is how you measure it.

Obviously, we treasure what we measure. You can have a good front of mind. You can see whether you are being successful or not.

Be honest with yourself. Mark the cross when you don't do it. You need to be aware of this.

In the breaks, go see Bianca. She will get you a challenge board. This was an example of one of mine when we were doing Sober October.

Just showing you where I did really well one day. I didn't do so well. You are tracking it and seeing your performance.

When you are trialling these, Josh mentioned there about trialling these habits. You might find I did a brilliant one. It was bed by nine.

I have two teenagers in the house. One of them, I am pretty sure she has ADHD. She bounces out of bed like a boomerang.

I couldn't get her to sleep in time for me to go to sleep. I have given it up. It just didn't work.

It is okay to try these and fail because you will soon figure out what works and what doesn't work. That is the whole idea behind trial and error. Let's just really briefly go over the homework.

It is quite straightforward for this session. It is in the back of the book if you want to have a look at it. Page 59.

Select your draft habits. Draft out what you think out of all that list that Josh talks about. You make a big list.

Pick out what you think you can do. Then draft your five habits. We have got some suggestions on when you should do these by deadline wise.

Then review, try them out. Adjust them. See what works, what doesn't work.

Try them out for a week or two. See how you get on. Use your challenge board to work out how actually well you are doing on them.

Then by the time we get to the next workshop, we want to work out what your final five is. What are your final five habits you are going to settle on. Then I want you to be posting this stuff in the community.

If you have tried five habits, one of them was you are terrible, you couldn't do it at all, or you have had a real success with it, then share that in the community. Share that. That is part of the journey.

Then when you decide on your final five, you are going to bring them to the next workshop, and then we are going to laminate them for you. You are going to put them on your wall, and you are going to stick to them. That is what we are doing.

Sorry, I forgot to put that up. It is nearly time for lunch now. I just wanted to remind you about, actually, before I do that, on your tables, I have just noticed, some of you have got, we are giving you two handful of habits cards.

One of them is obviously for trial and error, but the other one, I want you to take it away with you, is for the one that you are going to laminate when you come back. I know some of you have left them out on your table, you should have two. One for trial and error, and the second one is for your final version.

Do not write on the final version until you know exactly what your five habits are going to be. Does that make sense? You should all be taking two cards away with you.

Private dining now. This is the time when you can get your phones out now. If you have been invited to private dining, you will have a WhatsApp from PE Broadcast telling you you are on my table, Josh's table, or Adam's table.

If you have not, have lunch with your buddy. Have lunch with people around your table. Have lunch with somebody new.

Just to reiterate what the message is, what the topic is that we are talking about at the tables, we want you to introduce yourself, name location, business again, and then we want you to share some insights or some revelations you have had from cave time. If you have a question that you want to ask the trainer, then fire away. That is what we want you to do for lunchtime.

I am not going to go through the list now, but if you are not sure whether you are on private dining or not, go see Bianca. She is going to be at the door as you go out. When you go into the lunch, the tables are labelled, so they have got our names on the tables.

If you are not sure where the table is, ask one of the staff or ask one of us and we will direct you. Does that sound good? Everyone know what they are doing?

Fantastic. That was a fantastic session, wasn't it? Did we all enjoy Handful of Habits?

Yes. It was really good. Let's finish that session on a huge round of applause and be back in the room by 2.30.